

ANNUAL REPORT

2019



APRIL 2018 - MARCH 2019

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2019 ANNUAL REPORT

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We continue to build a broad global movement for strong tobacco control that engages policymakers and the public, and to expose and counter tobacco industry efforts to prevent effective regulation of its dangerous products.



The Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund are the leading advocacy organizations working to reduce tobacco use and its deadly consequences in the United States and around the world. The Campaign for Tobacco-Free Kids is a 501(c)(3) nonprofit organization. The Tobacco-Free Kids Action Fund is a 501(c)(4) nonprofit organization separate from, but affiliated with, the Campaign for Tobacco-Free Kids.

Through strategic communications and policy advocacy campaigns, the Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund work to change public attitudes about tobacco and promote proven policies that are most effective at reducing tobacco use and save the most lives. The two organizations work closely together to achieve the greatest impact.



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LETTER FROM THE PRESIDENT

The 2018-2019 period covered by this report has been one of both extraordinary accomplishment and challenge. We continue to make enormous progress in implementing proven strategies to reduce tobacco use in the United States and around the world. However, the e-cigarette epidemic is addicting a new generation of kids. And the tobacco industry never lets up in its efforts to mislead the public and addict new customers.

While rates for traditional cigarette smoking have plateaued, e-cigarette use among kids has soared. Driven by the popularity of Juul, e-cigarette use among U.S. high school students increased by 78% in 2018, to 20.8%. This epidemic threatens to reverse decades of progress in reducing youth tobacco use, and it's likely to get worse as Altria invested \$12.8 billion in Juul. The Campaign for Tobacco-Free Kids and our partners have worked tirelessly to focus attention on this crisis and push the FDA and other policy makers to take strong action, starting with a ban on flavored tobacco products.

One major victory occurred in San Francisco, which became the first U.S. city to end the sale of all flavored tobacco products. Despite a \$12 million ballot campaign against the city's law

by R.J. Reynolds, voters upheld the measure by a 69-31% margin. Sacramento and other California cities have since adopted similar measures, and the movement to ban flavored tobacco is spreading across the U.S.

At the federal level, we and our partners pushed the FDA to crack down on flavored tobacco products and fought in court to move up the deadline for e-cigarette makers to apply to the FDA and demonstrate a public health benefit in order to keep their products on the market. We also continued to urge the FDA to require graphic warnings on cigarette packs and ads and achieved an important legal victory when a federal court ordered the FDA to expedite such warnings.

Additionally, spurred by the e-cigarette epidemic, many states and localities across the nation raised the tobacco age to 21. In the past year, the number of states with tobacco 21 laws more than doubled to over a dozen, along with over 450 localities. Federal legislation also gained momentum, with health groups fighting tobacco industry efforts to add special interest provisions.

Beyond the U.S., we continue to make measurable progress as a proud partner of the Bloomberg Initiative to Reduce Tobacco use and the Bill and Melinda Gates Foundation's efforts to reduce tobacco use globally and specifically in Africa.

Since we began our global tobacco control work 12 years ago, we have seen numerous victories that will help curb tobacco use around the world. This past year, Ethiopia enacted



Matthew L. Myers,
President

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TOBACCO HAS TRULY KILLED ENOUGH

one of Africa's strongest tobacco control laws, setting an example for the continent and the world. The law requires 100% smoke-free work and public places, bans tobacco advertising, restricts the sale of flavored products and mandates large, pictorial health warnings. It also prohibits tobacco sales to anyone under the age of 21.

With support from the Campaign for Tobacco-Free Kids, a number of other countries passed or implemented comprehensive tobacco control legislation, including Georgia, Mongolia, Peru, Tajikistan and Turkey. Uruguay became the first country in Latin American to require plain tobacco packaging. In Colombia, advocates claimed victory in a five-year legal battle to implement the country's ban on point-of-sale tobacco displays.

In India, a Supreme Court ruling cleared the way for the government to implement a new round of graphic health warnings covering 85% of tobacco packaging, this time adding quitline information, while a federal court in Brazil rejected a petition for an injunction filed by the tobacco industry to prevent a new round of graphic health warnings covering 75% of packaging. Indonesia also rotated its set of five graphic health warnings to prevent smokers

and non-smokers from become de-sensitized to the images, and also banned smoking on moto-taxis, a popular form of public transportation. Thanks to extensive advocacy from the Campaign for Tobacco-Free Kids and partners, two major cities in China adopted strong smoke-free laws banning smoking in all indoor places, and four cities in Indonesia adopted smoke-free laws stronger than the national law with some also banning outdoor advertising.

Two judicial victories set important global precedents. The World Trade Organization rejected tobacco industry-backed claims that Australia's plain packaging law violated trade agreements. And a Canadian appellate court upheld a judgment of over \$15 billion against major tobacco companies in class action suits brought by smokers.

The Campaign for Tobacco-Free Kids' "Where There's Smoke" project exposed how the major tobacco companies are secretly advertising cigarettes on social media in more than 40 countries. In addition to generating extensive coverage in The New York Times and other media, the project prompted formal complaints to government authorities in the U.S., Brazil, United Kingdom and other countries.

Our Global Health Advocacy Incubator (GHAI, @IncubatorGHAI) team continues to provide technical assistance and capacity building to advocates working on a variety of public health issues around the world. This past year, GHAI focused on reducing obesity in South Africa, minimizing road crash deaths in the Philippines by advocating for mandated use of child restraints in vehicles, providing support to drowning prevention efforts in Vietnam, and more.

While we celebrate our victories from the past year, we also recognize the real challenges that lay ahead. The exponential rise in e-cigarette use among youth threatens decades' worth of progress to protect kids from the deadly toll of tobacco, while tobacco companies continue to use egregious marketing tactics to hook youth.

To win this fight, we need your continued support and assistance. To the sponsors, partners and friends who stand with us, thank you for supporting our work to protect kids and save lives. Together, we will win this fight because tobacco truly has killed enough.



U.S. PROGRAMS



Over half of MLB stadiums are tobacco-free. The Campaign for Tobacco-Free Kids' Knock Tobacco Out of the Park campaign continued to make progress. With the addition of baseball stadiums in Arizona and Seattle, 16 of the 30 Major League Baseball stadiums are now tobacco-free.

