

ANNUAL REPORT FY 2010 APRIL 1, 2009 - MARCH 31, 2010

CAMPAIGN  
for  
TOBACCO-FREE  
Kids®



**WINNING SMART**  
**SAVING LIVES**

## WE WIN SMART. WE SAVE LIVES.

The Campaign for Tobacco-Free Kids is leading the fight to protect children and save lives from the world's number one cause of preventable death. We expose the tobacco industry's deadly lies and advocate for proven policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke. We are redoubling our efforts in the United States and spreading our solutions and strategies worldwide.

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Inside back cover: Tobacco-Free Kids Leadership

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# WE'RE WINNING.



Dear Friends,

I am pleased to present the 2010 Annual Report of the Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund, covering our work from April 2009 through March 2010. This has been a year of truly historic and unprecedented accomplishments in the fight against tobacco, and I am proud that the Campaign for Tobacco-Free Kids has played a leadership role in these achievements. We share these victories with deep gratitude because we achieved them shoulder to shoulder with our many partners and supporters. We value and thank each of you.

First and foremost, on June 22, 2009, President Obama signed into law the Family Smoking Prevention and Tobacco Control Act, historic and long-overdue legislation that grants the U.S. Food and Drug Administration the power to regulate the manufacturing, marketing and sale of tobacco products. This law launched a new era in which the most deadly consumer product sold is finally regulated to protect public health. The new law is the result of more than a decade's worth of diligence and perseverance by the Campaign for Tobacco-Free Kids and our partners. This report details the full breadth of that law.

We achieved another major victory in March 2010 when President Obama signed into law the Prevent All Cigarette Trafficking Act (PACT Act), which cracks down on tax-evading sales of low-cost cigarettes and other tobacco products over the Internet and through the mail. This law is an important step to prevent kids from buying cheap cigarettes online and prevent tax evasion that costs governments billions in revenue.

March 2010 also saw the enactment of health care reform legislation that makes disease prevention – including preventing and reducing tobacco use – a national priority. The new law expands health insurance coverage for smoking cessation treatments under Medicaid and private health plans and provides critical new funding for proven disease prevention initiatives.

Along with the largest ever increase in the federal cigarette tax, a 62-cent increase enacted in February 2009, these accomplishments add up to the most

significant progress ever at the federal level in enacting measures to fight tobacco use. These actions will protect children, save lives, improve health and reduce health care costs for decades to come.

In addition to these federal accomplishments, we continue to make critical gains in the states. During the period covered in this report, 14 more states and the District of Columbia increased tobacco taxes, taking an important step to prevent kids from smoking and motivate smokers to quit. And five more states – including tobacco-growing North Carolina – enacted smoke-free laws that include restaurants and bars, bringing to 29 the number of states with such laws protecting our right to breathe clean air.

Internationally, we are proving stronger than ever. The Bloomberg Initiative to Reduce Tobacco Use has continued to transform tobacco control across the globe. While we have focused most intensively on China, India, Indonesia, Bangladesh, Russia, Mexico, and Ukraine, we have provided significant assistance throughout Latin America, Africa and elsewhere. By combining advocacy, research, legal, communications, and funding expertise with country-specific strategies, we are achieving victories that will reduce tobacco use and save lives in many countries.

What we have accomplished this year we have accomplished together. The Campaign for Tobacco-Free Kids could not succeed without committed leadership, exceptional staff, and extraordinary partners and supporters working together and strategically both in the United States and worldwide.

Our work is far from done. Tobacco use remains the leading preventable cause of death in our time, killing more than 400,000 Americans and more than five million people worldwide each year. With your support, we will not rest until we have achieved our goal of eliminating the death and disease caused by tobacco.

Sincerely yours,

A handwritten signature in cursive script that reads "Matthew S. Myers".

