

2021 ANNUAL REPORT

April 2020-March 2021



TOWARDS A HEALTHIER AND MORE EQUITABLE FUTURE



Global Health
Advocacy Incubator



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Speaking out with passion, courage and conviction, our youth advocates are catalysts for lifesaving change.

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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.



FROM THE PRESIDENT

From April 2020 to March 2021, the world changed in dramatic fashion. The global COVID-19 pandemic brought life as we knew it to a halt. The ensuing public health and economic crisis laid bare pervasive inequities in the United States and around the world, with traditionally marginalized groups disproportionately harmed and suffering. In the U.S., the killing of George Floyd under the knee of a white police officer sparked outcries over deep-seated, systemic racism that reverberated in movements across the globe.

Through it all, one thing remained abundantly clear: it has never been more important to address the root causes of health inequity, which include tobacco use as well as other leading causes of preventable death and disease. So, we redoubled our efforts and, in the face of unimaginable challenges, we continued to make substantial, lifesaving progress in the U.S. and around the world.



MATTHEW L. MYERS
PRESIDENT

In the U.S., we increased our efforts to address the youth e-cigarette crisis, which remains at epidemic levels as a result of the tobacco industry's targeting of young people with flavored, nicotine-loaded products. We also redoubled our efforts to address the devastating health disparities related to tobacco use, particularly among Black Americans, who have long been targeted by the tobacco industry with predatory marketing for menthol cigarettes. Among other accomplishments, we achieved a major victory when the state of California voted to ban the sale of flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. We also pushed the Food and Drug Administration (FDA) to act nationwide to ban flavored tobacco products.

Globally, we continue to be a leader in the fight against tobacco, working with governments, non-governmental organizations and other partners to support the adoption and implementation of effective tobacco control policies. This year we focused on filling important gaps in tobacco control legislation in priority countries. Despite the disruptions created by the pandemic, we achieved significant victories in Kazakhstan, China, Ukraine and elsewhere.

In addition to our global tobacco control efforts, we work to address other public health challenges around the world through our Global Health Advocacy Incubator (GHA). Building on our proven model of advocating for systemic change, GHA supports civil society organizations working to enact and implement policies that will improve public health and save lives. GHA's work spans numerous public health issues, countries and political systems. Over the past year, GHA has made progress across each of its projects, including drowning prevention, improving road safety and more.

The Campaign for Tobacco-Free Kids would not be what it is today without our inspiring network of youth advocates across the country. Since our founding, we have engaged and partnered with young leaders determined to make a difference in the tobacco control movement. Through our Youth Advocacy initiatives, we provide young people with opportunities to get involved in the movement and empower them with the advocacy skills needed to create impactful, long-term change. This past year, we brought youth together for a virtual, nationwide event – A Roast of Big Tobacco – as the centerpiece of our Take Down Tobacco National Day of Action.

As we move forward from this year of unprecedented challenges, we are more determined than ever to take on the deadly tobacco industry and address other critical public health issues to save lives across the globe. To our many partners, allies and friends in the U.S. and around the world, thank you for standing with us during this difficult year and continuing to support our mission. Together, we will create a healthier and more equitable future for all.

Matthew L. Myers

MATTHEW L. MYERS
PRESIDENT



U.S. PROGRAMS

IN THE U.S., WE INCREASED OUR EFFORTS TO ADDRESS THE YOUTH E-CIGARETTE CRISIS, WHICH REMAINS AT EPIDEMIC LEVELS AS A RESULT OF THE TOBACCO INDUSTRY'S TARGETING OF YOUNG PEOPLE WITH FLAVORED, NICOTINE-LOADED PRODUCTS.



Laurie Rubiner
EXECUTIVE VICE PRESIDENT,
U.S. PROGRAMS

In the U.S., the Campaign for Tobacco-Free Kids advocates for proven policy solutions that reduce tobacco use, promote public health and save lives. Over the past year, we have increased our efforts to tackle the youth e-cigarette crisis by fighting for the elimination of flavored e-cigarettes through our Protect Kids Initiative funded by Bloomberg Philanthropies. We have simultaneously intensified our focus on advocating for policies that reduce health disparities, including a ban on menthol cigarettes, products that have long been targeted toward kids and Black communities.

BANS ON FLAVORED TOBACCO PRODUCTS SPREAD ACROSS THE COUNTRY

Tobacco-Free Kids continued to lead and support state and local campaigns to end the sale of flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. We and our partners achieved a historic victory in August 2020 when California became the second state, joining Massachusetts, to prohibit these flavored tobacco products.

California's law was a critical step toward reversing the youth e-cigarette epidemic and ending the tobacco industry's long history of targeting kids, Black Americans and other groups with flavored products.

However, the battle is not over. After the California law was enacted, the industry gathered enough signatures to force a referendum on whether to repeal it, putting the law on hold until the November 2022 vote. Tobacco-Free Kids and our partners are prepared to fight the industry at every step to ensure this lifesaving law is upheld. If the new law is implemented, 81.4 million people across the nation would live in jurisdictions that have prohibited the sale of flavored e-cigarettes, and over 45 million people would be protected from menthol cigarettes.

