

FOR MORE INFORMATION, CONTACT:

Thomas Glynn  
American Cancer Society  
phone: 202-661-5737  
email: tom.glynn@cancer.org

Catherine Jo  
American Cancer Society  
phone: 202-585-3228  
email: catherine.jo@cancer.org



## **American Cancer Society Recognizes International Tobacco Control Leaders**

### **2006 Luther L. Terry Award Winners Announced**

ATLANTA and WASHINGTON, DC – April 18, 2006 – The American Cancer Society announced today the winners of the 2006 Luther L. Terry Awards for Exemplary Leadership in Tobacco Control. The awards are named for the late United States Surgeon General Luther L. Terry, M.D., who authored the landmark 1964 Surgeon General’s Report which connected tobacco use to lung cancer and other illnesses. Dr. Terry’s courageous and groundbreaking work established the foundation for public health scrutiny of the dangers of tobacco use. The awards are presented triennially – the initial awards were presented at the 11<sup>th</sup> World Conference on Tobacco or Health in Chicago, Illinois, USA in 2000 and presented again at the 12<sup>th</sup> World Conference on Tobacco or Health in Helsinki, Finland in 2003.

“Given the momentum of the World Health Organization (WHO)’s Framework Convention on Tobacco Control (FCTC), currently ratified by 125 countries including Chad, China, Greece and Malaysia, and the growing global movement to combat unprecedented and aggressive worldwide tobacco marketing tactics, the timeliness of recognizing these achievers’ contributions is particularly relevant,” said John R. Seffrin, PhD, CEO of the American Cancer Society.

“As reported by WHO, there are approximately 1.3 billion smokers in the world – one-third of the global population aged 15 years and older,” Seffrin continued. “Eventually, 650 million of them will die from smoking. This number exceeds the expected number of deaths from HIV, malaria, tuberculosis, automobile accidents, maternal mortality, homicide and suicide combined.”

This year’s awards will be presented in five categories: Distinguished Career Award, Exemplary Leadership by a Government Ministry, Outstanding Individual Leadership, Outstanding Organization, and Outstanding Research Contribution. These awards will recognize outstanding worldwide achievement in the field of tobacco control and will be presented during a special ceremony on Friday, July 14, in Washington, DC, as part of the 13<sup>th</sup> World Conference on Tobacco or Health. The winners are:

- Sweden’s Margaretha Haglund and Poland’s Witold Zatonski, M.D., Sc.D., will receive the Distinguished Career Award.
- The Ministry of Health and Family Welfare, Government of India, and the Department of Health and Children, Republic of Ireland, will be given the award for Exemplary Leadership by a Government Ministry.
- Belgium’s Luk Joossens and Thailand’s Bungon Ritthiphakdee will receive the award for Outstanding Individual Leadership.

- The United States' Campaign for Tobacco-Free Kids and Switzerland's Framework Convention Alliance will be awarded in the Outstanding Organization category.
- Sir Richard Peto, M.Sc., M.A., of the United Kingdom will receive the award for Outstanding Research Contribution.

**Margaretha Haglund** is well-known throughout the tobacco control movement, having worked in the field for over 30 years. Among her many achievements, Ms. Haglund has played a visible and key role in bringing women and tobacco issues to the global forefront. She is Co-founder and President of the International Network of Women against Tobacco (INWAT), a network which boasts 1,500 members in 100 countries. Her fearlessness, energy, and creativity continue to inspire tobacco control advocates internationally.

**Witold Zatonski, M.D., Sc.D.** has been at the forefront of public health and tobacco control in Poland, Eastern Europe, and internationally for more than 35 years. Though a passionate activist, Dr. Zatonski is also a meticulous researcher, and he has consistently backed his public health campaigns with scientific data. His approach has been effective, and many consider him to be single-handedly responsible for the over 20 percent decline in smoking prevalence in Poland over the last 25 years.

