

2011 Alaka`i Awards

Award Title	Award Criteria/Description
<p style="text-align: center;">Outstanding Elected Leader</p>	<p>Awarded to an elected official who has demonstrated bold and sustained leadership in tobacco control through promotion of legislation or policies. The awardee must have made a commitment to not accept tobacco industry money.</p>
<p style="text-align: center;">Outstanding Youth Advocate of the Year</p>	<p>Awarded to a high school or middle school student who has been an outstanding advocate for a tobacco-free Hawai'i and has demonstrated leadership, effective creativity or innovation, and has inspired others.</p>
<p style="text-align: center;">Outstanding Young Adult Advocate of the Year (Between 18-24)</p>	<p>Awarded to a young adult, who is out of high school; has been an outstanding advocate for a tobacco-free Hawai'i and has demonstrated leadership, effective creativity or innovation, and has inspired others.</p>
<p style="text-align: center;">Outstanding Adult Advocate of the Year</p>	<p>Awarded to an adult who has made significant and well-recognized contributions to tobacco control efforts in Hawai'i and has demonstrated leadership, effective creativity or innovation, and has inspired others in mobilizing the community to further the goals of tobacco prevention and control.</p>
<p style="text-align: center;">Outstanding Service Provider in Tobacco Control</p>	<p>Awarded to a service provider who has demonstrated individual competency and has conducted outstanding work in one or more of the following areas:</p> <ul style="list-style-type: none"> • Decreasing youth initiation of tobacco • Increasing tobacco cessation • Reducing exposure to secondhand smoke • Reducing disparities in tobacco use
<p style="text-align: center;">Outstanding Organization in Tobacco Control</p>	<p>Awarded to an organization whose attention has been focused on issues associated with tobacco use and has demonstrated an impact on tobacco control through extensive and outstanding service. Private, non-profit, or voluntary organizations and associations are eligible for nomination.</p>

<p>Outstanding Business of the Year</p>	<p>Awarded to a business that has made an extraordinary and bold contribution or conducted outstanding work in the business community to further efforts in tobacco control in the community.</p>
<p>Media Champion of the Year</p>	<p>Awarded to a media spokesperson or organization that has made a significant contribution to the coverage of tobacco prevention & control issues in print, radio, or broadcast media. The awardee has clearly facilitated the communication of scientific facts regarding tobacco use and has attempted to dispel myths and misinformation from the tobacco industry.</p> <p>*Note – agencies or individuals who are paid for their work in tobacco prevention and control will not be considered for this category.</p>
<p>‘A‘a Award</p>	<p>Awarded to an individual who has made an outstanding personal contribution of time and/or money to the Coalition for a Tobacco-Free Hawai‘i.</p>
<p>Kanalū Award</p>	<p>Awarded to an individual who is new to tobacco control and who has made an outstanding contribution to furthering tobacco control efforts.</p>