

FOR IMMEDIATE RELEASE

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**FRANK R. HOWARD MEMORIAL HOSPITAL AND UKIAH VALLEY
MEDICAL CENTER WIN PRESTIGIOUS COLLABORATION AWARD**

Two Adventist Health hospitals in Mendocino County captured the American Cancer Society's (ACS) Collaboration Award for the Greater Bay Area/Redwood Empire Region. "The two hospitals, Ukiah Valley Medical Center (UVMC) and Frank R. Howard Memorial Hospital (HMH) won the award because they exemplify collaboration with the American Cancer Society," said Susan Keegan, Community Services Director for the Mendocino Unit of the ACS.

UVMC's Administrative Director of Marketing and Development Jarrod McNaughton said, "We are thrilled and honored to win this award. It's another example of how both hospitals are working together to care for our entire community. Through our partnership with the ACS, we've made huge strides in advancing education to our community about prevention and treatment options for those with cancer." McNaughton also serves on the Leadership Council for ACS's Mendocino Unit.

According to the ACS, both hospitals have worked with the Mendocino County unit of the American Cancer Society for over a decade on projects including I Can Cope, Active for Life and as major sponsors of the Relay For Life.

"The grandest achievement to date, however, is the passage of a tobacco licensing ordinance in the City of Willits and County of Mendocino," said Keegan. "This advocacy victory was made possible by the dedication of time, influence and other forms of support by UVMC and HMH." According to Keegan both hospitals wrote letters of support, gave ACS access to their facilities for meetings and allowed their employees to use working hours to attend important meetings to advocate for the ordinance.

The tobacco licensing ordinances were created in response to sales rates of tobacco to underage youth of over 60% throughout the county. "Since tobacco is the leading cause of death in the U.S., and poses a severe risk of cancer, this collaboration's success in passing the ordinance should bring us significantly closer to our goal of eliminating cancer, and of reducing cancer incidence by 25% by the year 2015," said Keegan.

According to HMH's Patsy Broeske, the fit for this tobacco licensing ordinance project was perfect. "Both HMH and UVMC have great representation with the local unit of ACS, including Leadership Council, the Advocacy Initiative, and Relay For Life. Due to the unacceptably high sell rates of tobacco to youth in Mendocino County, we felt this project was of utmost importance. It was the right thing to do." Broeske is also the President of the Mendocino County Unit's Leadership Council for 2005 - 2007.

"The major result of this collaboration is to make tobacco less available to underage youth in Mendocino County," said Keegan.

"We are hopeful that the City of Ukiah will follow in the footsteps of Willits and Mendocino County by passing the ordinance on September 21, 2005," said Shannon Ledford, UVMC employee and project coordinator for the tobacco licensing ordinance in Ukiah.

American Cancer Society Regional Vice President John Lazar presented the award to Broeske and McNaughton on Wednesday, September 7, 2005.

The American Cancer Society's Collaboration Award is given to only one individual or team each year for exemplary collaboration within the Greater Bay Area/Redwood Empire Region. The region stretches from the San Francisco Bay Area to the Oregon border.