O

n June 22, 2009, President Obama signed into law the Family Smoking Prevention and Tobacco Control Act. It gives the U.S. Food and

Drug Administration (FDA) the authority to regulate the manufacturing, marketing, and sale of tobacco products. This landmark law represents a milestone in protecting America's children and health from the devastating consequences of tobacco use.

#### WHY IS THIS LAW SO VITAL?

Tobacco use is the leading preventable cause of death in the United States, killing more than 400,000 Americans and resulting in \$96 billion in health care costs every year. Every day, about 4,000 kids in the United States try their first cigarette. Another 1,000 kids become regular smokers – one-third of them will die prematurely as a result of their addiction. Until the new law was enacted, tobacco products had escaped regulation despite their devastating toll in health, lives and dollars. They were also exempt from basic consumer protections, such as ingredient disclosure, product testing and restrictions on marketing to children.

HOLD THE TOBACCO INDUSTRY ACCOUNTABLE



# BOLD VICTORY!

**WHAT THE FDA LAW DOES** The Family Smoking Prevention and Tobacco Control Act grants the FDA authority to regulate the manufacturing, marketing and sale of tobacco products. Until this law was enacted, tobacco products had escaped regulation to protect public health, despite being the leading preventable cause of death in the United States.

## **1 Restricts tobacco marketing and sales to youth**

The law cracks down on tobacco marketing that appeals to kids, including banning all tobacco-brand sponsorships of sports and entertainment events and virtually all free tobacco samples, and requires stores to place tobacco products behind the counter. It bans candy and fruit-flavored cigarettes. It also provides for tough federal enforcement and penalties against retailers who sell tobacco to minors.

## **2 Grants the FDA authority to further restrict tobacco marketing**

The Secretary of Health and Human Services (HHS) has the authority to impose additional restrictions on the advertising and promotion of tobacco products consistent with and to the full extent permitted by the First Amendment to the Constitution. This authority gives the agency the flexibility to respond to inevitable tobacco industry attempts to circumvent specific restrictions.

## **3 Requires detailed disclosure of ingredients, nicotine and harmful smoke constituents**

Tobacco companies are now required to provide the FDA with information about their products, including the ingredients in each tobacco product by brand and by quantity in each brand, including all smoke constituents. They must also inform the FDA of any changes to the product.

## **4 Allows FDA to require changes to tobacco products to protect the public health**

The FDA has the authority to require changes in *current* and *future* tobacco products, such as reduction or elimination of harmful ingredients, if it determines that these changes will protect public health.

## **5 Regulates "reduced harm" claims about tobacco products to prevent inaccurate and misleading claims**

The law prohibits the use of deceptive terms, such as "light", "mild" and "low," that have mislead consumers into believing that some cigarettes are safer. FDA has the authority to regulate any false health claims about tobacco products to ensure they are scientifically proven and benefit public health, taking into account the impact both on individual tobacco users and the population as a whole.

## **6 Requires bigger, bolder health warnings**

The law requires large text warning labels for smokeless tobacco products that take up at least 30 percent of principal display panels and at least 20 percent of advertisements. By 2012, the law requires large, graphic cigarette warning labels that cover the top half of the front and back of the pack and at least 20 percent of advertisements.

## **7 Fully funds FDA regulation of tobacco products through a user fee on tobacco manufacturers**

The law allocates payment of all tobacco product-related FDA costs among the manufacturers of cigarettes, cigarette tobacco and smokeless tobacco products sold in the United States, based on the manufacturers' respective shares of the entire U.S. tobacco product market.

## **8 Preserves state and local authority**

The law does not prevent state and local governments from enacting other tobacco control measures. States are free to adopt measures related to the sale, distribution and possession, exposure to, or access to tobacco products. State and local governments have new authority to restrict the time, place and manner of cigarette advertising, consistent with the First Amendment.