In the U.S., the Campaign for Tobacco-Free Kids focused its efforts on curbing the use of e-cigarettes among youth and pressing the FDA to take effective action. We achieved a major victory when San Francisco became the first major city to prohibit all flavored tobacco products, and there has been momentous support for the passage of T21 laws across the country. We have also continued to push for graphic health warnings on cigarette packs, and more major league baseball stadiums have committed to going tobacco-free.

Popularity of Juul explodes among youth. E-cigarette use among high school students rose to 20.8%, a 78% increase from the prior year, and 27% of them are using e-cigarettes on twenty or more days a month, a strong indication of addiction. The industry's kid-friendly flavors have been a major driver of this increase as most youth e-cigarette users report using flavored products and say flavors are a key reason for their use.

The Campaign for Tobacco-Free Kids has placed extensive efforts and resources on urging the FDA to act swiftly and effectively in response to the e-cigarette crisis.



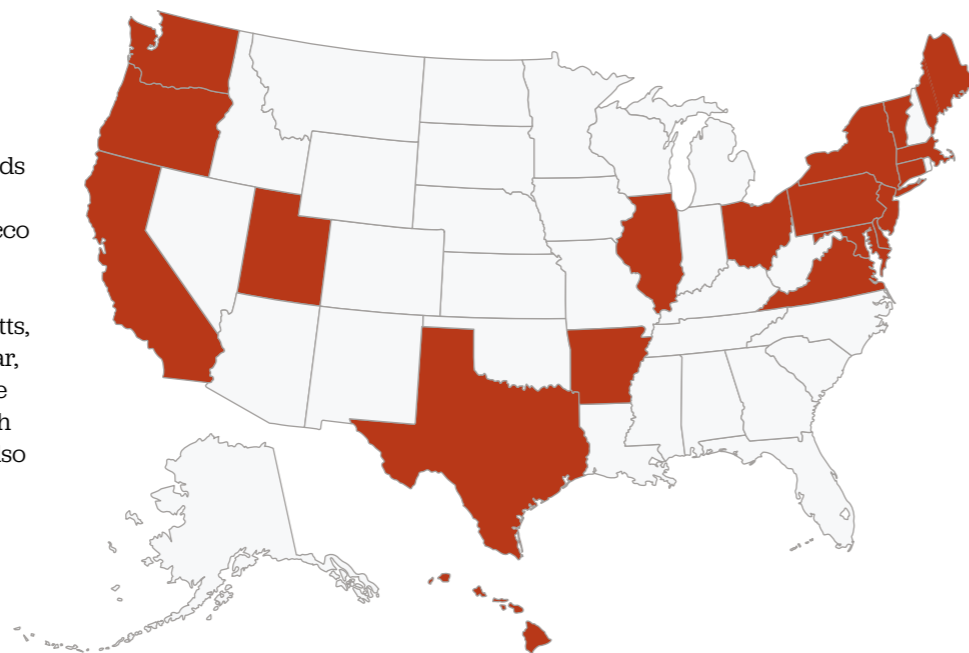
The FDA fails to adequately respond to the e-cigarette crisis. The Campaign for Tobacco-Free Kids has placed extensive efforts and resources on urging the FDA to act swiftly and effectively in response to the e-cigarette crisis. When the FDA stated that it would only move the deadline for e-cigarette makers to submit their products for public health review up by one year, from 2022 to 2021, we filed comments that this was proposal was simply not enough. We, along with our partners, pursued a lawsuit to significantly move up this deadline. We have also pursued aggressive media efforts and a strong proactive outreach to the research community to make sure we have the best available science.



FDA ordered to expedite graphic health warnings on cigarette packs. Along with our public health partners, the Campaign for Tobacco-Free Kids filed a lawsuit to force the FDA to comply with federal law and require graphic health warnings on cigarette packs and advertising. This past year, the federal court ruled in our favor, stating that the FDA had “unlawfully withheld” and “unreasonably delayed” issuing a final rule requiring the warnings and ordering the FDA to do so on an expedited timeline. The court ordered the FDA to issue a proposed rule by August 15, 2019, and a final rule by March 15, 2020.

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THE NUMBER OF STATES WITH T21 LAWS MORE THAN DOUBLED TO OVER A DOZEN

Support for T21 spreads rapidly. As concern about e-cigarette use among kids grows, the Campaign for Tobacco-Free Kids advocated for the passage of Tobacco 21 (T21) laws, which raises the sale age of tobacco to 21. Thanks to our efforts, numerous states, including Massachusetts, passed T21 laws. Overall, in the past year, the number of states with T21 laws more than doubled to over a dozen, along with over 450 localities. Federal legislation also gained momentum, with health groups fighting tobacco industry efforts to add special interest provisions.



San Francisco Takes Bold Action to Curb E-Cigarette Use. In 2017 the city of San Francisco’s Board of Supervisors unanimously passed the first-in-the-nation law prohibiting the sale of all flavored tobacco products, including menthol cigarettes, flavored cigars and flavored e-cigarettes. The following year the Reynolds American tobacco company mounted a nearly \$12 million ballot campaign to overturn the ordinance.

The Tobacco-Free Kids Action Fund, along with a large coalition of public health partners, played a major role in the city’s successful defense against the ballot campaign. Despite being outspent 5 to 1, the Vote Yes on Prop E: SF Kids Vs Big Tobacco campaign succeeded in upholding the groundbreaking law prohibiting all flavored tobacco products including flavored e-cigarettes and menthol cigarettes.

This is a truly historic public health victory and a catalyst in the growing national movement to prohibit all flavored tobacco products. Sacramento and other California cities have taken similar measures, and we are working to ensure that other cities across the country follow their lead.



Defending Local Tobacco Control Efforts in Communities. In Topeka, Kansas and Genesee County, Michigan, the Action Fund defended local efforts to raise the sale age of tobacco to 21 and stop the tobacco companies from using state preemption as an excuse to continue selling their products to kids.



