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Message from the President

This report covers one of the most challenging and eventful years since the Campaign for Tobacco-Free Kids was created in 1996. Like all organizations, the COVID-19 pandemic has had a significant impact on our work, from disrupting legislative activity to affecting our annual Take Down Tobacco: National Day of Action. Despite these challenges, we continue to make significant progress to improve health and save lives in the United States and around the world.

Preventing the deadly consequences of tobacco use has never been more critical. Because of the tobacco industry's targeting of young people with flavored, nicotine-loaded products, the youth e-cigarette crisis threatens to addict a new generation of kids.

Furthermore, with the emergence of COVID-19, the fight against tobacco is more urgent than ever. Due to the increased risk that COVID-19 poses to smokers and likely poses to vapers, we should be doing everything we can to help tobacco users quit – and prevent young people from ever starting. Tobacco use is also a contributing factor in the shocking health disparities that have been exposed by this pandemic, which has so disproportionately affected communities of color. The

fight against tobacco is not just a public health issue, but a social justice issue as well.

In the past year, we have made significant progress in the U.S. in prohibiting flavored e-cigarettes and other flavored tobacco products, including menthol cigarettes, which the tobacco industry uses to target kids, Black Americans and other groups. Through a major new initiative funded by Bloomberg Philanthropies, we stepped up our efforts to end the youth e-cigarette epidemic, with a focus on prohibiting the flavored

products that have driven this crisis. A growing number of states and cities have taken action, with Massachusetts

setting the pace as the first state to prohibit all flavored tobacco products, including flavored e-cigarettes and menthol cigarettes. At the federal level, the U.S. House of Representatives also passed legislation to prohibit flavored tobacco products.



**Matthew L. Myers,
President**

Globally, we continue to fight for the adoption and implementation of proven solutions that reduce tobacco use. We provide support and guidance to governments, non-

governmental organizations and local tobacco control advocates to establish and implement effective tobacco control policies, and we work to expose and counter the deadly tactics of the tobacco industry. This past year, we continued to make important policy progress around the world despite the disruptions to advocacy campaigns caused by the pandemic.

The global work of the Campaign for Tobacco-Free Kids extends beyond tobacco control. The Global Health Advocacy Incubator (GHAi), a project of Tobacco-Free Kids launched in 2014, provides strategic support to civil

society organizations that advocate for public health policies that reduce death and disease. GHAi's Maternal and Reproductive Health program, Drowning Prevention program, and Road Safety program, as well as its Obesity Prevention, Cardiovascular Health and Epidemic Preparedness programs through the Resolve to Save Lives initiative, achieved particularly notable success over the last year.

We also continue to engage a network of inspiring young advocates across the country through our Youth Advocacy programs. This past year, we celebrated the launch of Take Down Tobacco:

National Day of Action, a day of activism to empower youth to speak out against the tobacco industry.

As we move forward through these challenging times, your support is more important than ever before. To our partners and friends around the world, thank you for supporting our mission to protect kids, improve health and save lives. Together, we will win this fight and make our vision for a tobacco-free future a reality.

Matthew Myers
President



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 U.S. 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 most impact.

U.S. Programs

In the U.S., the Campaign for Tobacco-Free Kids advocates at the federal, state and local levels for proven policies that reduce tobacco use and save lives. This past year, much of our work has focused on reversing the worsening youth e-cigarette epidemic, which soared to record levels and created a major public health crisis.

While we have faced unprecedented challenges due to COVID-19, which disrupted most traditional government and legislative activity and re-ordered public priorities, we made significant progress toward ending the youth e-cigarette crisis and protecting the lungs of young people across the country.



“Tobacco-Free Kids has been dedicated to tackling the youth e-cigarette crisis and ending the sale of all flavored tobacco products, including menthol cigarettes.”

Laurie Rubiner

Executive Vice President, U.S. Programs
Campaign for Tobacco-Free Kids

Each JUUL pod delivers the same amount of nicotine as 20 cigarettes.

Teen e-cigarette use is an epidemic in the United States
Don't let sweet-talking ads from JUUL fool you - JUUL's flavored e-cigarettes deliver massive doses of addictive nicotine. It's no wonder Marlboro-maker Altria spent \$12.8 billion buying into JUUL. Their mint, menthol, fruit, crème and mango flavors have fueled what the FDA warns is a "youth e-cigarette epidemic." It's time to act: Stop flavored e-cigarettes and give our kids, parents and teachers a fighting chance.

Logos for: truth initiative, American Academy of Pediatrics, AAFP, APHA, American Lung Association, and others.

tobaccofreekids.org/JUUL
Paid for by Campaign for Tobacco-Free Kids

Youth E-Cigarette Crisis Skyrockets

In 2019, e-cigarette use among high school students soared to a record-high 27.5% – an increase of 135% in just two years. Altogether, 5.3 million kids were using e-cigarettes, and a growing number were doing so daily or frequently, a strong indication of nicotine addiction. The cause of the problem was clear: Juul and other e-cigarette makers lure kids with appealing flavors and addict them with massive doses of nicotine, with some e-cigarettes delivering

as much or more nicotine as a pack of 20 cigarettes. Most youth e-cigarette users report using flavored products and cite flavors as a key reason for their use.