In addition to this milestone in California, New York passed a statewide law ending the sale of flavored e-cigarettes and Massachusetts became the first state to implement a law prohibiting all flavored tobacco products. Altogether, five states and more than 310 cities had taken action to crack down on the sale of flavored tobacco products as of the end of this fiscal year.



YOUTH E-CIGARETTE USE DECLINES, BUT REMAINS AT EPIDEMIC LEVELS

Along with other policy and education initiatives, our efforts to eliminate flavored e-cigarettes helped reduce youth e-cigarette use in 2020. The 2020 National Youth Tobacco Survey (NYTS) showed a significant decline in youth e-cigarette use after two years of skyrocketing increases. While this is welcome progress, youth e-cigarette use remained at epidemic levels, with 3.6 million kids still using e-cigarettes, including 1 in 5 high school students – the same rate at which the U.S. Surgeon General declared youth e-cigarette use an epidemic in 2019. Furthermore, the survey showed that 83% of youth e-cigarette users are using flavored products, underscoring that flavors continue to drive youth use.

The survey demonstrated the importance of eliminating all flavored e-cigarettes in order to reverse the youth epidemic. It also showed significant increases in youth use of flavored disposable and menthol cigarettes, categories of products left on the market after the FDA implemented a new policy in February 2020 that restricted some types of flavored e-cigarettes. Use of disposable e-cigarettes increased by an

astounding 1,000% among high school students and 400% among middle school students from 2019 to 2020. In addition, 37% of high school e-cigarette users used menthol products.

The message from this data is clear: as long as any flavored e-cigarettes are left on the market, kids will get their hands on them and we will not solve this public health crisis.

That's why we have urged the FDA to eliminate all flavored e-cigarettes. As a result of a lawsuit that Tobacco-Free Kids and our partners brought and won in federal court, e-cigarette manufacturers faced a September 9, 2020, deadline to apply to the FDA to keep their products on the market. To protect kids and public health, we submitted to the FDA a formal set of principles to inform and guide the agency's review of e-cigarettes, with support from the American Academy of Pediatrics, American Cancer Society Cancer Action Network, American Heart Association, American Lung Association and Truth Initiative. We urged the FDA not to authorize the sale of any flavored products given the clear evidence that flavors appeal to kids and to require manufacturers to provide rigorous scientific evidence demonstrating that a product will actually benefit public health before authorizing its sale, as required by law.

PUSHING FDA TO BAN MENTHOL CIGARETTES

Complementing these efforts, we joined partners in pushing the FDA to take long-overdue action to prohibit menthol cigarettes nationwide. In 2013, Tobacco-Free Kids joined 18 other public health organizations in filing a citizen petition calling on FDA to prohibit menthol cigarettes. Because the FDA failed to act, several health groups in 2020 sued the FDA to act on the citizen petition and its own scientific conclusions that eliminating menthol cigarettes would benefit public health in the U.S.

To make the case for banning menthol cigarettes, Tobacco-Free Kids and 10 partner organizations issued a report, *Stopping Menthol, Saving Lives*, in February 2021, Black History Month, detailing the tobacco industry's decades-long targeting of Black communities with marketing for menthol cigarettes and the devastating impact on the health and lives of Black Americans. Tobacco-Free Kids also organized a series of letters to the FDA underscoring the broad support and overwhelming scientific evidence in support of banning menthol cigarettes, including a letter from 79 public health, medical, education, social justice and community organizations, and a letter from 46 scientific experts.

“... 83% OF YOUTH E-CIGARETTE USERS ARE USING FLAVORED PRODUCTS, UNDERSCORING THAT FLAVORS CONTINUE TO DRIVE YOUTH USE.”



CAMPAIGN FOR THE CULTURE: UNITING, EMPOWERING AND ENGAGING COMMUNITIES OF COLOR

The pervasiveness of systemic racism and health disparities in the U.S. led Tobacco-Free Kids to redouble our efforts to address tobacco-related disparities, particularly in the Black community.

In February 2021, Tobacco-Free Kids launched a new initiative, Campaign for the Culture, focused on highlighting the tobacco industry's targeting of Black Americans and other traditionally marginalized communities and the resulting health disparities. Campaign for the Culture is dedicated to educating, engaging and empowering communities of color and other targeted communities around critical healthcare and human rights issues connected to tobacco use.

This comprehensive initiative includes a series of cultural conversations, a listening tour of Historically Black Colleges and Universities (HBCUs), a virtual summit and more. Our first cultural conversation, held virtually during Black History Month, focused on Intergenerational Tobacco Use and Its Cultural Impact on Black Communities.

Through this initiative, we are collaborating with the many communities and groups harmed by tobacco industry targeting and building new partnerships with social justice groups, the medical community, youth-focused organizations and other stakeholders in the movement.

EXPOSING TOBACCO INDUSTRY EFFORTS TO EXPLOIT THE COVID-19 PANDEMIC

Shamelessly capitalizing on a pandemic that attacks the lungs, tobacco companies, e-cigarette manufacturers and vape shops around the world deliberately exploited the COVID-19 crisis to market their harmful and addictive products. Among other tactics, they placed social media ads with COVID-19-related hashtags and promoted free masks with e-cigarette purchases. They did this even as public health experts warned that smokers and e-cigarette users faced greater risks when confronted with COVID-19.