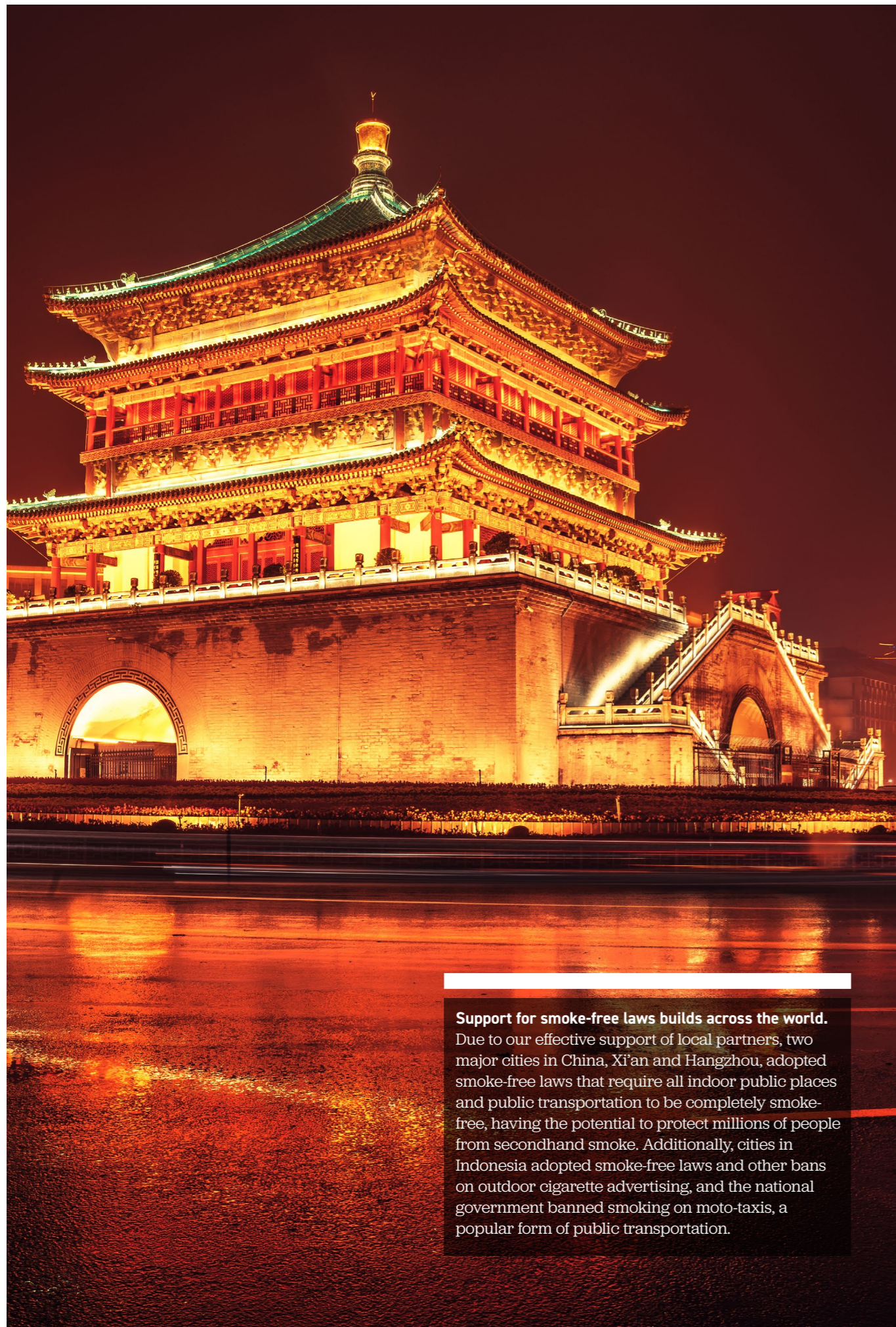
Endorsement of Pro-Tobacco Control Candidate in Michigan. Tobacco-Free Kids Action Fund endorsed Gretchen Whitmer, a supporter for effective tobacco control, as a candidate for Michigan governor. Whitmer won the election, creating opportunity for the advancement of tobacco control policies in Michigan.

GLOBAL PROGRAMS



To date, the Campaign for Tobacco-Free Kids' global tobacco control work has resulted in more than 270 policy victories around the world. This past year, we have seen victories in Ethiopia, parts of Asia, Brazil, and more countries. We continue to build a broad global movement for strong tobacco control that engages policymakers and the public, and to expose and counter tobacco industry efforts to prevent effective regulation of its dangerous products.

Momentum builds in Africa: Historic smoke-free law passes in Ethiopia. The Campaign for Tobacco-Free Kids was heavily involved in advocating for a comprehensive tobacco control law in Ethiopia for many years. In February 2019, Ethiopia's Parliament unanimously approved historic public health legislation that protects over 105 million people in African's second most populous nation. The new law requires 100 percent smoke-free public places (including work places), bans tobacco advertising and promotions, restricts the sale of flavored tobacco products, mandates 70% pictorial warning labels on all tobacco products, and prohibits sale of tobacco to anyone under the age of 21. The Campaign for Tobacco-Free Kids provided ongoing and multi-faceted support to local grantees and the Government to ensure passage of the law, including strategic guidance, legislative drafting support, communications training and outreach to media, and technical guidance on generating local evidence to illustrate the need for stronger tobacco control.



Support for smoke-free laws builds across the world. Due to our effective support of local partners, two major cities in China, Xi'an and Hangzhou, adopted smoke-free laws that require all indoor public places and public transportation to be completely smoke-free, having the potential to protect millions of people from secondhand smoke. Additionally, cities in Indonesia adopted smoke-free laws and other bans on outdoor cigarette advertising, and the national government banned smoking on moto-taxis, a popular form of public transportation.

