

Heather Crowe
c/o 1226A Wellington Street
Ottawa ON K1Y 3A1

March 6, 2006

Dear Heather;

On behalf of Action on Smoking & Health, I extend our deepest gratitude for your continuing efforts to protect all workers from secondhand smoke at work.

I believe that your campaign to make all Canadian workplaces smoke-free represents one of the most effective single-issue health promotion strategies that our country has ever witnessed.

In my view, the success of your campaign is the result of the following key elements:

- **A successful WCB claim** resulting in national news coverage and profile. This claim really put your story on the public agenda and immediately established your profile and credibility as a nonsmoker who contracted lung cancer from exposure to secondhand smoke in the workplace. The Ontario WCB's acceptance of your claim made it very difficult for any credible journalist or politician to imply that your lung cancer was not caused by secondhand smoke.
- **Putting a human face on the problem.** As a nonsmoking working mother and grandmother doing your best to make a decent living, and who suffered a serious occupational illness as the result, many people can relate to and/or empathize with your circumstances. Combined with your soft-spoken and polite determination, these attributes are very difficult for politicians to overlook or ignore.
- **Collaboration with a national tobacco control organization.** You couldn't have found a better organization with more dedicated and competent people to partner with than Physicians for a Smoke-Free Canada. I really appreciate the roles that Neil and Cynthia have played as your campaign managers and the personal support and encouragement that they continue to provide.
- **Collaboration with Health Canada and several provincial and territorial governments** who have produced high-profile and well-financed advertising campaigns profiling your experience with secondhand smoke. I believe that your advertising campaign was the most effective tobacco control media strategy that Health Canada has launched to date.

- **An ongoing national tour of provinces, territories and communities** (including 12 Alberta communities). Your presence “on the ground” across Canada has resulted in increased media coverage for your campaign and has allowed you to inspire many politicians, activists and journalists to take up your cause. Your local presence has also allowed you to demonstrate that you are a “real” person who is truly concerned about the health of all Canadians.
- **Your track record of success.** Heather, you have created a tsunami of smoke-free laws across Canada (even in Alberta). We are currently witnessing a domino effect and there is no question that your early efforts in Nunavut, NWT, Manitoba and New Brunswick have paid off in spades. Your work at the local level in various provinces has also helped to pave the way for provincial legislation. And your presence continues to be felt—even in far flung places like Lethbridge.

Despite your portrayal as an “ordinary” Canadian worker, I believe that you are one of the most extraordinary people that I have had the pleasure to work with. As you know, most people who contract a terminal illness understandably turn inward and spend their remaining days with their close friends and loved ones. However you have decided to turn your misfortune into a personal calling to prevent other Canadian workers from following in your footsteps. This path is very rare and exceptional for people in your circumstance and I am humbled by your remarkable sacrifice.

I believe that your campaign represents a textbook example of human potential and the power of the individual to create significant social change. While it may be impossible to measure how many others that you have inspired, there is no question that you have had a significant impact in motivating other people to take action.

Heather, I look forward to your continuing work to protect all workers from secondhand smoke on the job. You have been a tremendous source of inspiration to me, my organization, and many Canadians who support your cause.

Thank you for your personal sacrifice and for your tireless work to improve the quality of life of all Canadians.

Sincerely,

A handwritten signature in black ink, appearing to read 'Les Hagen', written in a cursive style.

Les Hagen
Executive Director