# SAVING LIVES AT HOME

## 5/06/09 Tobacco-Free Kids Celebrates the 13th Annual Youth Advocate of the Year Awards



Our 13th Annual YAYA Gala celebrated a year of tremendous progress at the federal, state, and global levels. Our honored guests came from across the nation and around the world – each contributing exceptionally to the fight against tobacco use. The Champion Award winner, U.S. Representative Henry A. Waxman, and the recipient of the second annual Judy Wilkenfeld Award for International Tobacco Control Excellence, Rachel Kitonyo of Kenya, are two outstanding leaders we were privileged to honor. And of course, we once again recognized a truly inspirational group of Youth Advocates. They are National Youth Advocate of the Year Emily Kyle; Regional Youth Advocates of the Year Hyacinth Dixon, Colleen Daly, Olivia Holter and Kyle Picha; and our group winner, REAL: Hawaii Youth Movement Exposing the Tobacco Industry.

## APRIL

4/10/09

**Rhode Island** increases cigarette tax to \$3.46 a pack, making it the highest in the nation at the time

4/01/09

**Kentucky** increases its tax to \$.60 per pack

## MAY

5/13/09

**North Carolina** becomes the 26th state to pass smoke-free law covering restaurants and bars.

5/14/09

**Wisconsin** becomes the 27th state to pass smoke-free law covering restaurants and bars.

5/15/09

**Mississippi** increases its cigarette tax to \$.68 per pack

## JUNE

6/22/09

President Obama signs the Family Smoking Prevention and Tobacco Control Act into law



## JULY

7/01/09

**Delaware** increases its cigarette tax to \$1.60 per pack

7/01/09

**Florida** increases its cigarette tax to \$1.33 per pack

7/01/09

**New Hampshire** increases its cigarette tax to \$1.78 per pack

7/01/09

**Vermont** increases its cigarette tax to \$2.24 per pack

7/01/09

**Wisconsin** increases its cigarette tax to \$2.52 per pack

4/01/09

Congress expands the SCHIP program, including a 62-cent cigarette tax increase. This increased the federal tax on cigarettes by 250%.

10/01/09

**Washington, DC** increases its cigarette tax to \$2.50 per pack

10/01/09

**Connecticut** increases its cigarette tax to \$3.00 per pack

11/01/09

**Pennsylvania** increases its cigarette tax to \$1.60 per pack

12/09/09

*A Broken Promise to Our Children: The 1998 State Tobacco Settlement Eleven Years Later* report released

1/02/10

**North Carolina** smoke-free law takes effect

2/10/10

*Tobacco Taxes: A Win-Win-Win for Cash-Strapped States* report released

2/25/10

**Kansas** becomes the 28th state to pass smoke-free law covering restaurants and bars.

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

MARCH

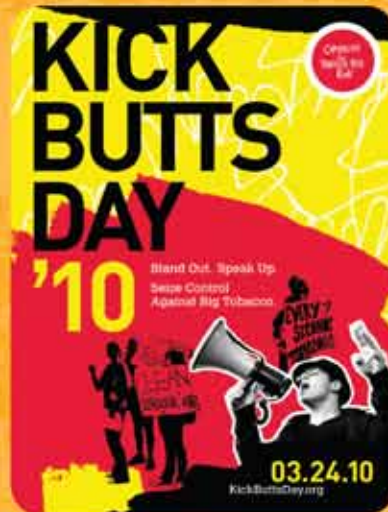
9/01/09

**North Carolina** increases its cigarette tax to \$2.45 per pack

3/24/10

**Tobacco-Free Kids holds Annual Kick Butts Day**

Kick Butts Day is a national day of activism that empowers youth to speak up and take action against tobacco use at more than 1,000 events from coast to coast. On March 24, 2010, students across the country held rallies, memorials and other activities that focused attention to the death and disease caused by Big Tobacco and its continuing efforts to target youth.