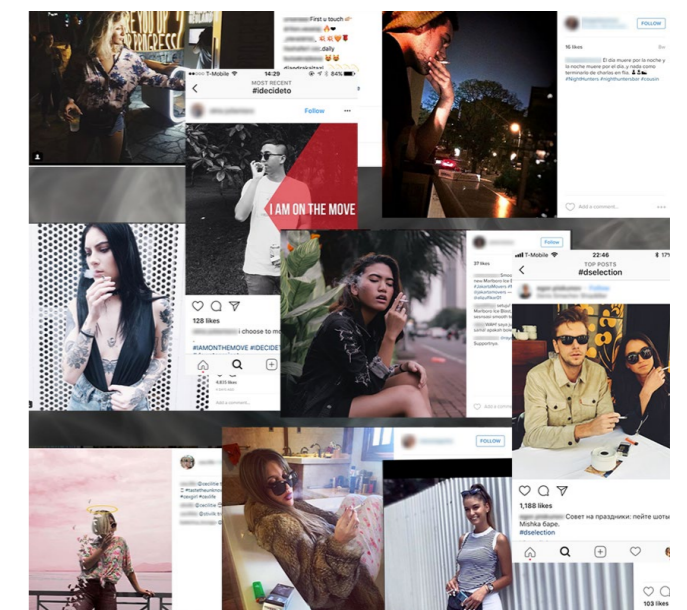


More countries require graphic health warnings. In India, a Supreme Court ruling cleared the way for implementation of a new round of graphic health warnings cover 85% of tobacco packaging, this time including quit-line information. A federal court in Brazil rejected a petition for injunction filed by the tobacco industry to prevent a new round of graphic health warnings covering 75% of the principal sides of cigarette packs. Indonesia also rotated its set of five graphic health warnings to prevent smokers and non-smokers from become de-sensitized to the images.

Judicial victories advance tobacco control. After several years of deliberation, another legal victory occurred in Australia when the World Trade Organization rejected tobacco industry-backed claims that Australia's plain packaging law violated trade agreements. This hugely important decision resonates globally as all countries can move forward with strong packaging and labelling laws aware that such laws do not violate trade agreements. In Canada, in another case in which the Campaign provided technical and strategic support, an appellate court upheld a judgment of over \$15 billion against major tobacco companies in class action suits brought by smokers.

Tobacco industry's illegal marketing tactics exposed. In September 2018, the Campaign for Tobacco-Free Kids launched the "Where There's Smoke" Project, an investigative report into covert tobacco company advertising on social media. Tobacco companies around the world have been paying young, popular "influencers" on platforms including Instagram, Facebook and Twitter to post promotional images as part of their marketing strategy in more than 40 countries. The New York Times gave extensive coverage to the report, and we and our partners used the report to file a complaint with the FTC and with other government commissions around the world. Our "Big Tobacco, Tiny Targets" campaign using crowdsourcing technology to document Big Tobacco's youth-targeted marketing tactics at points of sale near primary and secondary schools around the world was used to raise awareness of tobacco industry misconduct in numerous media reports, helping to advance policy campaigns to pass tobacco advertising, promotion, and sponsorship bans.

“ TOBACCO COMPANIES HAVE BEEN PAYING YOUNG, POPULAR “INFLUENCERS” ON INSTAGRAM, FACEBOOK AND TWITTER



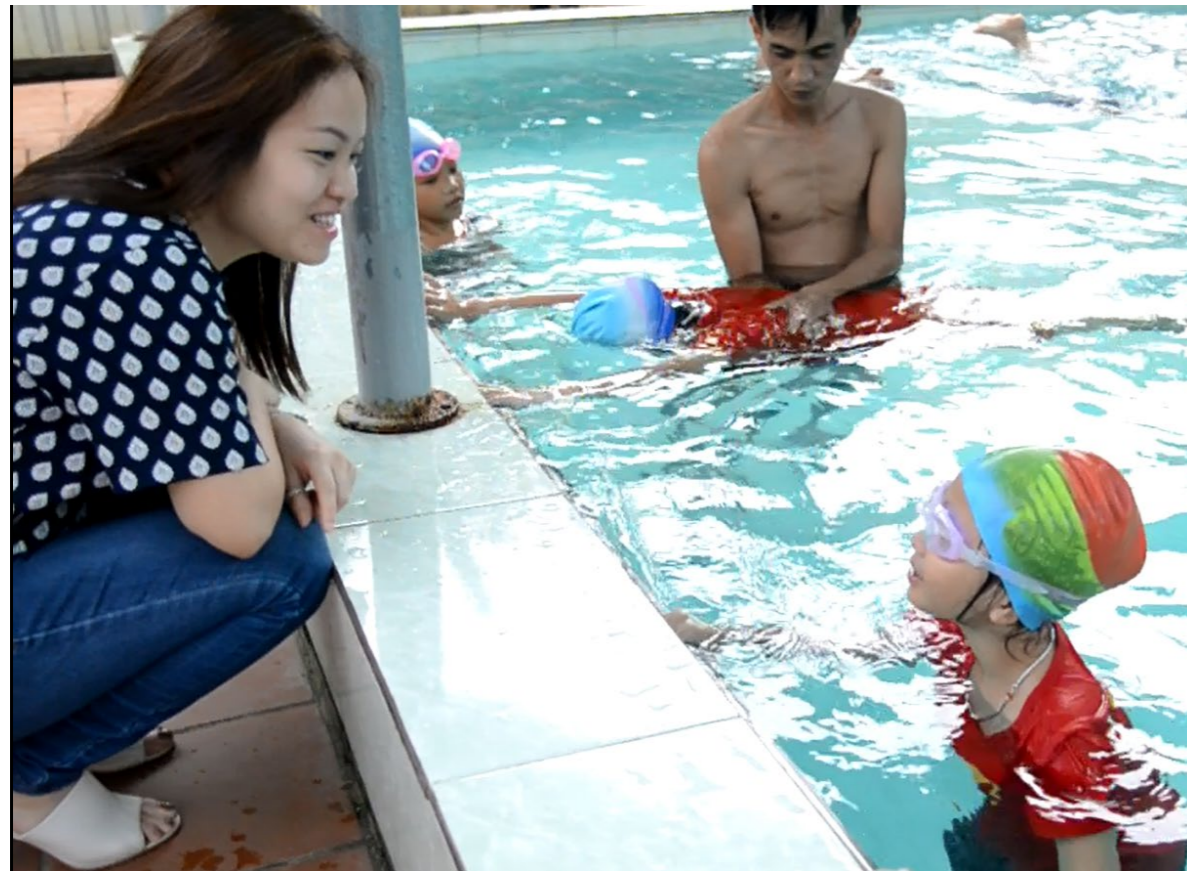
GLOBAL HEALTH ADVOCACY INCUBATOR



The Global Health Advocacy Incubator (GHAI), a project of the Campaign for Tobacco-Free Kids, identifies in-country partners, assesses and builds advocacy capacity, and provides ongoing strategic and technical assistance in planning and executing advocacy campaigns to achieve life-saving policy wins. Over the past five years, GHAI has grown to support policy change efforts in dozens of countries across a variety of critical public health issues.

