

**FOR IMMEDIATE RELEASE**

June 6, 2014

Contact: Maddie Ribble, Massachusetts Public Health Association, 617-697-2107

**\*PHOTOGRAPH ATTACHED\***

**Public Health Leadership Award Presented to Acton Resident Tami Gouveia**  
***Work fighting the tobacco industry cited***

Boston, MA – The Massachusetts Public Health Association (MPHA) presented the Alfred Frechette Award to Acton resident Tami Gouveia, Executive Director of Tobacco Free Mass, citing her pioneering leadership in promoting social justice through innovative policy, programs, and partnerships.

In presenting the award, MPHA cited Ms. Gouveia’s work fighting for funding and programs to prevent tobacco use and addiction, as well as her role organizing college campuses across New England to go tobacco-free.

“Ms. Gouveia is a leading figure in public health and in the national fight against the tobacco industry,” said MPHA Executive Director Rebekah Gewirtz. “In doing this work, she is committed to the principles of social justice and health equity, which is what makes her such an effective leader.”

At Tobacco Free Mass, Ms. Gouveia leads a statewide coalition that advocates for the reduction of the general public’s exposure to secondhand smoke. She led the creation of the New England Tobacco-Free Campus Coalition to expand smoke-free environments to college and university campuses.

Prior to joining Tobacco Free Mass, Ms. Gouveia served as the Director of Programs at the Northeast Center for Healthy Communities at the Greater Lawrence Family Health Center for nine years. There, she expanded programming, improved operations, and provided strategic consulting to community health coalitions across the state. Ms. Gouveia has founded several substance abuse prevention organizations to improve the health of residents in the Commonwealth. In 2007, as a concerned Lowell resident, Ms. Gouveia launched the Lowell Roundtable on Substance Abuse Prevention to address alarming substance abuse and death statistics. Her leadership helped secure grant funding to develop community-based opioid overdose programs and youth substance abuse prevention policy changes.

Ms. Gouveia recently secured a prestigious Robert Wood Johnson Foundation award to examine the health impacts of tobacco regulations.

###

**About the Massachusetts Public Health Association**

The Massachusetts Public Health Association (MPHA) is a statewide non-profit membership organization engaging communities in advocacy, education, coalition-building and organized action to protect and

improve the health of all the Commonwealth's residents, with a focus on prevention and health equity. MPHA was organized in 1879 as the nation's first public health association and has become the state's leading voice calling for high impact public policy solutions to critical health problems.

MPHA annual Awards Breakfast honors visionary individuals and organizations that have made a lasting impact on public health in Massachusetts. Along with Ms. Gouveia, the other 2014 awardees are: Karen Darcy, RN, MSW, Director, Mental Health Policy and Advocacy Program, Boston Children's Hospital, *Paul Revere Award*; Sarah Perez McAdoo, MD, MPH, Director, Youth Empowerment Adolescent Health (YEAH!) Network, *Public Health Leadership in Medicine Award*; and David R. Williams, PHD, MPH, Florence Sprague Norman and Laura Smart Norman Professor of Public Health at the Harvard School of Public Health and Professor of African and African American Studies and of Sociology at Harvard University, *Lemuel Shattuck Award*.