

NICOTINE NIX



ROADMAP TO SUCCESS: STRATEGIC PLANNING PROCESS!!!!

By: Tanya Iden, Agnew::Beck

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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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The Alaska Tobacco Control Alliance embarked on a planning effort to develop a five-year, statewide strategic plan for ATCA and the statewide tobacco prevention and control movement. On May 3rd, 2007, in conjunction with the ATCA Steering Committee Spring Meeting, the first strategic planning session occurred. The session was facilitated by Mike Walsh of the Foraker Group with assistance by Tanya Iden of Agnew::Beck Consulting, LLC.

The strategic planning committee is comprised of the full ATCA Steering Committee plus three additional members representing youth, medical, and education perspectives. Caitlin Corona, a sophomore at Kenai Alternative High School who has recently participated in N.O.T on Tobacco and who is a part of her local TATU group, represented the youth voice. Dr. Katy Sheridan, who is active in the Alaska Academy of Family Physicians and their Tar Wars anti-tobacco program, offered views from the medical community. Scott McAdams shared his insight as a person deeply involved in statewide education issues, a member of his local Sitka school board and active in the Association of Alaska School Boards.

Throughout the day, the group engaged in meaningful discussion and tackled important issues. The day's tone was set during introductions when the committee was asked to finish the statement "*I am at this table because...*" Committee members shared heartfelt, passionate, personal statements about tobacco's toll on their friends, family, community, and self. They expressed gratitude for being able to work on such an important issue.

The strategic planning session primarily dealt with defining ATCA's core purpose, core values, and broad, long term goals for the organization. A second strategic planning session will be held August, 17th during the ATCA Steering Committee Summer Meeting. In advance of this next strategic planning session, through the summer, the project consultants from Agnew::Beck will be working to pull together all that was discussed at the first strategic planning session, information from the assessment report and interviews that were conducted in March and April 2007, and further background data on programs and evaluation efforts, into a *DRAFT* strategic planning document. This document will aid the committee to dive deeper into short term goals and measures of success for ATCA. A completed strategic plan will be available in November 2007.

Initial outcomes of the first strategic planning committee meeting are below.

CORE PURPOSE:
Unified, Comprehensive Tobacco Control

CORE VALUES
Policy::Advocacy
Prevention
Cessation
Education
Science-based

VISION:
"A tobacco-free Alaska"

LONG-TERM GOAL (2013):
"Tobacco-free" is a core value in all Alaska cultures."

As an ATCA member, please consider providing input and sharing your ideas with the strategic planning committee. You can do this by contacting the project consultants at Agnew::Beck, specifically, tanya@agnewbeck.com or call 222-5424. Feedback from the larger ATCA membership is a great help.



Community Success

By: Anna Sappah, Smokefree Alaska Project

In a surprise move by the Barrow Mayor and assembly, a \$1.00 per pack tobacco tax was passed in Barrow on May 11, 2007. The new tax will go into effect in January 1, 2008.



Aubie Hilderbrand
(Barrow) and Sorona
Dolph (Kodiak).



Bruce Adkins (TTAC)

TPC program grantee Aubie Hilderbrand quickly notified the TPC program grantees and TA staff as soon as she heard there would be a vote on the issue. Later that day, Tuesday May 8th, an informal team convened to see what activities we could help with prior to the vote on Friday, May 11th. The impromptu team was comprised of Aubie Hilderbrand from Arctic Slope Native Association, Wilbur Brown, from Southeast Regional Health Corporation, Emily Nenon from the American Cancer Society, and Anna Sappah from the Smokefree Alaska Project.

The vote was held in Barrow on Friday, May 11, 2007. In a narrow 76-72 vote, the tax passed. The intent of the tax is to encourage cessation, reduce the harms of tobacco use, and add revenue to the general funds, according to the local newspaper, *The Arctic Sounder*: (http://www.alaskanewspapers.com/content/pdf/AS_05-10-07.pdf)

Congratulations to Barrow for taking this important step to reduce the harm of tobacco in your community. Thanks to the ATCA members who offered assistance with this surprise project.

Spring Training 2007

By: Anna Sappah, Smokefree Alaska Project

Foundation Building was the theme for the spring TPC program grantee training in Anchorage, April 10-13, 2007.