Our U.S. and global programs worked together to expose this egregious behavior, collecting examples of these marketing tactics in 28 countries and sharing them on our website. Our efforts generated significant media attention.

The tobacco companies' behavior made it clear they will stop at nothing to sell more products, even if it means exploiting a pandemic worsened by their own products. Never has it been more important to recognize the tobacco industry for what it is: an industry of addiction, disease and death.



This stunning progress is the result of years of commitment and action from political leaders and civil society groups, many of whom we have supported. South American countries have been working to fulfill their obligations under the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), the global tobacco control treaty that Tobacco-Free Kids played a critical role in developing and negotiating. We are now supporting efforts to add Mexico as an entirely smoke-free country in the next year.



CHINA STRENGTHENS TOBACCO CONTROL LAWS TO PROTECT KIDS

In China, a Minor Protection Law that Tobacco-Free Kids and civil society organizations supported was enacted in October of 2020 that further protects children from tobacco industry advertising and from the growing threat of e-cigarette advertising. With our lead grantee and in-country experts, we assisted the network of Chinese civil society organizations to add e-cigarettes to China's tobacco control laws and to prohibit point of sale of both tobacco

products and e-cigarettes near school campuses. The new law incorporates both of these provisions, bans sales to minors, and bans smoking in primary and secondary schools and any other public places where youth congregate. The new law entered into effect on June 1, 2020 – International Children's Day.

KAZAKHSTAN PASSES COMPREHENSIVE LAW REGULATING NEW TOBACCO AND NICOTINE PRODUCTS

After years of advocacy supported by Tobacco-Free Kids, Kazakhstan's parliament passed, and the President signed, a comprehensive tobacco control law stipulating that new tobacco and nicotine products including e-cigarettes and heated tobacco products are to be regulated like traditional tobacco products. The law also prohibits the display of tobacco and nicotine products at retail points of sale and expands smoke-free air restrictions to include new products and to apply to some outdoor areas and cars with children. Additional provisions of the law include increasing the size of pictorial health warnings on cigarette packs; banning smokeless tobacco; raising the minimum purchase age for other tobacco and nicotine products from 18 to 21; and increasing fines for violations.

Tobacco-Free Kids supported this work, reviewing the draft legislation and justification package, conducting air quality monitoring and other studies that were then used by advocates, providing technical assistance to local advocates, and providing informational resources as needed for use with decision makers and media.

UGANDA: TOBACCO INDUSTRY FAILS TO DELAY IMPLEMENTATION OF REGULATIONS

In September 2019, Uganda adopted regulations needed for the implementation of its Tobacco Control Act of 2015. Seeking to delay implementation, British American Tobacco (BAT) filed suit challenging the regulations. Tobacco-Free Kids worked with the government and civil organizations to defend the regulations in the litigation and to prevent delay in implementation of the regulations. BAT's initial request for injunctive relief to stay implementation of the regulations was denied. Tobacco-Free Kids worked with local groups to begin implementation and to educate and engage the public on the law. Finally, in February 2021, BAT formally withdrew suit in its entirety and declared its commitment to implement the regulations. This unexpected decision put an end to years of litigation. Advocates are now focusing on monitoring to ensure strong implementation, including detecting tobacco industry actions to undermine law as well as supporting law enforcement.

UKRAINE RAISES TAXES ON TOBACCO PRODUCTS, DESPITE PRESSURE FROM THE INDUSTRY

Tobacco-Free Kids' critical technical support to advocates in Ukraine culminated in President Volodymyr Zelensky signing legislation in May 2020 that raised taxes on cigarettes used with electronic tobacco heating devices (such as IQOS) and e-cigarette liquids. Parliament passed the tax legislation earlier in the year despite enormous pressure from the tobacco and vaping industries. The higher rates equalize the taxes on novel products with the tax on conventional cigarettes. With Tobacco-Free Kids' ongoing assistance, advocates applied pressure on the president to sign the legislation and defended it against industry attacks. Advocates successfully kept up the pressure even during the pandemic by using social media to expose online marketing and sales practices, and engaging directly with government officials around the importance of lung health in the face of the pandemic.



ETHIOPIA'S NEW PICTORIAL HEALTH WARNINGS BEGIN APPEARING ON TOBACCO PRODUCTS

In Ethiopia, new cigarette packs with 70% pictorial health warning images, on both back and front surfaces, officially hit the market after the health warning directive became effective in May 2020. This achievement was the direct result of Tobacco-Free Kids local partners' role in supporting the Ethiopia Food and Drug Administration, from preparation and adoption, sourcing and selection of appropriate images, to providing guidelines for conducting regulatory meetings with the tobacco industry on the enforcement of the directive.