Compounding an already serious problem, in the summer of 2019, many states began reporting an outbreak of severe and life-threatening vaping-related lung injuries among youth and adults. While the Trump Administration initially promised to protect kids by clearing the market of all flavored e-cigarettes, it later broke this promise by issuing a loophole-filled final policy that left thousands of flavored products for sale. In contrast to this inadequate response, a growing number of states and cities took action to protect kids by prohibiting the sale of flavored e-cigarettes – and in some cases, other flavored tobacco products as well.

Protect Kids. Fight Flavored E-Cigarettes

Bloomberg Philanthropies and Tobacco-Free Kids Launch Protect Kids: Fight Flavored E-cigarettes Initiative

Tobacco-Free Kids has been dedicated to tackling the youth e-cigarette crisis, and we have stepped up our efforts over the past year. In September 2019, Bloomberg Philanthropies partnered with Tobacco-Free Kids to launch a \$160 million initiative to combat the youth e-cigarette epidemic. The “Protect Kids: Fight Flavored E-Cigarettes” initiative aims to prohibit the flavored e-cigarettes that have driven this crisis and to stop Juul and other e-cigarette companies from marketing their products to children. In its first year, this initiative achieved significant policy victories, especially at the state and local levels. With the generous support of Bloomberg Philanthropies, we will continue to fight until we end this epidemic and stop e-cigarettes from addicting another generation of kids.



The collage consists of four overlapping graphics:

- Top Left:** A graphic with four portraits of diverse young people. Text: "1 IN 4 HIGH SCHOOL STUDENTS USES E-CIGS". A small tagline reads "LET'S END THIS YOUTH EPIDEMIC".
- Top Right:** A graphic showing a hand holding a Juul pod. Text: "FLAVORED E-CIGS STARTED A CRISIS. LET'S END IT. JOIN THE FIGHT".
- Middle Left:** A graphic with a background of many faces. Text: "5 MILLION KIDS use e-cigs. 5 MILLION REASONS to remove flavored e-cigs from the market." Source: HHS Sec. Azar, 9/11/19. PAID FOR BY TOBACCO-FREE KIDS ACTION FUND. PROTECT KIDS logo.
- Bottom Right:** A graphic showing a pack of cigarettes. Text: "1 JUUL POD = 20 CIGARETTES of nicotine." PROTECT KIDS logo.
- Bottom Left:** A graphic showing a hand holding a Juul device. Text: "15,000 FLAVORS draw kids to e-cigs. NICOTINE HOOKS THEM." PROTECT KIDS logo.



Massachusetts Becomes the First State to Ban All Flavored Tobacco Products

Tobacco-Free Kids has supported efforts to end the sale of flavored tobacco products at the federal, state and local levels, and we have made remarkable progress. In November 2019, Massachusetts became the first state to pass a law prohibiting the sale of all flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. This law was a landmark victory not just for kids and public health, but for social justice as well, as the tobacco companies have a long history of marketing menthol cigarettes to Black Americans and other groups, with devastating consequences.



Tobacco-Free Kids helped fund and organize a comprehensive campaign in support of the Massachusetts legislation. Key elements of the campaign included

advertising and other public education efforts, lobbying of policy makers, mobilizing youth, and building a strong, diverse coalition of supporting individuals and organizations, including from Black, Hispanic, LGBT and other communities long targeted by the tobacco industry. This coalition was critical to building broad support among state legislators for the bill, which was signed into law by Governor Charlie Baker on November 27, 2019.

The Massachusetts law marked a major milestone in the fight to end the youth e-cigarette epidemic. Ending the sale of menthol cigarettes will also have enormous public health benefits, especially among Black Americans and other groups that have long been targeted by the tobacco industry. As the first state to prohibit flavored tobacco products, Massachusetts set a powerful example. Four other states – California, New Jersey, New York and Rhode Island – have joined

Massachusetts in prohibiting flavored e-cigarettes, and California prohibited other flavored tobacco products as well. Dozens of cities have also taken action.



On behalf of Massachusetts' kids,

THANK YOU
Gov. Baker, Senate President Spilka, Speaker DeLeo, Sen. Keenan, Rep. Gregoire, and the Massachusetts Senate and House of Representatives

for ending the sale of all flavored tobacco products, including flavored e-cigarettes and menthol cigarettes.

Massachusetts' new law is a milestone in the fight to reverse the youth e-cigarette epidemic and stop tobacco companies from targeting and addicting kids with flavored products. E-cigarettes with flavors like mango and mint, cotton candy and gummy bear lure and addict kids. And, more than half of youth smokers – including seven out of ten African-American youth smokers – use menthols. The new law helps end Big Tobacco's long history of targeting kids and communities of color with menthol cigarettes.

These leaders have made Massachusetts the first state to stop the sale of all flavored tobacco.

THANK YOU FOR PROTECTING OUR KIDS.