The grantee trainings are conducted twice per year and coordinated by Marti Pausback, Tobacco Prevention Specialist from Akeela, Inc.

Staff from TTAC (Tobacco Technical Assistance Consortium) provided two days of information regarding team building, networking, and developing partnerships with other programs using props of building blocks, tools and hardhats to help us build our foundation.

Other presentations included sessions regarding conflict resolution and self care. A panel of partners from other programs including HIV/AIDS, diabetes, and substance abuse led a discussion on how all of our efforts are related and the opportunities to partner on projects. There was also a discussion section regarding the “pink elephant”, otherwise known as the perceived divides between programs, areas and populations.

Approximately forty participants from across Alaska, including many RuralCap AmeriCorps Birch staff were able to participate. It was a great opportunity for the TPC grantees to network with the AmeriCorps staff from communities within the larger TPC grant service areas.

A roundtable session divided attendees into groups by geographical region or common community type to identify common activities that may have partnership potential to serve a greater area and maximize resources. There were groups from the Northern, Southeast, other coastal areas, road system communities, Aleutian chain, and central cities areas. Many possibilities for collaboration were brainstormed including the formation of a Southeast caucus that meets monthly via teleconference.

Change is in the Air

By: Janelle M. Baalke

Indoor Air quality, Smokefree Air Act, Reality Check, Social Justice and Moral Messaging on Health, Crafting Language, Pounding the Pavement, and these are just a few of the items/terms discussed at Clearing the Air: An Institute for Policy Advocacy, IV Conference put on by American Nonsmokers' Rights Foundation (ANR). Six of us from Alaska attended this amazing, informational conference including Wilbur Brown, Sitka; Melanie Brenner, Fairbanks; Matt Walker, Anchorage; Celeste Barrett, Anchorage; Jennifer Olendorff, Soldotna; and Janelle Baalke, Soldotna.

Not only was this a time to network, but it offered us a glimmer of successes related to the nationwide tobacco plan: Health People 2010; Stanton Glantz, Smokefree Movie Campaign; the UCSF Legacy Library, discussion on Musicians and Smokefree Air; Breakout sessions on passing (new) Smokefree laws; Strengthening and Implementing Smokefree Laws and so much more. My notepad is to full of ideas to mention.

The other selling point of attending this particular conference was the setting, South Lake Tahoe, Fallen Leaf Lake and Desolation Wilderness. Not only does this conference provide the opportunity to network, it offers the setting to unwind and recharge your enthusiasm and passion for this type of work, that can often leave one drained fighting for the lives of Alaskans.

What resonates most as I reflect back is:

- Smokefree Laws are just one strategy to SAVE LIVES!
- Worker's Health. Equal Protection. Equal Rights at the workplace.
- Reveal Truth

Some very important resources available to us are:

- **The Legacy Library:**

45 million pages of documents that must be released to the public from the tobacco companies. Stan mentioned, "Don't be intimidated, it's just like splashing in the lake. Just jump in and splash around a bit". Two of us attended his breakout session and learned he made history by collecting the original documents given to him by Mr. Butts (aka Dr. Jeffrey S. Wigand) and released them on-line in 1994! Take a look and if you need help contact the address below or e-mail Janelle@tcap@alaska.net and I can walk you through the site.

www.legacy.library.ucsf.edu

- **Institute of Medicine (IOM):**

Ending the Tobacco Problem: A Blueprint for the Nation is in pre-publication and available soon. The first half will discuss effective prevention and treatment interventions and the second half presents the blueprint for ending the tobacco problem.

All ANR Photos courtesy of Janelle M. Baalke



Our ANR American Nonsmokers' Rights Foundation State Representative is:

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YOUTH VOICE



Caitlin Corona, Soldotna and Dr. Kathy Sheridan, Soldotna

When you hear the word “Vendetta” I think of Caitlin Corona from Kenai, Alaska, the Kenai teen who has been active in T.A.T.U (Teens against Tobacco Use) and has completed the N.O.T (Not on Tobacco) training and asked to actively participate as the youth representative for portions of our strategic planning process.

What an awesome opportunity for ATCA to hear the voice of youth in developing a comprehensive state plan!