## EMILY KILE, GREENFIELD, IN 2009 NATIONAL YAYA

Emily Kile believes she and other youth can make a difference and is using her voice and her dedication to prove it. During high school, Emily served as President of Greenfield-Central High School's chapter of VOICE, Indiana's youth-led movement against the tobacco industry and their targeting of youth. One of Emily's favorite campaigns, called "Don't Glam Tobacco," was aimed at reducing youth exposure to smoking in movies. In 2009, Emily testified in support of comprehensive, statewide smoke-free legislation before the Public Policy Committee in the Indiana House of Representatives. Emily has also worked for effective enforcement of her school's tobacco-free campus policy and has advocated for a smoke-free day at her county fair. Additionally, Emily has submitted letters to the editor and written feature stories for her school newspaper to raise awareness about tobacco. According to one of her advisors, Emily is a "devoted, hardworking young woman" whose "drive, support and abilities define advocacy." Currently, Emily is a freshman in college at Butler University where she is continuing her tobacco control work at the Kaleidoscope Youth Center in Indianapolis to help youth there get involved in the tobacco control movement.

# YAYA SPOTLIGHT





# NEW OPPORTUNITIES IN LEADERSHIP



“I’m excited to be connected to the Campaign for Tobacco-Free Kids, an organization whose reputation is one of integrity and which, for 15 years, has mobilized and energized a dynamic group of partners to protect people from the harmful effects of tobacco use. I cannot imagine a more important organization dealing with a more significant healthcare problem. I am very proud to be associated with TFK.”

## **Jonah Shacknai**

Tobacco-Free Kids Board Member  
Chairman and Chief Executive Officer,  
Medicis Pharmaceutical Corporation



“As a cancer survivor and father of five, I am honored to serve on the board of an organization that is taking on tobacco – a product that will kill six million people across the globe this year. I applaud the Campaign for Tobacco-Free Kids for its extraordinary efforts to protect our children from the devastating consequences of tobacco use and leave their generation happier and healthier as a result.”

## **Lance Armstrong**

Tobacco-Free Kids Board Member  
LIVESTRONG founder and chairman



“We should all be inspired by the Campaign for Tobacco-Free Kids’ efforts to eradicate the very real and devastating effects of tobacco use in the United States and across the globe. Indeed, the remarkable leadership and commitment of those who work at Tobacco-Free Kids make it possible to envision a smoke-free world for every child and every person. They are at the forefront of strategic efforts to save lives through public policy.”

## **Mark K. Shriver**

Tobacco-Free Kids Board Member  
Vice President and Managing Director of U.S. Programs, Save the Children

# GLOBAL STRIDES

**INTERNATIONAL YEAR IN REVIEW** Tobacco use will kill one billion worldwide this century unless urgent action is taken. The Campaign for Tobacco-Free Kids works to reduce tobacco use and save lives worldwide as part of the Bloomberg Initiative to Reduce Tobacco Use, which is generously funded by philanthropist and New York City Mayor Michael R. Bloomberg's Bloomberg Philanthropies. This initiative focuses on promoting the adoption and implementation of proven tobacco control measures in low and middle-income countries that will bear the heaviest burden of tobacco-caused death and disease in the coming decades. Our international work includes:

- **Grants** – The Campaign awards grants to non-governmental organizations (NGOs) working to promote and implement effective tobacco control policies. There were 117 active grants across 41 countries during the year. The Campaign supports grantees with programmatic and technical assistance.
- **Research** – The Campaign's international research team produces materials that governments and NGOs use in advocating for tobacco control policies. Materials are available in six languages on our web site. We also provide assistance in conducting public opinion polling, air quality monitoring and other activities that support tobacco control efforts.
- **Legal – Our International Legal Consortium** provides support to tobacco control advocates, NGOs and governments in analyzing, drafting, and defending tobacco control legislation and regulations. In addition, we support litigation connected to tobacco control and assist in building professional legal capacity for tobacco control.
- **Communication** – The Campaign works with NGOs and governments to implement communications strategies that raise awareness of the tobacco problem and promote the

adoption and implementation of tobacco control measures. We work to enhance the communications skills of advocates and increase news coverage of tobacco as a critical public health issues requiring action. ▶

- **Tobacco Industry Monitoring** – The Campaign works with our grantees and partners in monitoring, exposing and countering tobacco industry activities intended to increase tobacco use and thwart tobacco control measures.

