

INTRODUCED: 10/26/2009

REFERRED TO: Committee of the Whole

SPONSOR: Councillors Hunter and Mansfield

DIGEST: recognizes Cory SerVaas, M.D., for her efforts to educate about and advocate in support of smoke-free work environments for all workers and reduce the serious burden caused by tobacco

SOURCE:

Initiated by: Councillor Hunter

Drafted by: Councillor Hunter and Mansfield

LEGAL REQUIREMENTS FOR ADOPTION:

Subject to approval or veto by Mayor

PROPOSED EFFECTIVE DATE:

Adoption and approvals

GENERAL COUNSEL APPROVAL: _____

Date: October 22, 2009

CITY-COUNTY SPECIAL RESOLUTION NO. _____, 2009

A SPECIAL RESOLUTION recognizing Cory SerVaas, M.D., for her efforts to advocate in support of smoke-free work environments for all workers, reduce the toll of tobacco, and raise a smoke-free generation.

WHEREAS, Dr. Cory SerVaas is a physician, journalist, editor, and publisher who has been a longtime champion of eliminating exposure to secondhand smoke and reducing the serious burden tobacco causes; and

WHEREAS, Dr. Cory SerVaas has been an ardent and vocal advocate promoting smoke-free work environments and a champion of efforts to eliminate workplace exposure to secondhand smoke to protect workers and the public from the well-known, long-established and serious health hazards caused by secondhand smoke; and

WHEREAS, Dr. Cory SerVaas served as editor of *The Saturday Evening Post*, headquartered in Indianapolis, from 1974 to 2008; and

WHEREAS, *The Saturday Evening Post* magazine, headquartered in Indianapolis, is America's oldest magazine, tracing its roots back to its inception by publisher Benjamin Franklin in 1728; and

WHEREAS, with a current circulation of more than 350,000 readers and a readership of more than 3 million, today's *Saturday Evening Post* addresses the current physical, mental, and spiritual health of the nation and features articles about the latest advances in medicine and health, while nourishing the soul through insightful discussions about topics important to Americans; and

WHEREAS, the *Post's* current focus reflects the mission of the Saturday Evening Post Society, the 501(c)(3) nonprofit organization that publishes the magazine; and

WHEREAS, the Saturday Evening Post Society was founded by Dr. Cory SerVaas in 1976; and

WHEREAS, the mission of the Saturday Evening Post Society is to present in-depth, innovative ideas and features that inform, engage, entertain, and inspire readers to embrace a proactive approach to physical, mental, and spiritual health. The *Post's* focus on health and wellness reflects the interests of Publisher Emeritus, Cory SerVaas, M.D.; and

WHEREAS, with a passion for prevention and health care education, Dr. SerVaas re-positioned *The Saturday Evening Post* to serve the consumer, providing them with easy-to-read, cutting-edge medical and health information; and

WHEREAS, Dr. SerVaas sought out and recognized leaders throughout the country who had taken steps to advocate for the position of nonsmokers' rights and smoke-free workplaces, awarding the prestigious Benjamin Franklin Award from the Saturday Evening Post Society to those who took steps to aid the cause, including key nonsmokers' rights advocates and major employers who eliminated secondhand smoke exposure in all enclosed workplaces; and

WHEREAS, throughout Dr. Cory SerVaas' career as the editor of the *Post*, she constantly searched for ways to empower readers with tools of prevention, particularly eliminating exposure to secondhand smoke and helping prevent tobacco use; and

WHEREAS, Dr. Cory SerVaas has served as a key advisor to our nation's and state's leaders, including as member of the Presidential Council on Physical Fitness and Sports, was an advisor to President Ronald Reagan on health issues, and has been awarded a Sagamore of the Wabash; and

WHEREAS, *The Saturday Evening Post*, under Dr. SerVaas' leadership, was one of the first major national magazines to refuse and reject tobacco advertising starting in 1984; and

WHEREAS, Dr. Cory SerVaas has worked to educate and promote a smoke-free generation through the Society's other affiliated children's publications, including *Jack, Turtle, and Jill* and *Humpty Dumpty* magazines; and

WHEREAS, Dr. SerVaas used her medical columns, newsletters, and magazine articles to interview and bring forward the newest and best information about the health hazards of secondhand smoke and tobacco use, including a published interview with then-Surgeon General C. Everett Koop that highlighted the serious health hazards caused by secondhand smoke to adults in workplaces back in 1985, almost a year before the groundbreaking 1986 Surgeon General's Report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*; and

WHEREAS, graduated from Indiana University School of Medicine and has five children with husband Beurt SerVaas, Med.Sc.D., and has been a leading light in Indianapolis, throughout Indiana, and nationwide;
now, therefore:

BE IT RESOLVED BY THE CITY-COUNTY COUNCIL OF THE
CITY OF INDIANAPOLIS AND OF MARION COUNTY, INDIANA:

SECTION 1. The Indianapolis City-County Council proudly recognizes Dr. Cory SerVaas for her contributions to the community through her tireless and dedicated efforts to educate people about the health hazards of secondhand smoke, reduce tobacco use, and advocate for smoke-free work environments for all employees.

SECTION 2. The Indianapolis City-County Council commends Dr. Cory SerVaas for her service and counsel to national, state, and city policymakers throughout her career;

SECTION 3. The Indianapolis City-County Council proudly extends its appreciation and gratitude to Dr. Cory SerVaas for her many contributions and wishes her and her family continued success in all future endeavors.

SECTION 4. The Mayor is invited to join in this resolution by affixing his signature hereto.

SECTION 5. This resolution shall be in full force and effect upon adoption and compliance with IC 36-3-4-14.

The foregoing was passed by the City-County Council this _____ day of _____, 2009, at _____ p.m.

ATTEST:

Bob Cockrum
President, City-County Council

Melissa Thompson
Clerk, City-County Council

Presented by me to the Mayor this _____ day of _____, 2009, at 10:00 a.m.

Melissa Thompson
Clerk, City-County Council

Approved and signed by me this _____ day of _____, 2009.

Gregory A. Ballard, Mayor