

Dear Tobacco Control Advocate,

I am pleased to announce the call for nominations for the upcoming Luther L. Terry Awards, presented by the American Cancer Society and the International Union Against Tuberculosis and Lung Disease (The Union).

These prestigious awards honour individuals who have made exceptional contributions to tobacco control and prevention around the world. They are named in memory of United States Surgeon General Luther L. Terry, whose landmark 1964 report on Smoking and Health laid the foundation for the modern tobacco control movement.

This year's awards will be presented at the World Conference on Tobacco Control, taking place from 23–25 June 2025 in Dublin, Ireland.

There are two award categories:

- The Young Pioneer Award
- The Distinguished Career Award

Nominees will be evaluated by the Luther L. Terry Awards Selection Committee based on their sustained excellence in tobacco control, their role as exemplars and leaders in the field, and their innovative, creative approaches to addressing tobacco use.

We invite you to nominate individuals whose dedication and leadership are making a profound impact in the global fight against tobacco. Thank you for helping us recognise and celebrate those carrying forward Dr. Terry's powerful legacy.

Sincerely,

Cassandra Kelly-Cirino

Executive Director, The Union

## Terms of the Awards

Each nomination will be reviewed by the Luther L. Terry Awards Selection Committee. They will score the nominations based on:

- Nominees demonstrating a record of consistent excellence in tobacco control
- Nominees serving as exemplars and/or role models to others in the tobacco control movement
- Nominees employing innovative, creative approaches to tobacco control

The 2025 award recipients will receive a commemorative medal and a full scholarship to attend the conference in Dublin, Ireland.

## Eligibility Criteria

- Individuals from any country are eligible. Nominations from low- and middle-income countries are strongly encouraged.
- An individual's work may be on a global, regional, national, state, and/or municipal scale.
- Nominations are encouraged from a wide range of fields, including policy, research, media, community service, education, and/or programme development and management.
- Nominees must not have any affiliation with the tobacco industry or any commercial and other vested interests of the tobacco industry.
- This year, the award winners will be announced at the World Conference on Tobacco Control, 23-25 June 2025, in Dublin Ireland.

The awards are presented by the American Cancer Society and The Union.

**Nomination must be submitted [here](#) by 16 May 2025.**

## Award Categories

Two separate and distinct awards will be presented:

**The Young Pioneer Award** recognises an emerging leader who is championing a breakthrough idea/technology/program/campaign that is advancing the field of tobacco control beyond traditional efforts with demonstrated positive outcomes. This award is intended to celebrate the achievements of a new generation of tobacco control leaders and their burgeoning contribution to the field, expressed through innovation and implementation of new ideas and intervention development.

Nominees should be early career – 40 years of age or younger.

**The Distinguished Career Award** recognises an individual's long-term leadership in the field of tobacco control. Nominees should have made significant and well-recognised contributions to the field and have noticeably furthered the goals of tobacco control. Distinguished Career Award nominees will have served as role models and mentors to others in the tobacco control movement.

Nominees should be late-career or retired.

## Timelines

Application deadline: 16 May 2025

Winners notified: 23 May 2025

Acceptances confirmed: 6 June 2025

Awards presentation: 25 June 2025

## Directions for completing the nomination form

To nominate a candidate for the Luther L. Terry Awards, please complete the official nomination form found at <https://forms.gle/SkykaeQ1AxfSXD6> . The form must be filled out by the nominator and should include the nominee's full name, contact details, professional affiliation, and a brief biography summarising their contributions to tobacco control. You must select the appropriate award category, either the **Young Pioneer Award** or the **Distinguished Career Award**, and provide a detailed nomination statement that highlights the nominee's innovative work, sustained impact, and leadership in the field (maximum 4,000 characters). Review all responses carefully before submitting the form online. **Nominations must be submitted by 16 May 2025.**

For additional materials or inquiries, contact [awards@theunion.org](mailto:awards@theunion.org).