The Bloomberg Initiative is global in scope, but focuses in particular on 15 priority low- and middle-income countries with the largest numbers of tobacco users. The Campaign's most concentrated advocacy efforts are focused in the top five priority countries. In every country in which we work we use a team approach drawing staff from each discipline that supports leaders in country. We also employ a team approach for Latin America, home to two Bloomberg Initiative priority countries. Advocates in all Bloomberg Initiative priority countries are working to promote and implement proven measures to reduce tobacco use, including 100 percent smoke-free laws, tobacco tax increases, large, graphic health warnings, and comprehensive bans on tobacco advertising, promotion and sponsorship.

## LATIN AMERICA REGION: 22 grants

A long history of advocacy by civil society in Latin America facilitates tobacco control. Mexico and Brazil, two Bloomberg Initiative priority countries, achieved advances in implementing smoke-free laws, stronger warning labels, higher tobacco taxes, and measures combating illicit trade. There was also progress on these same issues as well as advertising bans in Colombia, Costa Rica, Ecuador, Guatemala, Peru, and Uruguay.

**RUSSIA: 5 grants**

Russia has one of the highest male smoking rates in the world (60%) and a powerful tobacco industry that has mounted considerable roadblocks to tobacco control. There were indications, however, that alliance and capacity building among advocates have had an impact. The Defense Ministry ended its practice of providing free cigarette rations to soldiers, and the Ministry of Health drafted a national tobacco control strategy. Advocates also successfully defeated the nomination of a known tobacco lobbyist to the State Duma.

**INDIA: 15 grants**

Prior to the Bloomberg Initiative, India had some of the most progressive tobacco control laws in the world, but they were largely unenforced. Major progress has been made in implementing India's smoke free air law, boosted by an air quality monitoring study in 16 cities across 12 states we conducted that effectively demonstrated the need for enforcement of the smoke-free air law. Advocates also generated support for stronger warning labels and increasing taxes on tobacco products.

**BANGLADESH: 6 grants**

Unrest and the subsequent installation of a caretaker government hindered national-level tobacco control policy in Bangladesh for much of the decade, but grants to NGOs have generated a coordinated approach to promoting sub-national comprehensive smoke-free legislation in three country divisions and a serious debate about tobacco control at the national level.

**INDONESIA 7 grants**

Indonesia presents a difficult challenge as it is one of the few countries that has not ratified the Framework Convention on Tobacco Control, the international treaty obligating nations to implement effective tobacco control policies. Advocacy efforts focused on creating greater cohesion and coordination among NGOs so that pressure to enact tobacco control measures would be more effective. Initial evidence of success included a 7 percent tobacco tax increase and passage of a national health law containing tobacco control provisions. In addition, strong smoke-free laws were enacted in two major cities, Surabaya and Semarang.

**CHINA: 14 grants**

There are approximately 300 million smokers in China, and the state-owned Chinese National Tobacco Corporation (CNTC) presents unique challenges to advocates working for effective tobacco control policy. For the first time tobacco control is being seriously debated in Beijing, resulting in a modest tobacco excise tax increase and expansion of smoke-free laws in Beijing and Shanghai. Advocates also convinced organizers of the Shanghai World Expo to return \$29 million in sponsorship money from the CNTC.

- Top 5 Priority Countries
- Top 10 Countries of Focus
- Regional Focus Countries

Our work each year is made possible through contributions from a diverse network of individuals, foundations, and businesses—from people like you. The simplest way is to write a check or donate online. But just as resources come in many forms, there are many ways to give. We make it possible for all who care about winning the fight against the world's leading cause of preventable death to lend a financial hand. To help create a smoke free world. To save lives.

