



LUNG ASSOCIATION WINS COMMUNICATIONS AWARDS **Health Care Communicators of San Diego see effective community organizing**

(Feb 11, 2005 -- SAN DIEGO) – The Health Care Communicators of San Diego (www.hccsd.org) awarded a Silver level award to the Buck Tobacco project of the American Lung Association at its annual HCC Finest Awards on February 3. The award recognized Buck Tobacco in the “Off the Wall” category for its extensive community involvement in building partnerships with the Poway Rodeo and other local rodeo groups in the effort to reduce the promotion of smokeless tobacco products at California rodeos.

In April 2004, the Poway Rodeo signed a policy to reject tobacco sponsorship dollars, becoming the first rodeo in Southern California (and the third in the state) to reject tobacco sponsorship. The Ramona Rodeo soon followed suit. “We wanted the Poway Rodeo to flourish, but not at the expense of promoting a deadly, addictive product at a family oriented event,” said Bela Friedman, coordinator of the Buck Tobacco project.

The group also recognized the Lung Association’s vice president for government relations, Debra Kelley, with its prestigious Communicator of the Year award for a career devoted to developing effective smoke-free workplaces and public spaces, along with better enforcement of tobacco policies, by means of effective community coalition-building.

Celebrating 100 years of progress in fighting lung disease through prevention, research, and education, the American Lung Association of San Diego and Imperial Counties originated the Lung Express program, conducts the annual SCAMP Camp and other efforts to assist children with asthma; maintains partnerships with county health departments and other agencies to combat tuberculosis; convenes Better Breathers Clubs to support adults with impaired lung function; leads in advocacy for the creation of tobacco-free communities and better air quality; supports lung research; educates health care providers and the public about lung health. Key events for 2005 include Taste the Decade on Sunday, April 10, and the 4th Annual AsthmaWalk on Sunday, October 30. For more information see www.lungsandiego.org.

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