GLOBAL HEALTH ADVOCACY INCUBATOR

ADVANCING THE MOST IMPORTANT PUBLIC HEALTH ISSUES AROUND THE WORLD STARTS WITH CATALYZING – AND ENERGIZING – A SUSTAINABLE MOVEMENT OF PASSIONATE ADVOCATES AT THE LOCAL, NATIONAL, REGIONAL AND INTERNATIONAL LEVELS

The Global Health Advocacy Incubator (GHA), a program of the Campaign for Tobacco-Free Kids, supports civil society organizations advocating for public health policies that reduce death and disease. Now in its eighth year, GHA provides strategic support to local civil society organizations working to enact and implement laws that save lives in more than thirty countries and diverse political systems around the world. Bloomberg Philanthropies provides generous support for most of GHA's programs, while Resolve to Save Lives (RTSL) supports our work in reducing cardiovascular disease and preventing epidemics. In 2021, GHA started new projects with the Wildlife Conservation Society, to prevent zoonotic diseases in Indonesia and Vietnam, and with the Rotary International, to prevent violence against women in Nepal.

FOOD POLICY PROGRAM

GHA's Food Policy program supports the passage of healthy food policy solutions. This past year, we achieved two notable victories in Brazil. In October, ANVISA, Brazil's food and health regulatory agency, approved a front-of-package food warning label (FOPL) standard, capping almost six years of advocacy work by GHA and Brazil partners. This measure reaches more than 210 million people, representing the largest population covered by a FOP nutrition warning label anywhere in the world. In addition, in the state of Bahia, the Supreme Federal Court confirmed the constitutionality of a state law prohibiting advertising of unhealthy foods and drinks in schools. GHA supported our local partners in this important case, which sets a precedent for the role of states to regulate advertising in schools to protect the health of children and promote healthy school environments.

**Global Health
Advocacy Incubator**

GHAI launched the Healthy Food Policy Advocacy Fund to support partners outside of our priority countries to advance healthy food policies, including sugary drink taxes and front of package warning labels. The fund currently supports advocacy campaigns in seven countries: Argentina, Indonesia, Nigeria, Pakistan, St. Kitts and Nevis, Uruguay and Vietnam. Our Healthy Food Policy Legal Defense Fund helps governments defend strong, evidence-based healthy food measures against legal challenges brought by well-resourced companies or industry bodies.



CARDIOVASCULAR HEALTH

Our Cardiovascular Health program, a core partner priority of the Resolve to Save Lives (RTSL) initiative, focuses on building political support for trans fat elimination, reducing sodium in food, and promoting proven hypertension control policies. This past year, GHAI worked with federal Punjab state authorities in India to expand access to hypertension treatments and telemedicine. After strong campaigns by GHAI and its partners, Turkey and India approved regulations limiting trans fat in foods that are in line with best practices endorsed by the World Health Organization, helping to create safer and healthier food systems, reduce the burden of cardiovascular disease, and position the countries as regional and global leaders on this issue. The Cardiovascular Health program is also supporting campaigns to eliminate artificial trans fat in food in Argentina, Bangladesh, the East African Community and Nigeria, sodium reduction initiatives in China and Vietnam, a front-of-package labeling campaign in India, and a comprehensive food policy campaign in Ethiopia.



DROWNING PREVENTION

This year, Bangladesh joined Vietnam in our Drowning Prevention program, which supports the sustainability and implementation of proven drowning prevention programs in countries where drowning is a leading cause of death for children and adolescents. A significant victory occurred this past year when Dong Thap in Vietnam became the first province to have a five-year plan (2021-2025) with specific provincial targets and confirmed financing for drowning prevention efforts, including survival swimming and water safety training skills. This sets the precedent for other provinces and is the culmination of years of technical and concerted advocacy efforts by GHAI and local partners.

Additionally, in Bangladesh, there is an urgent need to sustain and expand a proven drowning prevention initiative nationally to reduce child drowning deaths. GHAI is building awareness and support for the issue and advocating for the government to adopt and scale up supervised childcare centers, which have been shown to be a cost-effective intervention. These childcare centers also lead to enhanced child development, improved community status for women and a reduction in drowning deaths.

PREVENT EPIDEMICS

The Prevent Epidemics program, also a core priority of the RTSL initiative, builds public and political awareness and support for increased domestic investments in epidemic preparedness. In 2020-2021, we collaborated with grantee partners in Ghana, Nigeria and Senegal. In Senegal, the Ministry of Health's Public Investment Program for 2021-2023 incorporated a funding proposal supported by GHAI. Federal appropriations for Nigeria's CDC increased by 75%, amounting to a record 2.9 billion Naira (U.S.\$7.7 million) in 2021; NCDC will also receive a share of the Basic Health Care Provision Fund. Nigeria's Kano state established a new budget line for epidemic preparedness and response (EPR) supported by our campaign, and the 44 local government areas in the state will allocate additional funds toward EPR. GHAI launched a new campaign in Ghana.



ROAD SAFETY

GHAI's Road Safety program, dedicated to reducing road crash fatalities and injuries through country level policy change, achieved major policy wins in China this year. With technical support from local partners, China's government amended the country's Minor Protection Law in October 2020 to require parents and guardians of minors to use child restraint systems in cars, which are known to significantly reduce death and injury in the event of a crash. Additionally, China's draft Road Traffic Safety Law was released for public comment and included provisions on child restraint systems and mandatory helmets for e-bike riders and passengers, a long-standing goal of our road safety advocacy in China.