**U.S. House of Representatives
Passes Historic Bill to End the Youth
E-cigarette Epidemic**

In the past year, we also made significant progress toward banning flavored tobacco products at the federal level. In February 2020, the U.S. House of Representatives passed the Protecting American Lungs and Reversing the Youth Tobacco Epidemic Act, marking the first time a house of Congress has voted to prohibit the sale of all flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. The bill also makes critical investments in initiatives to prevent kids from using tobacco products and help more smokers quit, especially in underserved communities.

Tobacco-Free Kids was a leader in advocating for this legislation. Our federal advocacy team served as a critical resource for members of Congress and worked to build broad support for the bill, including expanding support in the Congressional Black Caucus for prohibiting menthol cigarettes and

ending the tobacco industry's predatory targeting of Black communities. We built a powerful coalition of 76 public health, medical, education, social justice and other organizations in support of the bill. We conducted advertising campaigns in Washington, DC, and across the country and mobilized thousands of grassroots advocates to contact their members of Congress. On the morning of the House vote, our youth advocates stood with Speaker Nancy Pelosi and other congressional supporters at a press conference calling for the bill's passage. While the Senate has yet to take up the legislation, House passage was a major step forward.



Global Programs

In addition to our work in the U.S., the Campaign for Tobacco-Free Kids supports tobacco control advocates around the world in every region and every political context. This past year, we set an ambitious agenda to strengthen tobacco control laws in priority countries where there are remaining gaps and political momentum for change.

The global tobacco control advocacy of Tobacco-Free Kids is supported by the Bloomberg Initiative to Reduce Tobacco Use in low- and middle-income countries and the Bill and Melinda Gates Foundation, which funds our work in Africa to develop and deliver high-impact, evidence-based tobacco control interventions.



“Despite the challenges created by COVID-19, we have managed impressive gains and aggressive pushback against tobacco companies.”

Yolonda Richardson

Executive Vice President, Global Programs
Campaign for Tobacco-Free Kids

Kenya Supreme Court Affirms Tobacco Control Law

Tobacco-Free Kids provided substantial and ongoing support in Kenya as the government worked to implement its 2007 tobacco control law, providing

legal technical assistance on drafting of regulations and other technical and communications guidance. In 2014, the government adopted implementing regulations requiring graphic health warnings and a special levy on tobacco control products that is earmarked to support ongoing tobacco control efforts. In response, the tobacco industry sued the government and filed appeals after two lower courts sided with the government. In November of 2019, the Supreme Court of Kenya issued a final ruling on the matter, finding the appeal without merit and dismissing it in its entirety. This decision ended a 12-year battle with the industry to derail government efforts to effectively curb tobacco use.





India: Tobacco Tax and E-Cigarette Ban

India Adopts a New Tax on All Tobacco Products and Introduces E-Cigarette Ban

Tobacco-Free Kids has worked with our partners in India for years to secure higher taxes on all tobacco products as the country transitioned to a new system for taxation of all goods and services. We work with the media to shape messages on how all tobacco products should be taxed equally and how costs of tobacco use outweigh any perceived fiscal benefits. We also work closely with bidi groups to counter bidi industry efforts to prevent higher taxes by claiming they threaten worker livelihoods. Our ongoing advocacy has helped raise tobacco taxes on all tobacco products to the highest tax rate possible under the GST and this past year, we achieved another significant milestone. In July of 2019, India's Ministry of Finance reintroduced a central excise on cigarettes in the national budget following a multi-year advocacy effort led by Tobacco-Free Kids and our Indian partners. This new tax will further reduce tobacco consumption and, just as important, provides the mechanism through which cigarette taxes can be increased to save more lives in the future.

Furthermore, as the world witnessed the health consequences of e-cigarettes in the U.S., one of the first actions of the newly re-elected Modi government in India was to ban the importation, manufacture and sale of e-cigarettes. This announcement in September of 2019 required Parliamentary approval, and as a result of our advocacy, both houses of Parliament overwhelmingly voted in support of the ban. Throughout the process, we provided the Health Ministry with legal support addressing the international regulatory experience on e-cigarettes and technical support on the evidence base concerning e-cigarette use, harms and effectiveness as a cessation product. India's decision

was covered around the world as an example of the swift and bold action needed to protect kids from the harms of e-cigarettes.





Brazil Sues Tobacco Companies

In April 2019, the Government of Brazil filed – through the Office of the Attorney General (Advocacia-Geral da União) – a lawsuit against Philip Morris International, British American Tobacco and their Brazilian subsidiaries to recover costs of treating tobacco-related disease. Tobacco-Free Kids, through our partners, provided support for the lawsuit. This support included facilitating the engagement of two international experts in tobacco economics, providing guidance to pull together the international evidence that would support the case, as well as working with our in-country partners to develop and implement a strategic communications plan. In August of 2019, a national poll found that 73% of the respondents supported the government’s healthcare cost recovery lawsuit against the industry.

