

# TOBACCO FREE NEWS

May 2009

## Higher Tobacco Tax Reduces Youth Tobacco Use

Chris Grangaard, Steering Committee,  
Interior Representative, Tok

D. Frank Chaloupka, Director of ImpacTeen: a policy research partnership to Reduce Substance Use for the University of Illinois at Chicago Institute for Health Research and Policy presented at the 2009 ATCA "Got Air" Tobacco Summit in Fairbanks, April 16.

Dr. Chaloupka is also a professor of Economics at UIC and presented powerful research outcome data for an identifiable data relationship between increased tobacco taxation efforts being the strongest and most effective intervention strategy to interrupt youth initiation to tobacco use.

When tobacco taxation measures are enacted the number of youth initiation to tobacco use declines. One reason is because the cost increases generally affect the available income of youth more than adults. Increased tobacco costs show a direct decline in peer initiated tobacco influences — even fewer kids being interested in using tobacco!

Let's work this data to its full and strategic potential to create stronger partnerships among ourselves that will influence the enactment of laws that will beat the Tobacco Industry at its own game of destruction by turning supply and demand upside down in our youth—the most vulnerable target of choice for Big Tobacco.

Let's continue to follow Dr. Chaloupka's great work and use this data...and again our thanks and appreciation for his work and participation in our incredible ATCA Tobacco Summit.

## VOICE FROM THE COCHAIRS

MOSES TULIM

KAY ASHTON

Hello ATCA members:

The April 15-17, 2009 Alaska Tobacco Control Alliance Summit in Fairbanks was an exciting time for the Co-Chairs and the ATCA Steering Committee to meet new ATCA members from all over

Alaska. Welcome to our new ATCA Steering Committee member, Dr. Gary Ferguson, ANTHC and a Native representative. We look forward to your collaborative ideas to help eliminate tobacco products that continue to deceptively harm and take the lives of over 600 Alaskans every year.

It was clear that all who registered and participated in the ATCA Summit were serious and concerned about the health and safety of those they represent. ATCA, is an alliance of different cultures working together with a mission to extinguish the use of tobacco in all of Alaska. With the rapid growth of ATCA membership and different cultures we are growing stronger with a common cause and purpose.



Photos courtesy of Nick Gonzales,

Included are audience at opening reception; others in the buffet line, Bill Bouwens, Dan Etulain; Lauren Kelsey, Tanana Chiefs representatives Karlene Huhn, Melanie Brenner, Jerry Isaac, and Victor Joseph; Wilbur Brown; Jenny Olendorff, chair of the 2010 Tobacco Summit to be held in Kenai.

**Steering committee 2009**

Contact information available on the web at:

<http://alaskatca.org>

**Kay Ashton, Co Chair**

Core Agency: American Lung Assoc.

**Moses Tulim, Co-Chair**

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**Lincoln Bean Sr.**

ANHB representative

**Bill Bouwens**

At-Large

**Melanie Brenner**

At Large

**Carrie Enoch**

Native representative

**Gary Ferguson, ND**

Native representative

**Christine Grangaard**

Interior representative

**Aubie Gregg**

Northern representative

**Pat Luby**

Core Agency: AARP

**Laura Muller**

Native representative

**Emily Nenon**

Core Agency: ACS CAN

**Jenny Olendorff**

Southcentral representative

**Pat Reynaga**

Anchorage Representative

**Andrea Thomas**

Southeast representative

**Marilynn Thorson**

Southwest representative

# PAVING THE WAY AWARDEES

Note: full text of the awards presentation is on the web at: <http://alaskatca.org>



Extended family of Ted Harwood

**Sharing Your Story: Ted Harwood posthumous to Georgianna Lincoln and her family**

**Care Hero Award: Dodie Delaney, ANP, Fairbanks Regional Public Health Center**

**Youth Advocacy Leadership Award: Peninsula Smokefree Partnership, Teens against Tobacco Use**

**Community Backbone Award: Emily Nenon & Jennifer Adzima American Cancer Society Cancer Action Network**

**Trail Breaker Award: Captain Kurt Ludwig Alaska State Trooper (received by Captain Burke Barraick)**

**Outstanding CIA Operative Award: Jenny Olendorff, Bridges Community Resources Network Inc.**

**Health System Partners in Change Award: Tanana Chiefs Conference/Chief Andrew Isaac Health Center: (Jerry Isaac and Victor Joseph) and Fairbanks Memorial Hospital: (Mike Powers)**