CIVIL REGISTRATION AND VITAL STATISTICS

As a partner in Bloomberg Philanthropies' Data for Health Initiative (D4H), GHAI conducts legal reviews of low and middle-income countries' legal frameworks on Civil Registration, Vital Statistics and ID Management (CRVSID). CRVSID systems are responsible for tracking births, deaths and causes of death, and for creating legal identities. The D4H legal reviews assist countries in identifying ways to strengthen these critical systems, which are essential for improving the quality of data that inform public health policies and programs.

This past year, in addition to our ongoing legal review work in Bangladesh, Cambodia, Cameroon, the Philippines, Senegal, Solomon Islands, Sri Lanka, Thailand and Vietnam, GHAI completed and published a new chapter of the CRVSID Legal and Regulatory Review Toolkit, covering Medicolegal Death Investigations, which are critical for documenting unnatural and suspicious deaths.





YOUTH ADVOCACY

SPEAKING OUT WITH PASSION, COURAGE AND CONVICTION, OUR YOUTH ADVOCATES ARE CATALYSTS FOR LIFESAVING CHANGE

Since our inception, partnering with and engaging young advocates has been at the heart of our approach. Through our Youth Advocacy programs, we empower young leaders to use their voices to expose how the tobacco industry targets and harms their generation. Speaking out with passion, courage and conviction, our youth advocates are catalysts for lifesaving change.

Tobacco-Free Kids presents young people with numerous opportunities to engage in the movement. We offer an online training program that educates youth on tobacco control advocacy; lead a week-long Youth Advocacy Symposium in Washington, D.C. (in 2020 we went virtual with our Digital Youth Advocacy Symposium), where youth receive advocacy and leadership training and meet with their U.S. representatives; organize a National Day of Action; and coordinate the youth engagement alliance to support adults working with youth. Each year, our youth advocacy work culminates with our Youth Advocates of the Year Awards to honor outstanding young leaders who have gone above and beyond in their advocacy.

TAKE DOWN TOBACCO: NATIONAL DAY OF ACTION

A critical component of our Youth Advocacy program is the annual Take Down Tobacco National Day of Action, which encourages young people and allies to stand up to the industry and identify their own personal “why” to take down tobacco.

In 2021, Tobacco-Free Kids hosted our first nationwide event – A Roast of Big Tobacco – to provide young people and allies with a chance to come together virtually. A virtual variety show held on April Fool’s Day, this event “roasted” Big Tobacco by exposing the industry’s foolery and deceitful tricks to hook kids with flavored products. The variety show featured comedians (including Tobacco-Free Kids’ own John Schachter), youth advocates and other special guests. While the event poked fun at the industry, it also presented the truth about how the industry tries to fool kids and encouraged young people to reject these deceptive tactics and stay tobacco-free.

Young people and allies across the country hosted their own Roasts of Big Tobacco and were given the

opportunity to take action by signing a petition urging the FDA to ban flavored tobacco products.

YOUTH SYMPOSIUM

Each summer, the Campaign for Tobacco-Free Kids hosts a Youth Advocacy Symposium for youth advocates from across the U.S. who have demonstrated leadership in fighting tobacco in their communities. The Symposium provides youth with training in the core strategies and skills necessary for effective advocacy. These trainings include media and policy advocacy, leadership development and other skills-building exercises.

Our 2020 symposium, held virtually this year, reached more than 120 young advocates and focused on the power of the YOUTH voice, tobacco as a social justice issue, supporting peers in quitting tobacco, building a movement, and decision-maker and media engagement. We also brought in high-level speakers to share their expertise, including U.S. Rep. Raja Krishnamoorthi and Massachusetts State Sen. John Keenan, and organized a training led by representatives from TikTok who shared tips on how to use social media to support effective advocacy.

BARRIE FISKE YOUTH LEADERSHIP FUND

The Campaign for Tobacco-Free Kids is proud to announce the establishment of the Barrie Fiske Youth Leadership Fund, named in honor of the late Barrie Fiske. Barrie was a tireless tobacco control champion committed to using her strong voice to fight for change. Born with cystic fibrosis, Barrie faced a real threat to her health whenever exposed to secondhand smoke. Rejecting smoke-filled places that put her and everyone else at risk, Barrie spoke up and advocated for everyone’s right to breathe clean, smoke-free air, joining Tobacco-Free Kids as a New York State Advocate and a member of our Board of Directors.

Barrie’s passion, persistence, creativity and unapologetically hard-hitting style never failed to inspire. While cystic fibrosis ultimately took her life in June of 2019, we honor Barrie’s legacy by naming our highest youth award after her – the Barrie Fiske National Youth Advocate of the Year Award.

Now, we are pleased to be able to honor Barrie’s memory with the Barrie Fiske Youth Leadership Fund. With a matching pledge of \$250,000, the “Barrie Fund” will provide the foundation to take our Youth Advocacy program to a new level. With support from the Barrie Fund, we will engage more youth as tobacco control leaders, put our Youth Advocacy work on firm ground for the future, and continue to expand the role of youth in bringing about the change we need in the world.

If you would like to support the next generation of leaders, we encourage you to please consider donating to the Barrie Fund.



