

Editorial



CIRI starts new campaign

As alcohol abuse continues to take its toll on the entire state of Alaska, we at the *Tundra Times* are always looking for new ways to publicize the need for action.

We're pleased to announce that a new advertising campaign sponsored by Cook Inlet Region Inc. starts in this issue, and we believe it is just the kind of campaign that takes aim at Alaska's problems. What's exciting about this effort, however, is that CIRI is attacking rural Alaska's problems by focusing on the positive aspects of rural life.

Over the next several months, the campaign will feature health aides throughout Alaska's villages. In remote areas, the health aides are often a lifeline to health. They perform a vital service in places far removed from medical facilities and doctors, and they have a heavy responsibility on their shoulders. But the health aides who are responding to Michael Chase, *Tundra Times* advertising manager, as he works on this campaign have some very profound comments about what they appreciate about village life.

We're impressed that CIRI has made a substantial financial commitment to this campaign and that along the way we will be able to put the spotlight on some people who are very important to rural Alaska.

Congratulations to Dr. Ted Mala

Dr. Ted Mala, director of the Institute of Circumpolar Health at the University of Alaska Anchorage, received a well deserved award earlier this month when he was honored by the National Spiritual Assembly of the Baha'is of Alaska.

Mala was given the Honor Kempton Service to Humanity award by the Baha'is for his efforts to promote peace in the world. Although Mala is well known throughout Alaska for all his tireless efforts to promote medical and scientific exchanges between Alaska and the Soviet Union, his unwavering concern for world peace is probably not as well known.

He joins the ranks of past award winners, including Della Keats, Dixie Belcher, Archbishop Francis T. Hurley, Mahala Ashley Dickerson, Norman Nault and Dewey Ehling.

When Mala gave a talk to accept the award, most of his remarks were directed at recognizing others and their efforts, rather than himself.