WRITE A CHECK OR CHARGE IT

DONATE  
STOCKS OR  
BONDS

ESTABLISH  
A MEMORIAL  
FUND

TAKE ADVANTAGE OF EMPLOYER  
MATCHING GIFT PROGRAMS

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[www.tobaccofreekids.org/donate](http://www.tobaccofreekids.org/donate)

BECOME A MONTHLY  
OR ANNUAL SUSTAINER

GIVE A TRIBUTE GIFT

MAKE A BEQUEST

DONATE  
REAL  
PROPERTY

GIVE AN  
IN-KIND  
GIFT

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CHARITABLE  
TRUST

DONATE LIFE INSURANCE

QUESTIONS? Call John Keightley, Vice President of Development,  
(202) 296-5469 or email [jkeightley@tobaccofreekids.org](mailto:jkeightley@tobaccofreekids.org)



# WILL A TOBACCO-FREE WORLD FOR OUR KIDS

**F**or some charitable givers, leaving a charitable gift in their will is the perfect way to contribute to the fight to reduce tobacco use and save lives. A bequest in a will can help the Campaign for Tobacco-Free Kids prevent young people from starting to smoke, help current smokers quit, and protect everyone from the dangers of secondhand smoke for years to come.

With a will, your property, money, belongings and finances are settled according to your wishes. With a will, you have control over your wealth. You can distribute to the people and the causes you care about.

With a little planning today, you can protect the well-being of your loved ones and leave a gift of hope for the next generation.

- Prepare or update your will with your attorney, and include a gift to the Campaign for Tobacco-Free Kids. You can donate a specific dollar amount, a percentage of your assets, or stocks and bonds.
- Name the Campaign for Tobacco-Free Kids as the beneficiary of your IRA, pension plan or life insurance policy.

**For more information about making a bequest to the Campaign for Tobacco-Free Kids, please contact Ron Imbach, Director of Major Gifts, at (202) 296-5469 or [rimbach@tobaccofreekids.org](mailto:rimbach@tobaccofreekids.org).**

# FINANCIALS

We are extremely careful with the dollars you have entrusted to our care and maintain a commitment to transparency. Tobacco-Free Kids has once again received the coveted 4-star rating from **Charity Navigator**, the nation's largest independent evaluator of charities. This makes us one of only 12 percent of the approximately 5,400 charities they evaluate annually that has accomplished this feat.

## CAMPAIGN FOR TOBACCO-FREE KIDS FY2010

<b>Program Activities:</b>	<b>15,261,668.00</b>
Communications:	1,530,796.00
Research, advocacy & technical assistance:	3,702,034.00
Constituent relations and outreach:	436,852.00
International relations:	9,591,986.00
<b>Supporting Services:</b>	<b>2,489,815.00</b>
General and administrative:	1,256,769.00
Fundraising:	1,233,046.00
<b>TOTAL EXPENSES:</b>	<b>17,751,483.00</b>
<b>TOTAL INCOME:</b>	<b>7,265,367.00</b>
<b>NET ASSETS:</b>	<b>20,660,759.00</b>

General and administrative:  
\$1,256,769.00

Fundraising:  
\$1,233,046.00



## TOBACCO-FREE KIDS ACTION FUND FY2010

<b>Program Activities:</b>	<b>10,020,664.00</b>
Advocacy, Research, Communications, Constituent Relations, and Outreach:	436,852.00
International Programs:	8,762,461.00
<b>Supporting Services:</b>	<b>89,055.00</b>
General and administrative:	86,147.00
Fundraising:	2,908.00
<b>TOTAL EXPENSES:</b>	<b>10,109,719.00</b>
<b>TOTAL INCOME:</b>	<b>544,456.00</b>
<b>NET ASSETS:</b>	<b>23,134,346.00</b>