TAKE ⚡ DOWN TOBACCO

WHY WE ROASTED BIG TOBACCO

The tobacco industry peddles products that addict, sicken and kill. So how do they get people to use products like that? They have to fool them. They use youth-oriented marketing to make it seem cool, brightly-colored packaging to make it seem fun, and sweet flavors to make it seem harmless – all to hook another generation. Now, they're trying to position themselves as "responsible" and "reformed," as they vigorously fight efforts to reduce tobacco use and spend billions of dollars a year on marketing for their deadly and addictive products, much of it aimed at youth. They've even taken advantage of COVID-19 to push their products! It's time to expose all their foolery. So on April Fools' Day, we made a few jokes at their expense. (After all, they can afford it!)

A ROAST OF
BIG TOBACCO

#TakeDownTobacco

#TakeDownTobacco

ROAST MASTER | HOST, DASHRADIO
KIERRA WAGSTAFF

FUNDED TO

66 1 in 5 high school students use e-cigarettes. 99

TAKE ⚡ DOWN TOBACCO
NATIONAL DAY OF ACTION

HOT TAKE

IF VAPE FLAVORS WERE REAL PEOPLE

DON'T BE FOOLED BY BIG TOBACCO

A ROAST OF BIG TOBACCO

#takedowntobacco

Hosted by:
KIERRA WAGSTAFF.
On-Air Talent for Dash Radio

Featuring the comedic talent of:

- DA KID GOWIE
- MADDY SMITH
- TORI PISKIN
- USAMA SIDDIQUEE

...and more!

TAKE ⚡ DOWN TOBACCO
NATIONAL DAY OF ACTION



PROTECT OUR FRIENDS YOUNG VOICES ARE INSPIRATIONAL





**BARRIE FISKE
NATIONAL YOUTH
ADVOCATE OF
THE YEAR:
ALLYSSA WILLIAMS**

Every year, we honor one exceptional youth advocate with the Barrie Fiske National Youth Advocate of the Year Award.

Allyssa Williams, our 2020 awardee, is truly a force to be reckoned with. From an early age, Allyssa knew she was meant to lead. Growing up, Allyssa's mother smoked and her brother struggled with severe asthma. Seeing the impact tobacco had on her own family, Allyssa recognized that African Americans bear a heavy burden from tobacco use, and that she herself was at risk. This fueled her passion for tobacco control, and she has dedicated her energy and leadership over the past six years to fighting to protect youth, especially youth of color, from tobacco.

Allyssa has advocated extensively at the local, state and federal level. Growing up in Florida, she testified in support of maintaining funding for Florida's highly successful tobacco prevention program. At the federal level, Allyssa advocated for her U.S. representative to support the Reversing the Youth Tobacco Epidemic Act, legislation passed by the U.S. House of Representatives that would eliminate flavored tobacco products. She was also featured in a national public service announcement for the Campaign for Tobacco-Free Kids highlighting the critical need to address menthol tobacco.

Allyssa currently attends Howard University in Washington, DC, and continues to actively engage in tobacco control advocacy.

**STRONG VOICES
STRONG LIVES**
September 23, 2020

**INDIVIDUAL YOUTH
ADVOCATES OF
THE YEAR**



ABE BAKER-BUTLER
Rye Brook, New York



ABBY HEFNER
Paducah, Kentucky



SOPHIA PATEL
Edison, New Jersey



LISA LU
Los Angeles, California

**GROUP YOUTH ADVOCATES
OF THE YEAR**

THE 84 MOVEMENT, MASSACHUSETTS



**JUDY WILKENFELD AWARD FOR INTERNATIONAL
TOBACCO CONTROL EXCELLENCE**

**DANIELA GUEDES, ANNA MONTEIRO
AND ADRIANA CARVALHO**
**ACT PROMÇÃO DA SAÚDE,
BRAZIL**

Every year, the Campaign for Tobacco-Free Kids presents 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.

Our 2020 Judy Wilkenfeld Award was presented to Daniela Guedes, Anna Monteiro and Adriana Carvalho – an extraordinary group of changemakers from ACT Promção da Saúde in Brazil. While each winner has contributed her own unique abilities – with Adriana Carvalho leading legal efforts, Daniela Guedes mobilizing the coalition to ensure the government paid attention to the legal issues, and Anna Monteiro leading media relations – it is the synergy between them that has allowed for the development of one of the most successful bodies of work by a civil society organization working in tobacco control. As a result of their effective collaboration, the ACT coalition currently includes over one thousand members in all five Brazilian regions and coordinates a group of over 50 lawyers committed to tobacco control.



CHAMPION AWARD

**THE HONORABLE
GRETCHEN WHITMER**
GOVERNOR OF MICHIGAN

The Campaign for Tobacco-Free Kids was proud to present our 2020 Champion Award to Gretchen Whitmer, current Governor of Michigan and former prosecutor, State Representative and Senator. In September 2019, Governor Whitmer became the first governor to take emergency action to reverse the youth e-cigarette epidemic. In the midst of a rapidly growing public health crisis, Gov. Whitmer declared youth e-cigarette use to be a public health emergency and proposed the first statewide ban on the sale of all flavored e-cigarettes.

