

NICOTINE NIX



VOICES FROM THE CO-CHAIRS

By: Marge Larson and Wilbur Brown

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Alaska Tobacco Control Alliance

(ATCA) creates a statewide network of health advocates to develop, support and sustain comprehensive tobacco control programs.

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Hello ATCA membership,

We, as the Co-chair's of ATCA would like to update you on our efforts to follow the board's directions to build more partnerships in Alaska that will reach as many people as possible; and of course share all the exciting things happening with ATCA. It has been a pleasure to work with such a wonderful group as this steering committee. They have all put in a lot of work, time, and effort in helping ATCA become the leaders in the state on tobacco and second hand smoke issues.

This summer we were directed by the ATCA Steering Committee to work at building partnerships around the State to help combat this deadly substance called tobacco. One of our first efforts was to present to the Alaska Tribal Health Directors. We informed them of what we where doing as ATCA, encouraged them to be part of the process and requested that we take more of a partnership approach to address the high rates of tobacco use in Alaska. The presentation was well received and we are hopeful for building upon this already strong partnership. The Tribal Health Directors appoint the four Alaska Native seats on the ATCA steering committee. There are currently two openings.

A steering committee meeting was held in Anchorage August 16 and 17, and as you will read later, the Strategic planning meeting was held at the same time. We believe this process went well and a lot was accomplished. We also heard from regional and agency representatives about what is going on in Alaska. We encourage you to read the minutes from the ATCA steering committee meetings. If you are not in Anchorage or cannot attend a meeting, you may join us through teleconference. Included is a list of all presentations from ATCA. You are encouraged to read the minutes to get a clearer idea of what was discussed.

ATCA Work Group Reports included:

- Tobacco Summit
- Awards Committee
- Elections Committee
- Scholarship Committee
- Membership Committee

Additional reports or presentations included:

- Overview of Tribal Health in Alaska
- Quit Line Evaluation Report
- Rural and Urban Counter-Marketing Media Presentation

As you can see, we have a lot happening in ATCA and have much work ahead of us to build a tobacco free Alaska. As an ATCA member, you have many wonderful opportunities to be involved. We still have slots open on all committees to help address some of the needs of ATCA. We also have some short-term commitments that you could be involved in, including being part of the Second Annual Tobacco Summit which will be held in Bethel February 4-6. We want to celebrate Bethel's 10 year anniversary of being the first Alaska community to go smoke free, and take the opportunity to reach out further to the community and outlying villages. If you would like to take part in planning the summit or any other ATCA work groups please email Marti Pausback at mpausback@akeela.org or Brenda Holden at Brenda@iialaska.com for more information.

Sincerely,

Update: Statewide Strategic Plan to Prevent and Eliminate Tobacco Use

By: Tanya Iden, Agnew::Beck

ELECTIONS COMING

Your ATCA Elections Committee will soon be asking for nominations for the following regional seats for a one-year term.

- Northern Region
- Western Region
- Southwest Region
- Interior Region
- Southcentral Region
- Southeast Region
- Anchorage

Watch for information or contact Celeste Barrett at

cbarrett@aklung.org

The 2nd strategic planning session for a statewide tobacco prevention and control plan was held August 17, 2007. This busy and engaging day-long session took place during ATCA's summer steering committee meeting. Strategic planning committee members and interested ATCA members participated in thoughtful discussions and a meaningful exchange building upon the work that began at the first strategic planning session held in May 2007.

The strategic planning session was again facilitated by Mike Walsh of the Foraker Group with assistance from Tanya Iden of Agnew::Beck. With considerable effort, the strategic planning committee was able to achieve the day's agenda. They determined short-term goals for the Plan and prioritized the strategies to focus on in 2008.

Goal 1: Increase the percentage of Alaskan youth who never start using tobacco.

Maintain local/statewide counter-marketing efforts to increase reach to youth markets

Make tobacco products more expensive for youth to purchase by encouraging local and state tobacco tax increases

Goal 2: Increase the percentage of Alaskans who successfully quit using tobacco.

Expand third party coverage for tobacco cessation (private & Medicaid)

Increase the number of Alaskans who are asked about tobacco use and exposure at every visit by their health care provider

Goal 3: Increase the percentage of Alaskans who live free from exposure to second hand smoke.

For this Goal, four very clear, prioritized strategies emerged. They are listed below.

Support local efforts to enact comprehensive CIA ordinances for workers and public places, i.e., Fairbanks, Mat-su, Klawock.

Support efforts/educate for multi-unit housing to go smoke free

Educate about second hand smoke harms in private residences.

Prepare for eventual statewide law - 2013

Goal 4: Reduce disparities in tobacco use and second hand smoke exposure.