General and administrative:  
\$86,147.00

Fundraising:  
\$2,908.00





## YAYA SPOTLIGHT

**KYLE PICHA, PRAIRIE DU CHIEN, WI, 17  
2009 CENTRAL YAYA,  
2010 NATIONAL YAYA**

Kyle Picha understands the importance of changing government policies to reduce tobacco use and has dedicated hundreds of hours to tobacco prevention and control activities. Kyle worked with his local coalition C.A.R.E. (Crawford Abuse Resistance Effort) to advocate successfully for a comprehensive, statewide smoke-free law in Wisconsin and testified before the Joint Finance Committee in support of tobacco prevention funding for Wisconsin. As a member of FACT (Fighting Against Corporate Tobacco), Kyle has also played an integral role in the group's award-winning media campaign about the 8,000 people in Wisconsin who die each year because of tobacco-related disease. Additionally, Kyle has worked with Wisconsin Wins, a program that works to ensure the age requirements for purchasing tobacco products are enforced. Before heading to Yale to attend college, Kyle spent the summer helping with implementation of Wisconsin's new smoke-free law.

# EMPOWER YOUTH

# DONORS

**OUR CHAMPIONS!!!** At the Campaign for Tobacco-Free Kids, our donors allow us to continue our battle to protect children and save lives from the number one cause of preventable death. We thank each and every one of them for their support. Our work is made possible through the generosity of these individuals, foundations, corporations, and non-profit organizations. Together we are creating a healthier future for our children and saving lives every day.

## \$250+

### AARP

Mr. Wilton Aebersold  
Albom & Associates LLC  
Victoria Almquist  
American Academy of Family Physicians  
American Cancer Society  
American Express Company-Employee Giving Program  
American Heart Association  
American Lung Association  
American Medical Association  
American Society of Clinical Oncology  
America's Charities  
Anonymous  
Anonymous Staff  
ASH International  
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Battelle  
Dr. Barry Bloom  
Bloomberg Philanthropies  
Bristol-Myers Squibb Company

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C-Change  
Ms. Winifred Clark  
Clearway Minnesota  
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Mrs. Diane Disney Miller  
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New York Life Foundation

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Kevin O'Flaherty  
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Potomac Counsel, LLC  
Dr. Andrew Pugh & Kristen Mertz  
Mr. Peter Reinecke  
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Robert Wood Johnson Foundation  
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John R. Seffrin, PhD  
Mr. Jonah Shacknai  
Mr. Ira Shapiro  
Ms. Deanne Sharlin  
Mr. and Mrs. Frank and Tracey Smith  
The Society of Thoracic Surgeons  
Dr. Christian Stauber  
The Strategy Group  
SUNY Upstate Medical University  
Thoracic Foundation  
Mr. Michael Trister  
United Health Foundation  
United States Telecom Association  
Mr. Mike Weinberg  
Jon Wilkenfeld & Family  
Mr. Vince Willmore  
W.K. Kellogg Foundation



# PARTNERS

The Campaign for Tobacco-Free Kids works in partnership with more than 130 organizations that are committed to reducing the harm caused by tobacco use and exposure to secondhand smoke. Our partners include health, education, medical, civic, corporate, youth, communities of color, women and religious organizations. Through the power of our combined resources, commitment and action, we can achieve far greater change together than any of our organizations could alone.