In 2019, we were proud to support our local partners as they pressed for stronger laws, better tools and bigger budgets to prevent drowning, reduce death and injury on the roads, improve healthcare facilities for moms and babies, create healthier food environments, and prevent epidemics.

This year, we also debuted a new logo, website (advocacyincubator.org), and social media channels (Twitter: [@IncubatorGHAI](https://twitter.com/IncubatorGHAI) and LinkedIn: <https://www.linkedin.com/company/advocacyincubator/>). GHAI was publicly introduced to the U.S.-based global health community at a June 18, 2019 reception in Washington, DC. We shared our model and announced our commitment to working with other organizations around the world who want to use policy change to reduce death and disease



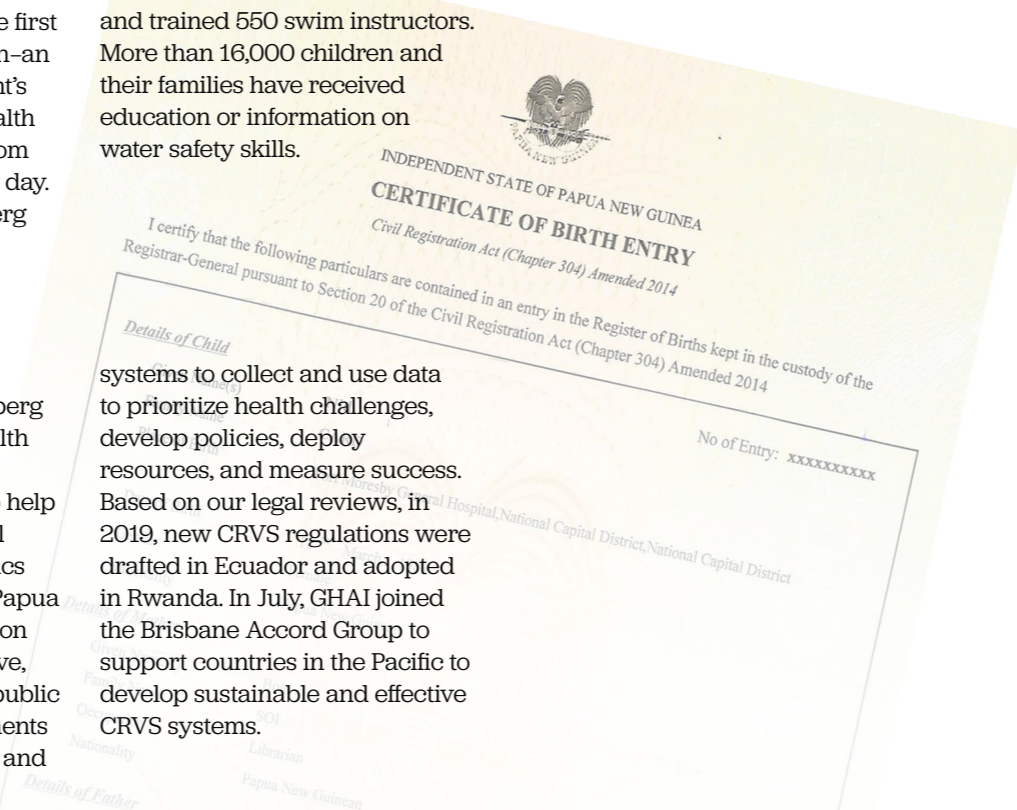
Cardiovascular Health. GHAI is a core partner of Resolve to Save Lives (RTSL), an initiative that aims to save 100 million lives from cardiovascular disease by eliminating industrially produced trans fat, reducing sodium consumption, and improving access to quality hypertension treatment. In 2019, GHAI advanced relevant policy initiatives in eight countries: Bangladesh, Brazil, China, India, Philippines, Nigeria, Turkey, and Vietnam. Brazil's regulatory agency approved strict limits on trans fat in foods in December, after a locally driven campaign catalyzed and supported by GHAI generated overwhelming public and policymaker support for the measure. Punjab became the first state in India to roll out a series of measures to eliminate artificial trans fat from its food supply, following a multifaceted advocacy campaign led by our team. As part of our efforts to share lessons learned with a broader audience, we worked with RTSL to develop a guide for countries around the world to conduct rapid assessments of trans fat in foods and oils.

Drowning Prevention: Saving Lives Through Drowning Prevention in Vietnam. In May, the Global Health Advocacy Incubator supported the Government of Vietnam's kickoff of the National Action Month for Children. An annual event that prioritizes critical issues affecting the nation's children, in 2019 the month was dedicated for the first time to drowning prevention—an indication of the government's prioritization of a public health crisis. Seven children die from drowning in Vietnam every day. With support from Bloomberg

Philanthropies, GHAI partnered with the lead government agency to design and implement a sustainable program that will save lives by teaching children survival swimming skills based on World Health Organization best practices. By the end of 2019, our program had reached 8,600 with direct survival swim instruction and trained 550 swim instructors. More than 16,000 children and their families have received education or information on water safety skills.

Civil Registration and Vital Statistics. As part of Bloomberg Philanthropies' Data for Health Initiative, GHAI is providing technical legal assistance to help governments draft new civil registration and vital statistics (CRVS) laws in Cambodia, Papua New Guinea, and the Solomon Islands. Through the Initiative, we are helping to improve public health data so that governments are equipped with the tools and

systems to collect and use data to prioritize health challenges, develop policies, deploy resources, and measure success. Based on our legal reviews, in 2019, new CRVS regulations were drafted in Ecuador and adopted in Rwanda. In July, GHAI joined the Brisbane Accord Group to support countries in the Pacific to develop sustainable and effective CRVS systems.