Smoke-Free Progress in China

Support for Smoke-Free Laws Spreads Throughout China

In China, Tobacco-Free Kids Action Fund has been focused on assisting the government to achieve its obligations under the Framework Convention of Tobacco Control, including the passage of a national smoke-free law by spurring a city-based movement to pass the strongest possible smoke-free laws at the city level. Following the passage of the Beijing smoke-free law in 2014 and Shanghai in 2016, Xi’an passed a smoke-free decree in 2018 and celebrated its one-year anniversary of implementation success. This past year, working with our key partners, three more cities passed 100% smoke-free laws: Qinhuangdao, Zhangjiakou and Wuhan, the epicenter of the coronavirus outbreak. Together, this represents comprehensive protection from secondhand smoke in public places to an additional 18.6 million people in China, bringing the total population covered by 100% smoke-free laws up to 188 million. In addition, each of these laws includes coverage of e-cigarettes, banning their use in all indoor public places.



Global Health Advocacy Incubator

The Global Health Advocacy Incubator (GHAI), a program of the Campaign for Tobacco-Free Kids, builds on the lessons learned in the global fight against tobacco to support civil society organizations advocating for public health policies that reduce death and disease. Over the past six years, GHAI has grown to support advocacy campaigns in dozens of countries across a variety of critical public health issues.

This was a year of accomplishments. With the support of the Obesity Prevention program, Colombia's Constitutional Court affirmed the right of civil society organizations to air public health messages on TV in the face of industry opposition. The Cardiovascular Health program saw Brazil's Health Regulatory Agency, Anvisa, approve strict limits on artificial trans fat in foods. With Resolve to Save Lives, it released new guides for rapidly assessing the levels

of trans fatty acids (TFAs) in commonly available, industrially-produced foods and oils to help countries eliminate TFAs from their food supplies. Through the Epidemic Preparedness program with Resolve to Save Lives, Senegal strengthened its ability to prevent and respond to epidemics by committing to increase public domestic funding for the national Emergency Operations Center.

Other highlights include the handover of a successful Maternal and Child Health program in Tanzania to the government, the adoption of a comprehensive road safety law in India and the scaling up of a Drowning Prevention program in Vietnam.

Maternal and Reproductive Health in Tanzania

GHAI's strategic and technical support contributed to the sustainability of a successful Maternal and Reproductive Health program in the Kigoma region of Tanzania, one of the riskiest places in the country for women to give birth. Bloomberg Philanthropies, supported by H&B Agerup, started an initiative to





support the development of high quality maternal and reproductive healthcare to reach women where they live, even in the most remote areas. The program helped prevent the deaths of 2,200 mothers and ensured that over 210,000 babies were delivered in upgraded health facilities with a trained provider.

The Global Health Advocacy Incubator joined the initiative as a sustainability partner in 2016, helping doctors, nurses and other stakeholders become effective advocates for public stewardship and long-term funding for this life-saving program. Through the hands-on technical assistance that GHAI provided to implementing partners, these medical professionals became effective advocates – lobbying legislators, talking to the media, writing budgets and informing the political process from the local to the regional to the national. Their expertise made a persuasive case for continued funding to Members of Parliament and other policymakers from the Kigoma region as well as secured assignment of over 350 health care professionals to the Kigoma region (the highest in the country).

Thanks to local advocacy supported by GHAI, the regional government committed to maintaining the program and providing the budgets and human

resources to make it last. On June 20, 2019, the Kigoma Maternal and Reproductive health program was formally handed over to the government, signifying a truly momentous victory for public health.



Road Safety in India

A Milestone for Road Safety in India

GHAI works in countries across Africa, Asia and Latin America to advance policy change that saves lives on the road. Through the Road Safety program supported by Bloomberg Philanthropies, GHAI provides strategic advocacy support to civil society coalitions working to advance road safety policies. This includes supporting campaign planning and evaluation including political mapping; legal analysis and drafting to support local lawmakers in crafting laws that meet international standards on road safety; and communications and media advocacy to support coalitions as they strategically elevate awareness of road safety issues and advance policy change.

This past year marked an especially important victory in India, where more than 231,000 people are killed in road traffic crashes each year. On August 9, 2019, the Indian president signed into law a historic new bill to save lives on the country's roads. The bill introduces reforms to protect children and vulnerable road users and updates enforcement to match global best practices. Passed with bipartisan support in both houses of Parliament, the new version of India's Motor Vehicles Amendment Act—updated to meet the needs of modern India—has the potential to dramatically change the lives of tens of thousands of Indian families in the years to come.



Drowning Prevention in Vietnam

Scale up of GHAI's Drowning Prevention Program in Vietnam

In Vietnam, drowning is a silent killer, taking the lives of more than 2,000 children each year.

Since June of 2018, GHAI and the World Health Organization, supported by Bloomberg Philanthropies, have worked with the government to reduce drowning deaths and save lives.

As the sustainability partner, GHAI's role is to ensure that the Drowning Prevention program is institutionalized within government programs and budgets so that the necessary infrastructure, budget and human resources are sustained after international funding ends. To achieve this goal, GHAI facilitated strong partnerships between the government and nongovernmental organizations (NGOs), including grantees, consultants and media experts—a significant development in a country where the government had long resisted working with civil society. Bringing in NGOs

with the necessary skills and experience strengthened the Drowning Prevention coalition and is paving the path for a sustainable program over the long term.

GHAI and WHO are working with Vietnam's Ministry of Labor, Invalids and Social Affairs, the lead government agency, to design and implement a sustainable program that will save lives by teaching children survival swimming skills.

