

## **Panhandle Health District news release**

Linda Harder, coordinator of the Panhandle Health District (PHD) Tobacco Prevention and Cessation program, has received the Tobacco Free Idaho Alliance Conrad Colby Legacy Award for 2013.

The Tobacco Free Idaho Alliance is an organization of about 80 public and private agencies and groups that promote tobacco cessation and use prevention. Conrad Colby was chairman of TFIA for many years and the first recipient of the award in 2010.

“Linda is an inspiration to us all with her patient and sustained drive to improve public health in northern Idaho by reducing tobacco use,” said Mary DeTienne, PHD’s Public Health Services director. “She absolutely deserves this honor and we’re proud of her.”

Harder was awarded for her innovative partnerships and grass roots efforts at preventing and controlling tobacco in northern Idaho communities. She’s worked in partnership with the North Idaho Tobacco Free Coalition, Teens Against Tobacco Use, Idaho Drug Free Youth, Project Filter, schools, businesses and municipalities to push tobacco control forward.

Harder has arranged for rodeo riders and race car drivers with Project Filter, Idaho’s statewide tobacco prevention and control program, to promote the tobacco-free message at schools, fairs and in communities. She’s worked with city councils, colleges, businesses and owners of multi-unit housing to encourage tobacco-free parks, buildings and apartment complexes.

Harder led the charge to stop children from using electronic cigarettes in Idaho. Her campaign resulted in a state law that bans the sale and marketing of electronic cigarettes to minors.

She works with teen groups to discourage tobacco use and explains the effects of tobacco, with graphic help from a pig’s lung exhibit, to elementary school children.

Harder has served as PHD’s Tobacco Prevention and Cessation coordinator since 2008.