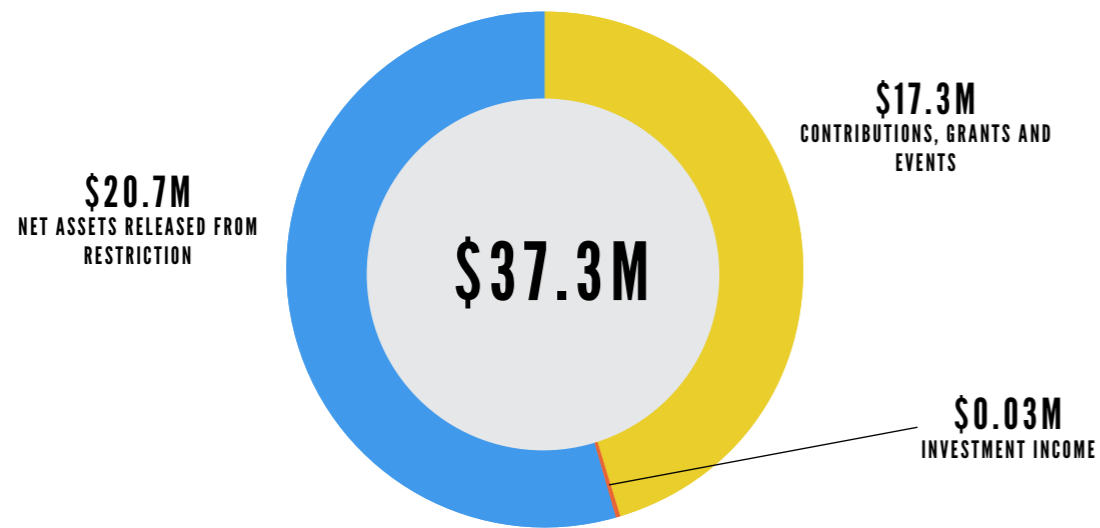
Her action in Michigan changed the national debate on the e-cigarette epidemic and served as the catalyst for other states to propose similar measures, both executive and legislative. Even in the face of tobacco industry challenges, her leadership on this issue continues to galvanize states and cities across the nation to take the necessary action to end this epidemic.