Based on these results, the project will be expanded to 31 districts in 12 high burden provinces for the next phase, starting in 2020. In a testament to the program's success, there has been overwhelming interest from non-program provinces in learning from the provinces where the Drowning Prevention program is currently being implemented. The program continues to receive high-level media coverage at both the national and local levels. In addition, awareness about child drowning prevention among parents and caretakers is at an all-time high of 72% thanks to community outreach efforts.



Youth Advocacy

The Campaign for Tobacco-Free Kids engages a network of youth advocates across the country as part of our Youth Advocacy programs. From organizing rallies on our National Day of Action to meeting with members of Congress on Capitol Hill, the work of our youth advocates is truly inspiring. They are the next generation of leaders who will drive us forward and put a stop to the tobacco industry once and for all.

Amplifying Youth Voices through Take Down Tobacco: National Day of Action

Every year, Tobacco-Free Kids holds a National Day of Action where young people and allies host rallies and other events across the country to take a stand against the tobacco industry. This year marked the 25th anniversary of the National Day of Action, formerly known as Kick Butts Day. To celebrate the legacy of Kick Butts Day and stay current with today's landscape of youth tobacco use and the e-cigarette epidemic, Kick Butts Day was officially rebranded this year to Take Down Tobacco: National Day of Action.

Take Down Tobacco's call-to-action asked young people to reflect on and connect with their personal "why" for wanting to take down tobacco and spread this message online and at in-person rallies. To help promote the event, we ran ads on Facebook, Instagram and Twitter, and built a new partnership with the National PTA to encourage parent

involvement. This year, there were 669 registered events in almost all 50 states. Due to the COVID-19 pandemic, which emerged in the U.S. shortly before the scheduled National Day of Action, most in-person events were cancelled.

Despite the unusual circumstances this year, young people came together digitally to make their voices heard and contribute to the broader fight. Leading up to the Day of Action, we launched a digital activation on our new Take Down Tobacco website to encourage young people and parents to share their personal reason to take down tobacco. Youth shared their "whys" on our website and on social media using the hashtag, #TakeDownTobacco, and tagging our social media handles (Twitter: @TakeDownTobacco and Instagram: take_down_tobacco). This digital-based event created a strong, yet simple rallying cry – I #TakeDownTobacco because... – that empowered youth and parents to fight back against the tobacco industry. Altogether, young people created and shared hundreds of unique, authentic and inspired reasons to #TakeDownTobacco.





Living Legacy: Renaming Our Highest Honor

Sarah Ryan 2019 Barrie Fiske **Youth Advocate of the Year**

Sarah Ryan, winner of our 2019 Barrie Fiske National Youth Advocate of Year Award, is an extraordinary youth advocate from Holbrook, MA, and a prime example of the power of the youth voice. With an unrelenting passion for advocacy and understanding of the nuances of tobacco control, Sarah has become a fierce advocate at the local, state and national levels. Although just a teenager, she has

been rallying her peers and testifying at local hearings since her freshman year. In her hometown and state, Sarah has advocated for policies to raise the tobacco age to 21, increase tobacco taxes, prohibit tobacco sales in pharmacies and curb the sale of flavored tobacco products.

Sarah has been pursuing her state and local work with The 84 Movement

Statewide Leadership team in Massachusetts and has also become a national voice in tobacco prevention. She spoke at the U.S. Surgeon General's press conference on the youth e-cigarette epidemic and published a letter to the editor in *The New York Times* advocating for a ban on flavored tobacco products, including all e-cigarettes and menthol cigarettes. Many of the policies she pursued took time to enact in the face of tobacco industry opposition and often-hesitant lawmakers. Nevertheless, Sarah persisted, the policies eventually passed and the public health benefits of her efforts will ripple for years to come.



Barrie Fiske

As a member of our Board of Directors for nearly 15 years, Barrie Fiske was a tireless champion for everyone's right to breathe clean air. Born with cystic fibrosis, for Barrie, secondhand smoke presented a real threat to her health. Rather than accept the inadequate secondhand smoke policies of her hometown, Barrie spoke up and advocated for everyone's right to breathe clean air, joining Tobacco-Free Kids as a New York State Advocate and a Board member.

Barrie's passion, creativity, and unapologetically hard-hitting style advocacy never failed to inspire us, and she became a dear friend to many. In the Spring of 2019, we renamed our National Youth Advocate of the Year Award, our highest youth honor at our annual Youth Advocates of the Year Awards, in honor of Barrie. While the disease ultimately took her life in June 2019, we are humbled to honor Barrie's legacy by holding up her fierce example to the young advocates we recognize each year.



Youth Advocates of the Year Awardees

Individual Youth Advocates of the Year

Sachit Gali
Sarasota, Florida

Aditi Venkatesh
San Jose, California

Kellen Kruk
Lufkin, Texas

Madison Langer
Vancouver, Washington

Group Youth Advocates of the Year

Vikings Kicking Out Tobacco
Bryan, Texas

*Nicholas McDaniel, Segio Umanzor,
Veronica Verango and Zaria Yarbrough*

Each year, the Campaign for Tobacco-Free Kids celebrates the exceptional accomplishments of leaders in the fight against tobacco at our Youth Advocates of the Year Awards Gala.