Maternal and Reproductive Health: Handing a Program Back to its Rightful Owners. June 20, 2019 was a milestone in the sustainability of a life-saving maternal health program in Tanzania. The program in the remote region of Kigoma, funded for over a dozen years by two international donors, Bloomberg Philanthropies and Fondation H&B Agerup, was officially handed over to its rightful owner, the Government of Tanzania. The program has been remarkably successful—84.9% of women in Kigoma now give birth in facilities, a key indicator for maternal health and survival, up from 48.4% in 2011—but international funding was coming to an end. With hands-on support and technical assistance from GHAI, project partners succeeded in securing government support and funding to keep the vital program operational.





Obesity Prevention: Improving Health and Reducing Obesity-Related Disease. GHAI supports healthy food policy solutions in five priority countries. Jamaica implemented a restriction on sugar-sweetened beverages in schools with support from our local partners. Partners in Brazil successfully advocated for the country's regulatory agency to present a front of package warning label proposal for public consultation. Colombia's Constitutional Court affirmed the right to air public health messages on TV in the face of industry opposition that had tried to prevent their broadcast. GHAI continued to support civil society capacity-building, the foundation of all our work. We led a digital advocacy training for our partners in Barbados and Jamaica. In May, we hosted a three-day workshop to equip healthy food policy academics and advocates with an understanding of the key legal implications of their work and to preempt and counter potential legal challenges from the food and beverage industry.



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**THE PHILIPPINES
 PASSED ITS FIRST BILL
 MANDATING CHILDREN UP
 TO 12 YEARS OLD MUST
 RIDE IN CAR SEATS**”

Preventing Epidemics. As a core partner of RTSL, GHAI worked in two countries - Nigeria and Senegal - to increase public and policymaker support for epidemic preparedness. In Nigeria, our campaign helped to secure a record budget for the Nigeria Center for Disease Control, with National Assembly members sensitized by our campaign adding N100 million to President Buhari's 2020 budget request for the agency, for a total of N1.67 billion. In Senegal, we worked with political decision-makers to secure a funding increase for the national Emergency Operations Center; we also led a multi-stakeholder effort to examine additional funding needs and craft a funding proposal that we expect federal authorities to approve in early 2020. We worked closely with RTSL to generate demand from world leaders for additional emergency preparedness funding through the World Bank's International Development Association (IDA) replenishment.



Road Safety: Saving Lives and Preventing Injuries on the Road. In February, the Philippines passed its first bill mandating that children up to 12 years old must ride in car seats. This win followed an intensive advocacy campaign led by six partner organizations that included public universities and civil society organizations. In August, the president of India signed into law a historic new bill to save lives on the country's roads. This action has the potential to dramatically change the lives of tens of thousands of Indian families in the years to come. The bill passed with bipartisan majorities in both houses of Parliament, a testament to successful advocacy by our local partners - which we supported with strategic planning, media advocacy, and technical assistance. Throughout the year, we provided capacity - building support to our road safety partners in China, Tanzania, and Thailand.

HOLDING THE TOBACCO INDUSTRY ACCOUNTABLE

The tobacco industry is well known for its shameful marketing tactics to attract kids and deceive the public about the serious health consequences of its products. This past year, Juul has followed much of this playbook, causing e-cigarettes to dramatically rise in popularity among youth. As we have done before with the traditional Big Tobacco industry, the Campaign for Tobacco-Free Kids has devoted our efforts this past year towards tracking, exposing, and countering the underhanded tactics of Juul, the company that produces a sleek, high-tech e-cigarette that looks like a USB flash drive, and the rest of the e-cigarette industry.



Juul Becomes the New Big Tobacco. In December of 2018, Altria, maker of Marlboro cigarettes and America's most powerful cigarette company, announced that it bought a 35% stake in Juul. This \$12.8 billion investment in Juul is Altria's failsafe way of ensuring they will remain profitable even as sales of traditional cigarettes decline. The Campaign for Tobacco-Free Kids immediately issued statements and press releases underscoring that this new partnership confirms once and for all that Juul is part of Big Tobacco. We were widely quoted in The New York Times, The Washington Post, USA TODAY, CNN, and other media.

As Juul's products continued to skyrocket in popularity among youth, the results of the 2018 Monitoring the Futures Survey show we are now in a national crisis due to this extraordinarily high use of e-cigarettes among youth. Youth vaping of nicotine nearly doubled in just one year among 12th and 10th graders, representing what the researchers said is the single largest increase in the survey's 43-year history for any adolescent substance use outcome in the U.S.

The responsibility for this epidemic lies squarely with Juul. Nevertheless, Juul claims it had "no idea" its products would appeal so widely to young people. However, its social media content and advertising makes it abundantly clear that Juul designed this sleek, high-tech product with our nation's children in mind. Juul's advertising featured images of young, attractive people using their product in settings similar to what we saw in cigarette ads decades ago, and they marketed kid-friendly flavors like mango, mint, and other fruit flavors. Yet, Juul's response has been to deny responsibility, run ads targeting policy makers to repair its image, and hire high priced lobbyists to fight effective regulation - all strategies right out of Big Tobacco's playbook.

Altria and Juul Hijack Tobacco 21 to Promote Their Own Agenda.

After most of the tobacco companies had opposed Tobacco 21 for years, the major tobacco and e-cigarette companies in late 2018 endorsed Tobacco 21 in the face of FDA and public pressure over the e-cigarette epidemic. The tobacco companies have

tried to position Tobacco 21 as the only solution needed to the e-cigarette epidemic and touted their support as evidence that they are helping to solve the problem.