The **Ministry of Health and Family Welfare, Government of India**, headed by Dr. Anbumani Ramadoss, is a model to which other nations may aspire. The Ministry has demonstrated its unrelenting stance on health promotion and tobacco control through its support of a comprehensive national tobacco control policy and an effective FCTC. The Ministry's vision for tobacco control extends beyond legislation, however, and its programmatic and financial support for non-governmental organizations engaged in tobacco control proves its commitment to, and innovation in, the tobacco control movement.

The **Department of Health and Children, Republic of Ireland**, headed by Tánaiste Mary Harney, has led the worldwide effort towards smoke-free environments. After making health promotion through the reduction of smoking prevalence one of its top priorities, the Department vigorously created and pushed for strong national tobacco control legislation and supported the development of the FCTC. In 2004, the Republic of Ireland became the first European country to implement legislation creating smoke-free enclosed workplaces, including bars and restaurants. Today it still serves as a success story and model for tobacco control advocates around the world.

**Luk Joossens** has been one of the world's foremost tobacco control advocates for almost 30 years. He is the author of more than 250 articles, reports, and presentations on various aspects of tobacco control. Among other achievements, his pioneering work on Belgium's tobacco advertising ban, European Union tobacco subsidies, and international tobacco smuggling has established him as an expert on tobacco control policy, a relentless activist, and a versatile leader in the international tobacco control movement.

**Bungon Ritthiphakdee** has been a champion for tobacco control for over 20 years, most recently as the Coordinator of the Southeast Asian Tobacco Control Alliance. She has built a local, national, and international reputation for her ability to build relationships with others and bring together seemingly disparate groups of people to advance common goals. Thanks to her dedication, leadership, and groundwork, tobacco control has a prominent place on the national agendas of Thailand and other South East Asian countries.

***Campaign for Tobacco-Free Kids*** was established in 1996 to protect children from tobacco addiction and exposure to secondhand smoke. Over the years, its role has evolved and expanded, both in function and in geography. In addition to serving as a counter force to the tobacco industry and its special interests, the organization shares its ideas, data, materials, and resources with other non-governmental organizations and, in doing so, has pioneered a global approach to tobacco control.

***Framework Convention Alliance*** consists of over 200 non-governmental organizations, representing over 100 countries who are working to support the development, signing, and ratification of an effective Framework Convention on Tobacco Control (FCTC) and related protocols. By bringing together groups already engaged in the FCTC process and outreaching to non-governmental organizations not yet engaged in the process, the Framework Convention Alliance has ensured that the FCTC addresses the needs and concerns of tobacco control organizations around the globe.

***Sir Richard Peto, M.Sc., M.A.***, is Professor of Medical Statistics & Epidemiology and Co-founder and Co-director of the Clinical Trial Service Unit at the University of Oxford. With his commitment to sound science and his ability to communicate effectively, Sir Richard serves as both an inspiration to researchers and a resource for advocates. His tobacco research is among the most heavily used by non-governmental organizations all over the world, and his messages for individual smokers are the basis for countless public health campaigns.

Award nominations were reviewed by an international selection committee of previous Luther L. Terry Award winners, including Mary Assunta Kolandai, Malaysia; Kjell Bjartveit, M.D., M.P.H., Norway; Simon Chapman, Ph.D., Australia; Nigel Gray, M.D., Australia; Prakash Gupta, M.Sc, Sc.D., India; Michael Heron, United States; Ruben Israel, M.I.A.G., D.I.U., Switzerland; Patricia Lambert, South Africa; M. Tshabalala-Msimang, M.D., South Africa; Judith Mackay, M.D., Hong Kong; Isabel Mortara, M.B.A., Switzerland; Michael Pertschuk, J.D., United States; Prakrit Vateesatokit, M.D., Thailand; and Kenneth Warner, Ph.D., United States. The effort was chaired by Thomas Glynn, Ph.D., and organized by Catherine Jo, United States.

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer, through research, education, advocacy, and service. Founded in 1913 and with national headquarters in Atlanta, the Society has 13 regional Divisions and local offices in 3,400 communities, involving millions of volunteers across the United States. For more information anytime, call toll free 1-800-ACS-2345 or visit [www.cancer.org](http://www.cancer.org).

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