In addition to Sarah Ryan, our Barrie Fiske National Youth Advocate of the Year, we honored the following exceptional youth advocates and tobacco control champions making a difference in the United States and around the world.



2019 U.S. and Global Honorees

Judy Wilkenfeld Award for International Tobacco Control Excellence

Lisda Sundari

Chairperson and Founder, Lentera Anak Foundation, Indonesia

Every year since 2008, Tobacco-Free Kids has presented the Judy Wilkenfeld Award for International Tobacco Control Excellence to an advocate from a low- or middle-income country who has worked to significantly reduce tobacco use through policy advocacy.

In 2019, Tobacco-Free Kids presented this Award to Lisda Sundari, the Chairperson and Founder of Lentera Anak Foundation in Indonesia, an organization dedicated to protecting the rights of Indonesian children, including the right to health. Ms. Sundari has fought tirelessly to protect Indonesia's children from predatory tobacco companies by galvanizing communities to pass smoke-free policies and restrict tobacco advertising, promotion and sponsorship.

Ms. Sundari's activism centers on a belief in the power of youth voices. Since 2013, she has built and strengthened youth voices for tobacco control through the FCTC Youth Forum, which now reaches more than 50,000 students. She also led the Lentara Anak Foundation's efforts to show how tobacco companies surround Indonesian schools with tobacco ads, which contributed to a ban on tobacco advertisements in the capital of Jakarta and many other cities in Indonesia. The campaign pioneered by Ms. Sundari, called "Big Tobacco, Tiny Targets," has now been replicated in more than 24 countries.

Champion Award

Malia M. Cohen

*California State Board of Equalization,
Former President, San Francisco Board of Supervisors*

Tobacco-Free Kids' 2019 Champion Award was presented to Malia Cohen, former President of the San Francisco Board of Supervisors, in recognition of her role as the driving force behind the city's first-in-the-nation law prohibiting the sale of all flavored tobacco products, including menthol cigarettes, flavored cigars and flavored e-cigarettes.

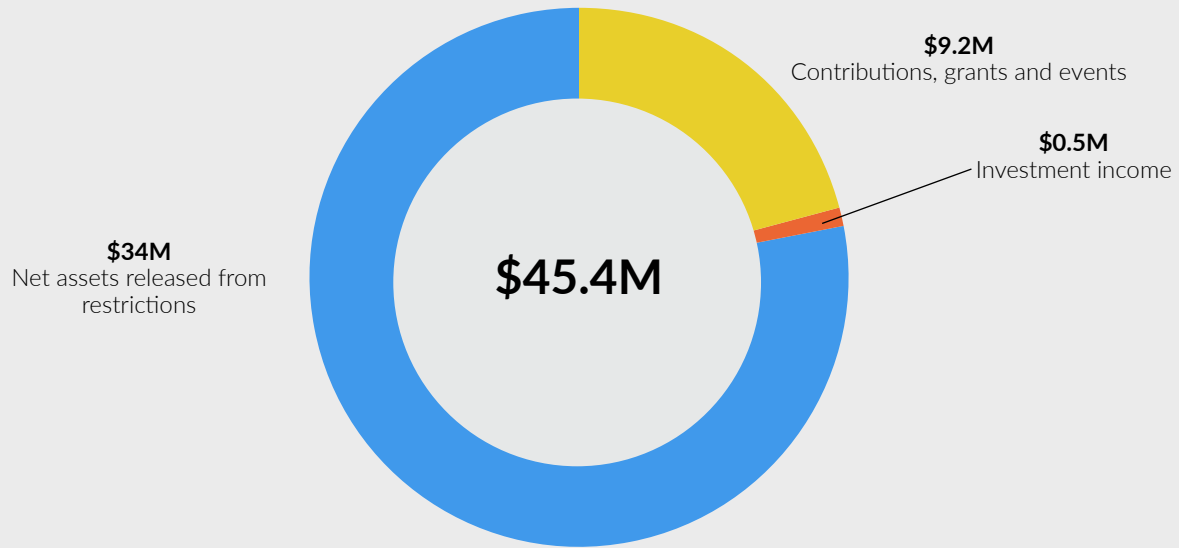
In 2017, Malia introduced the ordinance to ban flavored tobacco products, built a strong coalition to support it and steered the measure to unanimous passage by the Board of Supervisors. When the tobacco industry mounted a nearly \$12 million ballot campaign to overturn the ordinance, then-Supervisor Cohen led the effort to uphold it, resulting in a resounding 69 percent victory in June 2018.