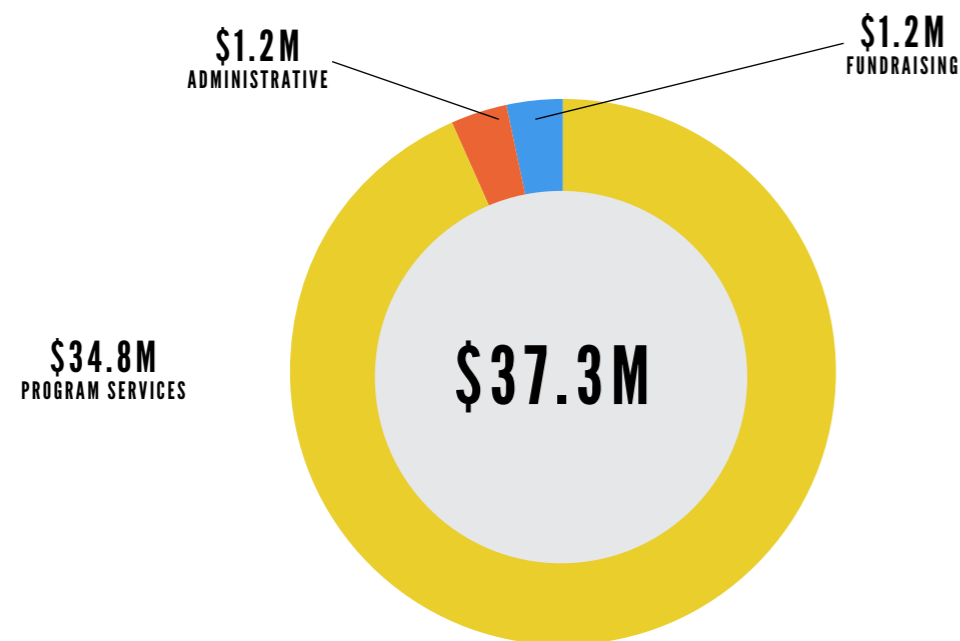
CAMPAIGN FOR TOBACCO-FREE KIDS

FINANCIALS

REVENUE



EXPENSES

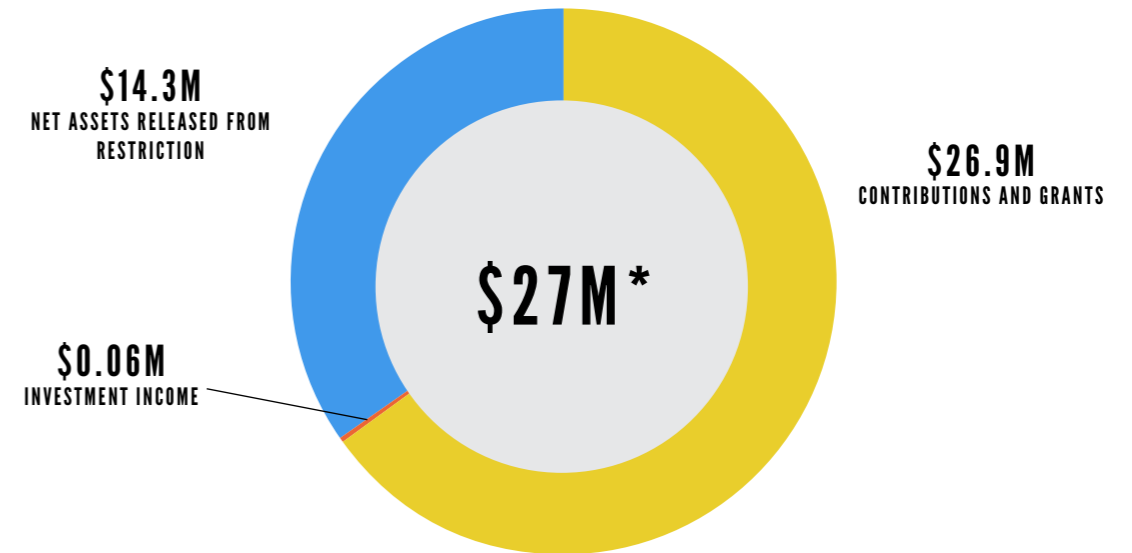


THE CAMPAIGN FOR TOBACCO-FREE KIDS MAINTAINS THE HIGHEST STANDARDS OF ACCOUNTABILITY, TRANSPARENCY AND FISCAL RESPONSIBILITY. WE HAVE RECEIVED THE HIGHEST POSSIBLE RATING FROM CHARITY NAVIGATOR, FOUR STARS, AND THE GUIDESTAR GOLD SEAL OF TRANSPARENCY. VIEW OUR FY21 AUDITED FINANCIALS.

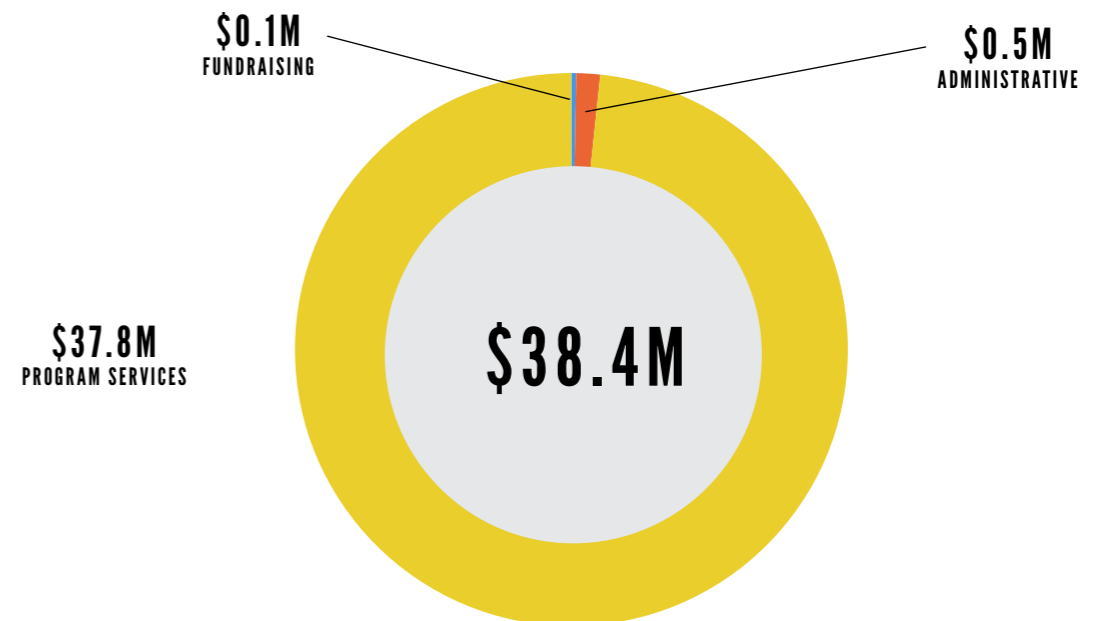
TOBACCO-FREE KIDS ACTION FUND

FINANCIALS

REVENUE



EXPENSES



THE TOBACCO-FREE KIDS ACTION FUND MAINTAINS THE HIGHEST STANDARDS OF ACCOUNTABILITY, TRANSPARENCY AND FISCAL RESPONSIBILITY. VIEW OUR FY21 AUDITED FINANCIALS.

*\$14.3 million in revenue earmarked for the 2021 fiscal year and released from restriction this year was recorded in previous fiscal years. Following the new FASB accounting standards, this income is not counted towards this year's revenue total, giving the appearance of a deficit.

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THE CAMPAIGN FOR TOBACCO-FREE KIDS IS GRATEFUL FOR EACH AND EVERY DONATION WE RECEIVE. YOUR CONTRIBUTION, NO MATTER THE SIZE, 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, phone, or through our website at TobaccoFreeKids.org/Donate. All donations to the Campaign for Tobacco-Free Kids 501(c)(3) are tax-deductible.
- Support our Youth Advocacy programs by contributing to the Barrie Fiske Youth Leadership Fund.
- Ask your company to consider a corporate sponsorship or matching gift. There are a number of exciting ways for corporations and organizations to support our work, such as being a sponsor for our Annual Youth Advocates of the Year Awards.
- 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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