**Community Connectors Award: Allakaket Wellness Team: Elizabeth Strassburg, Evelyn Esmailka, and Nancy Mason**

**Policy Pioneer Award: Bert Sharp History of Tobacco Legislation**

In 1997, Senator Sharp sponsored legislation that raised Alaska's cigarette tax to \$1.00 per pack, the highest in the nation. His legislation also tripled the tax on other tobacco products. Tobacco taxes have proven to be one of the most effective ways to keep kids from ever starting to use tobacco and help adults quit.

Over the past decade great progress has been made in reducing the needless addiction, disease and premature death caused by tobacco. In Alaska, youth smoking has been cut by half and adult smoking has been reduced. Success in the effort to pass the tobacco tax in 1997 was both bold and courageous, providing an example of strong leadership for policy makers throughout the nation. Since that time, many states and local governments have followed that example by increasing tobacco taxes to substantially reduce tobacco use while also significantly increasing state and local revenue.



Stacy Kelly and Karen Doster

# Fair Air

secondhand smoke education



## Thank you ATCA, from the Summit Chair, Melanie Brenner

Having the 3<sup>rd</sup> Annual Tobacco Summit in Fairbanks was an honor. Everything from the Awards ceremony to the summit itself was a great success. I couldn't have made this summit nearly as successful without the help of the great team that I had backing me up. Thank you to everyone who helped from the beginning all the way to the end. This summit wouldn't have been nearly as successful without all the people who registered and attended the summit, from over 30 different communities from Alaska attending. Again, thank you to everyone who helped with making this a great success and wonderful achievement for myself. I would especially like to thank Fair Air and extend an invitation to anyone in Fairbanks to join our coalition.

Melanie

Melanie Brenner, Hunik Zoo Editor; TCC, 122 1st Ave., Ste 600, Fairbanks, AK 99701 907-452-8251 ext. 3166

## 2009 Tobacco Summit Wrap up

Bill Bouwens, Steering Committee member, At-Large

One hundred and twenty five Alaska tobacco prevention advocates gathered in Fairbanks to participate in the Third Annual ATCA Summit, April 16 and 17. Working under the slogan of "Got Air?" prevention advocates attended sessions featuring tobacco tax, tribal prevention policies and tobacco industry tactics.

Melanie Brenner of TCC chaired the ATCA Summit committee. As chair, she facilitated the hosting, planning, promoting and implementation of the event. Key partners in planning this event included the ATCA Summit Workgroup, Tanana Chiefs Conference, the Fair Air Coalition and Information Insights; the success of this meeting came about as a result of the hard work accomplished by all of these partners. We are grateful for their efforts.

The 2009 "Got Air?" Summit began with the "Paving the Way" Award ceremony held at the new Morris Thompson Cultural and Visitors Center.

The welcoming address was provided by the TCC Chairman Jerry Isaacs. Dr. Frank Chaloupka provided the morning keynote covering the economic and health benefits of tobacco tax.

Cathy Callaway spoke at lunch about the latest tobacco industry tactics to obstruct strong tobacco control policies as well as a summary of their new products and marketing tactics.

Another very popular speaker keynote was Dr. Patricia Nez Henderson who spoke about commercial tobacco as it affected her Navaho tribe. American Indian and Alaska Natives have very high smoking prevalence rates.

The 2010 ATCA Summit will be held on the Kenai Peninsula. We look forward to the next summit and thank Peninsula Smokefree Partnership for inviting us to their community. We look forward to supporting them in their efforts to reduce tobacco and nicotine addictions.



Above: Karlene Huhn



Right: Cathy Callaway, Emily Nennon, Jennifer Adzima



Chris Grangaard/Eric Myers at reception; Marti Pausback in the informal coalition session



Participants at 2009 ATCA Tobacco Summit at Wedgewood Resort, Fairbanks, Alaska.

Alaska's Tobacco  
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**Alaska Tobacco  
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*creates a statewide network of  
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support and sustain comprehen-  
sive tobacco control programs.*

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