Financials

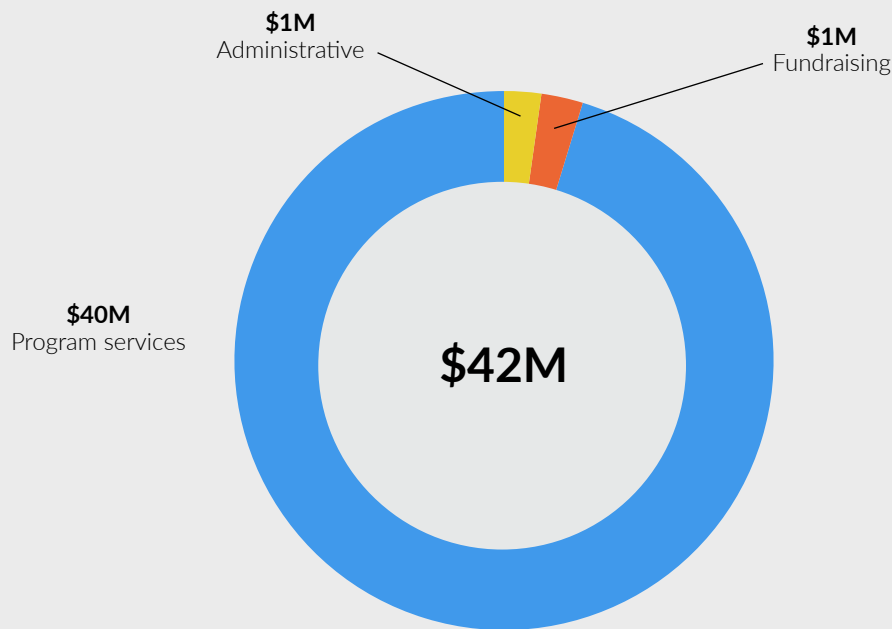
Campaign for Tobacco-Free Kids

Year Ended March 31, 2020

Support and revenue



Expenses



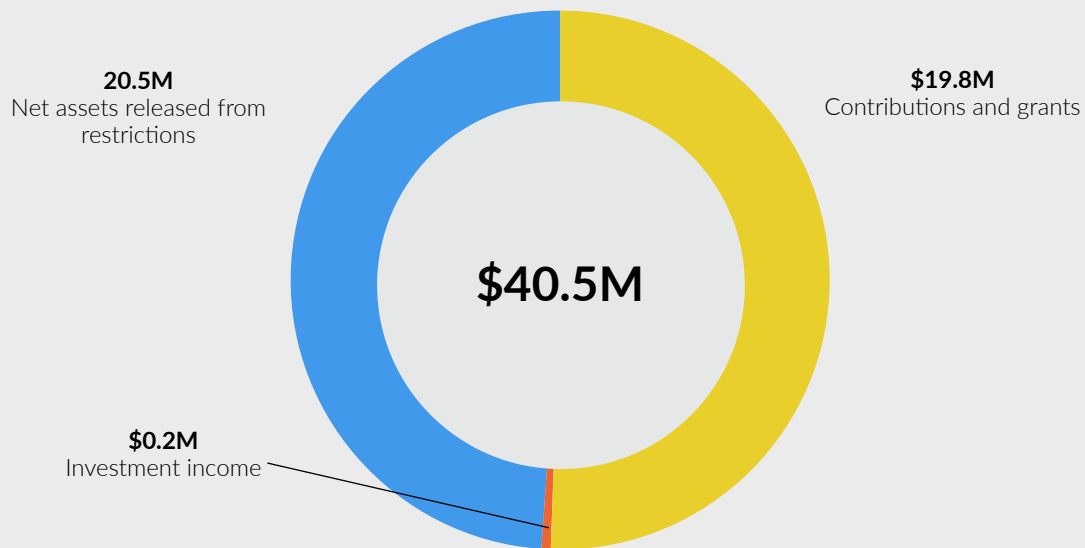
The Campaign for Tobacco-Free Kids maintains the highest standards of accountability, transparency and fiscal responsibility. We have received the highest possible rating from Charity Navigator, Four Stars, and the GuideStar Gold Seal of Transparency. View our FY20 audited financials.

Financials

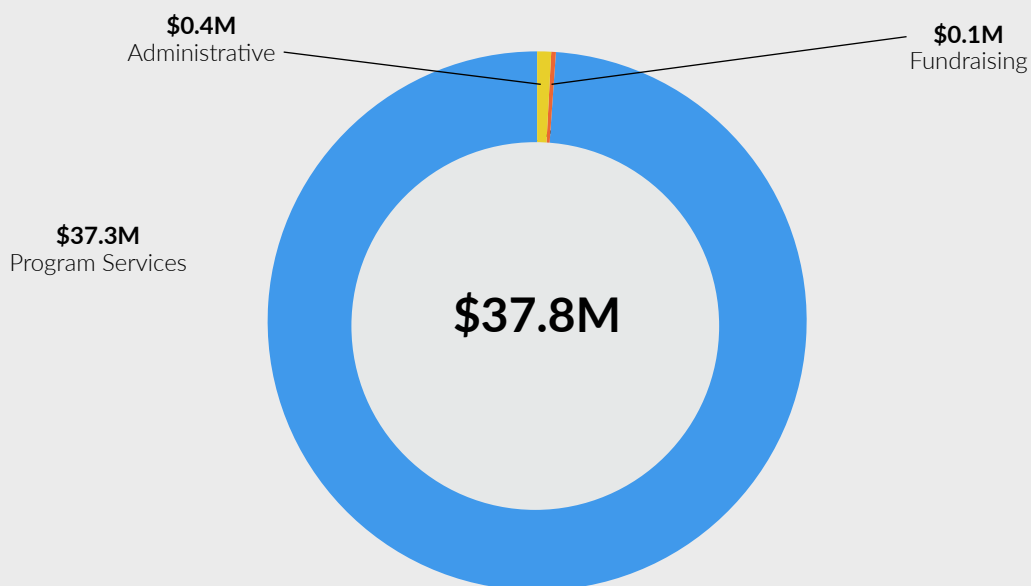
Tobacco-Free Kids Action Fund

Year Ended March 31, 2020

Support and revenue



Expenses



The Tobacco-Free Kids Action Fund maintains the highest standards of accountability, transparency and fiscal responsibility. View our FY20 audited financials.