We have countered this by highlighting how Juul created the problem and is now partnered with Big Tobacco (Altria), how the companies have often supported weak Tobacco 21 bills with poor enforcement and penalties on youth than retailers, and how the companies have tried to turn Tobacco 21 into a "Trojan horse" for special interest provisions that harm kids and public health, including preemption provisions that block flavor bans and other necessary policies. We have emphasized that Tobacco 21 must be a complement to - and not a replacement for - other policies, including flavor bans and other methods to put a stop to this crisis.





YOUTH ADVOCACY PROGRAMS

Our youth advocates are a core part of our mission and identity at the Campaign for Tobacco-Free Kids. Through initiatives like Taking Down Tobacco, Kick Butts Day, our Youth Advocates of the Year Awards, and our annual Youth Advocacy Symposium, we engage young people across the country and support the next generation of leaders who will put a stop to the tobacco industry.

Taking Down Tobacco. Through the support of the CVS Health Foundation, the Youth Advocacy team has developed a best-in-class online and in-person training program - Taking Down Tobacco - that has now received four awards, including three Lenny Awards and one award from the National Network of Public Health Institutes, and serves as a key training resource for youth across the nation. We have grown our online learning community to over 20,000 youth leaders and adult allies.

Key Highlights Include:

- Training over 2.6 million (2,657,225) youth in Taking Down Tobacco 101 (TDT) in and outside of the classroom environment in all 50 states and the District of Columbia since the official launch in January 2017;
- Growing the number of certified Taking Down Tobacco 101 Trainers in the field to 1,944 certified trainers, an increase of 31% in the past 6 months;
- Providing over 6,297 advanced skills trainings (Messaging Matters, Informing Decision Makers, Mastering the Media and Activities that Kick Butts) to boost advocacy skills of youth, leading to over 880 direct actions in the field (media advocacy actions, contact with decision-makers and advocacy events);
- Implementing customized communication methods with online learners that have increased course completion 167%;
- Being recognized in CDC's upcoming Best Practices User Guide for Youth Engagement as key training resource.

Kick Butts Day. Our annual day of activism, Kick Butts Day is our signature event encouraging young people and allies to take a stand against the tobacco industry. Every year, thousands of young people across the country host events and rallies to show their support for the movement and oppose tobacco's targeting of youth.

This year we celebrated nearly 1,300 events in 50 states thanks to our partnerships with the DoD, the Tobacco Free College Campus Initiative, SADD, National Institute on Drugs and Alcohol (NIDA), Family Career Community Leaders of America (FCCLA), and Future Health Professionals (HOSA).

A key focus this year was addressing the Juul epidemic through new social graphics and the continued promotion of the National Youth and Young Adult Ambassador led national petition campaign calling on the FDA to end the sale of flavored tobacco products including menthol. To date we have collected over 11,660 signatures (over 5,400 coming directly from Kick Butts Day event organizers).

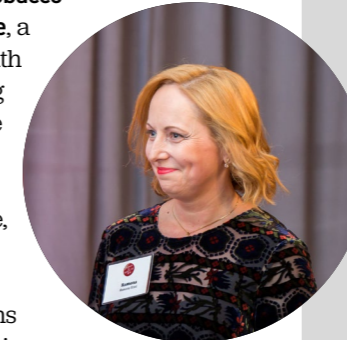
The Taking Down Tobacco training program was also a key focus of Kick Butts Day this year. Through utilization of the #BeTheFirst pledge walls, encouraging kids to lead the first tobacco-free generation, the training program was promoted to thousands of youth advocates nationwide.

Key Highlights - Kick Butts Day 2019:

- Estimated reach through events grew from last year to over 1.4 million people;
- 100 events held on military bases;
- 21 legislative events were hosted in priority states focusing on tobacco 21, smoke-free and/or tobacco control funding including: Hawaii, California, Washington, Michigan, Illinois, Nebraska, Kansas, Texas;
- Media releases pitched in every state led to 975 stories total, generating 23.8+ million impressions including 9.5+ million broadcast impressions and 13.2+ million digital impressions;
- 650 Pledge Wall kits were distributed nationwide, with 63 kits sent to Coast Guard Exchange stores across the country.



international tobacco control efforts. Every year, we present this award to an advocate from a low- or middle-income country who has worked to reduce tobacco use through policy advocacy and exemplifies the traits for which Judy was known. This year, the Wilkenfeld Award was given to **Ramona Brad, Project Director of the 2035 Tobacco-Free Romania Initiative**, a national campaign with the goal of eliminating the death and disease caused by tobacco use in Romania. Through this Initiative, Ms. Brad mobilized medical, academic, and civic organizations and has been the driving force in building a coalition of more than 350 organizations that advocates for proven policies to reduce tobacco use. Prior to the Initiative, Ms. Brad worked at the Romania Breathes Coalition where she spearheaded efforts to pass a national smoke-free law, which was successfully implemented and led to a reduction in child hospitalization rates for acute respiratory disease.



Youth Champion of the Year
Sarah Kay
Honolulu, Hawaii

Youth Advocates of the Year
Michelle Li
Ballwin, Missouri

Brooklyn Larimore
Bellevue, Nebraska

Eunice Namkoong
Yorktown, Virginia

Gabrielle Kennedy
Puckett, Mississippi

Group Winner
#RealTalkTobacco
Tijay Daniels, Harmony Ellerbe,
Sydney Grimes, Jada Rasulallah,
Jasmine Rasulallah,
and Raquita Young
Philadelphia, PA

In addition to our Youth Advocates of the Year, the Campaign for Tobacco-Free Kids honored the following leaders for their efforts in the fight against tobacco:

Champion Award

Robert D. Manfred, Jr.,
Commissioner of Baseball

Judy Wilkenfeld Award for International Tobacco Control Excellence

Romano Brad, Romania,
2035 Tobacco-Free Romania Initiative

2018 Youth Advocates of the Year Awards. Every year, the Campaign for Tobacco-Free Kids honors youth across the country who are leading the way in the fight against the tobacco industry. We are proud to recognize them and showcase the important work they are doing to push for change at the local, state, and national levels.

The 2018 Youth Advocates of the Year inspire us to continue our fight alongside them until we see the first tobacco-free generation. Their creativity, drive, and enthusiasm motivate us to keep pushing forward and we are truly grateful for all the important work they do.