AARP  
Allergy & Asthma Network – Mothers of Asthmatics, Inc.  
Alliance of the American Dental Association  
American Academy of Child & Adolescent Psychiatry  
American Academy of Dermatology  
American Academy of Family Physicians  
American Academy of Nurse Practitioners  
American Academy of Oral Medicine  
American Academy of Pediatrics  
American Academy of Physical Medicine and Rehabilitation  
American Association for Cancer Research  
American Association for Respiratory Care  
American Association of Physicians of Indian Origin  
American Association of School Administrators  
American Cancer Society  
American College of Cardiology  
American College of Chest Physicians  
American College of Obstetricians and

Gynecologists  
American College of Occupational & Environmental Medicine  
American College of Physicians-American Society of Internal Medicine  
American College of Preventive Medicine  
American Dental Association  
American Dental Education Association  
American Dental Hygienists' Association  
American Heart Association  
American Legacy Foundation  
American Lung Association  
American Medical Association  
American Psychiatric Association  
American Psychological Association  
American Public Health Association  
American School Health Association  
American Society of Addiction Medicine  
American Society of Clinical Oncology  
American Thoracic Society  
Asian & Pacific Islander American Health Forum  
Association for Prevention Teaching and Research

Association of Black Cardiologists  
Association of Maternal and Child Health Programs  
Association of Pediatric Hematology & Oncology Nurses  
Association of Reproductive Health Professionals  
Association of Schools of Public Health  
Association of State and Territorial Health Officials  
Association of Women's Health Obstetric and Neonatal Nurses (AWHONN)  
Community Anti-Drug Coalition of America (CADCA)  
General Board of Church & Society of the United Methodist Church  
Girl Scouts of the U.S.A.  
Hadassah: Women's Zionist Organization of America  
Heart Rhythm Society  
Lance Armstrong Foundation  
Lung Cancer Alliance March of Dimes  
National Association of Local Boards of Health  
National Association of Boards of Health  
National Association of County & City Health Officials  
National Association of Local Boards of Health  
National Association of State Alcohol/Drug Abuse Directors  
National Consumers League

National Education Association  
National Hispanic Medical Association  
National Latino Tobacco Control Network  
National Mental Health Association  
National Partnership for Women and Families  
National Patient Advocate Foundation  
National Physicians Alliance  
National Research Center for Women & Families  
National Rural Health Association  
National Women's Law Center  
Oncology Nursing Society  
Oral Health America  
Partnership for Prevention  
SEIU  
Seventh-day Adventist Church  
Society for Cardiovascular Angiography and Interventions  
Society for Public Health Education  
Society for Research on Nicotine and Tobacco  
Society of Critical Care Medicine  
Society of Thoracic Surgeons  
Southern Baptist Convention  
The Children's Cause for Cancer Advocacy  
The Lung Cancer Alliance  
Trust for America's Health  
United Church of Christ, Justice and Witness Ministries  
United Way of America

THE CAMPAIGN FOR TOBACCO-FREE KIDS IS  
**ABOUT SAVING LIVES**

MORE THAN **62%** OF THE U.S.  
POPULATION IS **PROTECTED**  
BY **SMOKE-FREE LAWS**  
THAT COVER RESTAURANTS AND BARS.

**20 MINUTES:**

**WITHIN 20 MINUTES OF A LAST CIGARETTE, A SMOKER'S BLOOD PRESSURE AND HEART RATE DROP, AND WITHIN 3 MONTHS, THE CHANCE OF A HEART ATTACK DECREASES.**

**SINCE WE BEGAN,**  
YOUTH SMOKING RATES  
**DECREASED BY 46%**  
AND ADULT SMOKING RATES  
**DECREASED BY 17%**

**1 IN 3: 90% OF SMOKERS START AS KIDS AND 1 IN 3 WHO BECOME ADDICTED**

**WILL DIE EARLY**

# TOBACCO-FREE KIDS LEADERSHIP

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**WE PROTECT CHILDREN AND SAVE LIVES. WE LEAD THE  
FIGHT AGAINST THE TOBACCO INDUSTRY'S DEADLY LIES  
AND ADVOCATE FOR PROVEN POLICIES THAT REDUCE  
TOBACCO USE AND ITS DEVASTATING CONSEQUENCES.**



**CAMPAIGN FOR TOBACCO-FREE KIDS**

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[www.tobaccofreekids.org](http://www.tobaccofreekids.org)  
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