BOARD OF DIRECTORS

William D. Novelli

(Board Chair)
Professor, McDonough School of Business
Georgetown University
Washington, DC

Eileen Howard Boone

Senior Vice President,
Corporate Social Responsibility & Philanthropy
CVS Health
Woonsocket, RI

Nancy Brown

Chief Executive Officer
American Heart Association
Dallas, TX

Dr. Bechara Choucair, MD, MS

Senior Vice President, Community Health and
Benefit & Chief Community Health Officer
Kaiser Permanente
Oakland, CA

Christopher Conley

(Finance Committee Chair)
Managing Director
Lapis Advisers, LP
San Francisco, CA

Sarah Kay

2018 National Youth Advocate of the Year
Honolulu, HI

Beverly J. May

Community Health Advocate
Salt Lake City, UT
Palm Springs, CA

Michael Moore

Mike Moore Law Firm, LLC
Flowood, MS

Gary M. Reedy

Chief Executive Officer
American Cancer Society
Atlanta, GA

Tim Riester

Founder and Chief Executive Officer
RIESTER
Phoenix, AZ

Sarah Ryan

2019 Barrie Fiske
National Youth Advocate of the Year
Holbrook, MA

Jonah Shacknai

(Development Committee Chair)
Executive Chairman
DermaForce Partners
Phoenix, AZ

Doug Ulman

President/CEO
Pelotonia
Columbus, OH

Matthew L. Myers

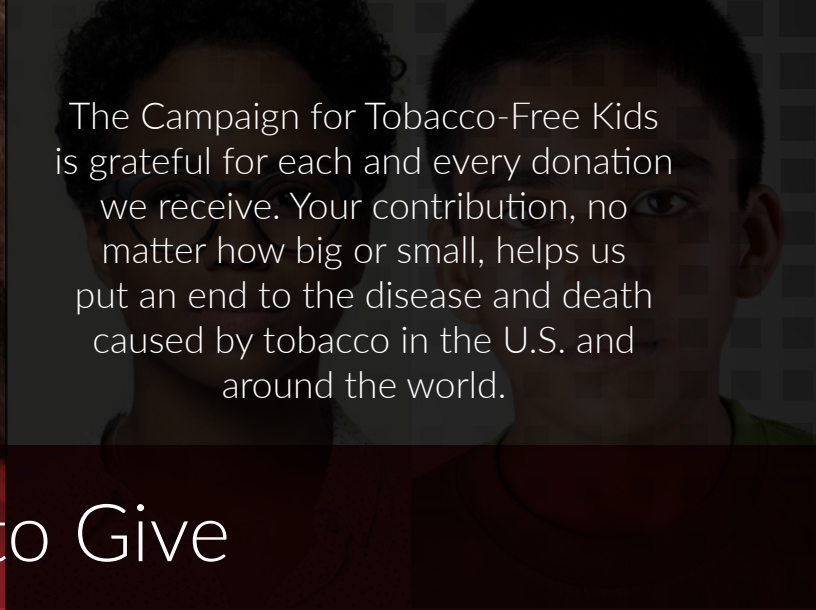
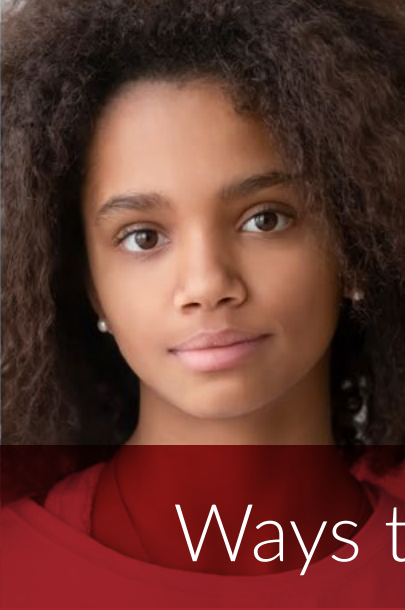
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Campaign for Tobacco-Free Kids
Washington, DC

Yolonda Richardson

(Board Secretary)
Executive Vice President, Global Programs
Campaign for Tobacco-Free Kids
Washington, DC

Jacqueline M. Bolt

(Board Treasurer)
Vice President, Finance and Administration
Campaign for Tobacco-Free Kids
Washington, DC



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.

Ways to Give

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

Make a Personal Donation

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.

Corporate Sponsorships

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

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 the Tobacco-Free Kids Action Fund

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.



Campaign for Tobacco-Free Kids
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