In 2018, the Campaign for Tobacco-Free Kids presented our **Youth Champion of the Year Award** to **Sarah Kay** of Honolulu, Hawaii. Sara is a fierce advocate for policies to reduce tobacco use. The issue is personal for

her - she lost her grandmother, a nonsmoker, to lung disease likely caused by exposure to secondhand smoke.

Due in part to Sara's advocacy efforts, the City and County of Honolulu passed a law prohibiting smoking in cars with kids. Sara has also pushed for a similar statewide law, contacting lawmakers and testifying before the Legislature in support of the proposal.



As a leader in the Coalition for a Tobacco-Free Hawaii's Youth Council, Sara has also worked to strengthen Hawaii's statewide law prohibiting tobacco sales to anyone under 21. She demonstrated the need to restrict youth online access to all tobacco products, including e-cigarettes, resulting in the introduction of legislation to do so.

This year, we presented our highest honor, the **Champion Award**, to **Robert D. Manfred, Jr., Commissioner of Major League Baseball**.

Commissioner Manfred has been a strong advocate for the elimination of all tobacco products in Major League Baseball. Thanks to his leadership and activism, nearly half of all baseball stadiums are now tobacco-free and new players are prohibited from using smokeless tobacco. With baseball players serving as role models to so many youth, these achievements are having a profound and positive impact on the health of our nation's children.



The Campaign for Tobacco-Free Kids established the **Judy Wilkenfeld Award for International Tobacco Control Excellence** in honor of the late Judy Wilkenfeld, who was a key leader in our



2018 Youth Symposium. This year, we brought together 12 youth leaders and 5 college students from 16 states for our 15th Youth Advocacy Symposium, a training program focused on enhancing local tobacco control efforts while simultaneously providing youth with a chance to become engaged in national tobacco control efforts.

Prior to the Symposium, participants completed each of our advanced trainings through Taking Down Tobacco. Further, attendees participated in 10 key trainings, with a focus on storytelling, team building, and advanced media training at Subject Matter Studios.

This year, our advocates participated in 44 meetings on Capitol Hill focused on youth use of JUUL, sweet-flavored cigarillos, and protecting FDA's authority to regulate all tobacco products.

FINANCIALS

CAMPAIGN FOR TOBACCO-FREE KIDS (C3)

STATEMENT OF ACTIVITIES

Year Ended March 31, 2018

	Without Donor Restrictions	With Donor Restrictions	Total
Support and revenue:			
Grants income	\$235,559	\$47,176,038	\$47,411,597
Contributions	\$828,745	\$1,058,697	\$1,887,442
Events	\$371,965	-	\$371,965
Investment income, net	\$52,414	-	\$52,414
Other revenue	\$3,212	-	\$3,212
Net assets released from restriction	\$28,816,245	(\$28,816,245)	
Total support and revenue	\$30,308,140	(\$19,418,490)	\$49,726,630
Expenses:			
Program services:			
Public information and communications	\$1,730,382	-	\$1,730,382
Research advocacy and technical assistance	\$4,818,243	-	\$4,818,243
Youth Services	\$866,642	-	\$866,642
International Programs	\$21,691,578	-	\$21,691,578
Supporting services:			
General and administrative	\$1,153,642	-	\$1,153,642
Fundraising	\$882,655	-	\$882,655
Total Expenses	\$31,143,142	-	\$31,143,142
Change in net assets	(\$835,002)	\$19,418,490	\$18,583,488
Net Assets:			
Beginning	\$4,134,181	\$41,422,591	\$45,556,772
Ending	\$3,299,179	\$60,841,081	\$64,140,260

TOBACCO-FREE KIDS ACTION FUND (C4)

STATEMENT OF ACTIVITIES

Year Ended March 31, 2018

	Without Donor Restrictions	With Donor Restrictions	Total
Support and revenue:			
Contributions and grants	\$690,514	\$15,066,000	\$15,756,514
Investment (loss) income, net	(\$376)	\$20,461	\$20,085
Net assets released from restriction	\$15,432,680	(15,432,680)	
Total support and revenue	\$16,122,818	(\$346,219)	\$15,776,599
Expenses:			
Program services:			
Advocacy, research, communications, youth services	\$1,918,732	-	\$1,918,732
International programs	\$13,930,859	-	\$13,930,859
Supporting services:			
General and administrative	\$123,989	-	\$123,989
Fundraising	\$17,935	-	\$17,935
Total Expenses	\$15,991,515	-	\$15,991,515
Change in net assets	\$131,303	(\$346,219)	(\$214,916)
Net Assets:			
Beginning	\$4,847,422	\$33,490,107	\$38,337,529
Ending	\$4,978,725	\$33,143,888	\$38,122,613

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WAYS TO GIVE



The Campaign for Tobacco-Free Kids is grateful for each and every donation we receive. Your contribution, no matter how big or small, helps us put an end to the disease and death caused by tobacco in the U.S. and around the world.

There are a number of ways you can support our work:

- » **Consider giving a monthly or one-time donation** via mail, fax, phone, or through our website at TobaccoFreeKids.org/Donate. All donations to the Campaign for Tobacco-Free Kids 501(c)(3) are tax-deductible.
- » **Ask your company to consider a corporate sponsorship.** There are a number of exciting ways for corporations and organizations to support our work, such as being a sponsor for our Annual Youth Advocate of the Year Awards Gala.
- » **Donate stock.** You can transfer stock shares that you have owned for one year or more to the Campaign for Tobacco-Free Kids, giving you an immediate income tax deduction.
- » **Include a bequest** to the Campaign for Tobacco-Free Kids in your will, either unrestricted or directed to a specific program or event. The gift can be a specific amount or a percentage of an estate.
- » **Support our 501(c)(4) Action Fund** and help us advocate for lifesaving tobacco control laws. Visit our website at TobaccoFreeAction.org/Donate for more information. Contributions to the 501(c)(4) are not tax-deductible.

To learn more or make a donation, please visit TobaccoFreeKids.org/get-involved/ways-to-give, email us at developmentinfo@tobaccofreekids.org, or call (202) 296-5469.



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