Promote culturally appropriate prevention and cessation programs (i.e. spirit camp)

Encourage and recruit diverse partners and community-based, grassroots involvement in tobacco control activities

Goal 5: Build the capacity of Alaskan communities to respond to the burden of tobacco.

Grow ATCA. Work to have more people on the ground, in the community, getting out the message

Use existing local networks and partnerships to deliver tobacco-free messages and programs.

Goal 6: Support and maintain a comprehensive, statewide tobacco control program.

Maintain current and pursue optimum CDC funding and collaborate on seeking outside funding opportunities.

Ensure comprehensive data collection

Next steps for the strategic plan will include work with a sub-committee of interested people to assign measurements to the plan goals and strategies. After which the Plan will be shared again with the strategic planning committee. The planning committee hopes to have a complete, final plan by November 2007.

ATCA Tobacco Summit

By: Marti Pausback

JOIN THE CELEBRATION!

ATCA SUMMIT FEBRUARY 5, 6, 2008 IN BETHEL

Ten years ago Bethel became the first city in Alaska to clear the air. The city passed an ordinance addressing clean indoor air and worker health. In celebration of this event ATCA selected Bethel as the site for the second annual ATCA summit.

We need your help to prepare for the celebration. There are many opportunities to help plan this event. Half the fun of an ATCA Summit is working together with other members to organize the details. We are looking for people to join the following work groups:

Summit Content work group Help select speakers, summit topics and design the agenda.

Chair: Celeste Barrett, cbarrett@aklung.org

Communications work group Spread the message about the ATCA summit and Bethel's celebration! Create opportunities for earned media.

Chair: Wilbur Brown, Wilbur.brown@searhc.org

Hosting work group Welcome ATCA members to Bethel, design the reception and introduce visitors to the beauty of this community

Chair Carrie Enoch, carrie_enoch@ykhc.org

Help support the momentum for clean indoor air in our state! Volunteer to be on an ATCA work group. Just email the workgroup chair.... An opportunity awaits.

**Got Air/ Aneryaaringqertuku
Bethel, AK 1998-2008
First in Alaska to Clear the Air**

NATIONAL TRAINING OPPORTUNITY

It is not too late to sign up for the upcoming National Tobacco Control Conference. See the web link below if you are interested in this year's annual conference.

<http://www.tobaccocontrolconference.org/2007/conference/generalinformation/>

As a participant you will learn the latest evidence on what works in tobacco control, how to apply current research findings and renew your energy and commitment to tobacco control. You should also come home with practical ways to improve tobacco control programs and activities and valuable tips and ideas from your colleagues.

This conference should have something for everyone—whether you are in prevention, cessation or research; whether you are a student, program manager or seasoned advocate and whether you work at the local, State or national level.

The scholarship committee has limited funding available for national scholarships. See the related article "Scholarships for ATCA Members." Please contact Lisa Aquino at lisa.aquino@alaska.gov or Brenda Holden at Brenda@iialaska.com for details.

Scholarships for ATCA members

The main purpose of these scholarships is to encourage community members from around the state to attend the annual ATCA Summit in Bethel on February 5 and 6, 2008.

A limited number of scholarships will be available for current ATCA members to attend national conferences and training to receive continuing education on the latest tobacco prevention and control information, and share it with all ATCA members in-state.

The new scholarship forms will be posted on the ATCA website by September 30.

Contact Lisa Aquino at lisa.aquino@alaska.gov and the Scholarship Committee get more information.

ATCA STEERING COMMITTEE

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 Summit Committee

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 Southwest Region Representative

YOUTH VOICE T.A.T.U. GOES STATEWIDE

By: Celeste Barrett



On August 14 and 5, community grantees from around the state attended the first T.A.T.U. training of the year. Teens Against Tobacco Use (T.A.T.U.) is a peer education program in which high school students are trained to use displays and presentation material to educated audiences, specifically middle and elementary school students, about the hazards of tobacco use.

This year's first training was filled to capacity for both the Teen Facilitator & Adult Facilitator training days. Graduates included Celeste Barrett, Amanda Cooper, Claudia Dolfi, Sorona Dolf, Joanie Fogel, Wendy Hamilton, Lauren Kelsey, Deb Masey, Lana Metcalf, George Olanna Sr., Jennifer Olenдорf, Chelsea Royal, Anna Sappah, Karen Van Wingerdeu and Jackie Wagner. Congratulations to one and all for a very successful training.

Special thanks to Cheryl McDonald from the American Lung Association of the Northwest, our T.A.T.U. master trainer and facilitator and Ingrid Ling from Alaska Family Services for coordinating the logistics and providing a training location.

Due to high demand there will be another training this year. If you are interested in starting a T.A.T.U. group in your area and need training or would like more information, please contact the Alaska statewide program coordinator, Celeste Barrett at (800) 586-4872 or directly at (907) 644-6411.