

# LEADERSHIP. BY DESIGN.



ADVOCATING **EDUCATING** MOBILIZING **SUPPORTING** EMPOWERING **GIVING**





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**WE ARE  
THE CAMPAIGN FOR  
TOBACCO-FREE KIDS**

The Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. Our vision: A future free of the death and disease caused by tobacco. We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.



# LEADERSHIP TO SAVE LIVES

Dear Friends,

Everything we do, from our priorities to our partnerships, contributes to fulfilling our mission of winning the fight against tobacco and creating a world free of the death and disease it causes.

March 31, 2011 marked the end of a year of accomplishment by the staff and advocates of the Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund. It was a year that saw the Food and Drug Administration (FDA) begin to exercise its new authority to regulate the manufacturing and marketing of tobacco products — the result of the law that we fought to pass for more than a decade. Already, the FDA has banned marketing that appeals to kids and misleads consumers, and graphic new cigarette warnings are on their way.

As the tobacco industry has responded with even more aggressive tactics, we've fought back by educating the public, mobilizing advocates, empowering youth, and engaging partners. We will be unrelenting until we win the fight to end a tobacco epidemic that could claim one billion lives in this century.

In the following pages, we'll give you a snapshot of our work from April 1, 2010 through March 31, 2011, and you will discover the full scope of our activities and achievements — what strong leadership and partnership look like.

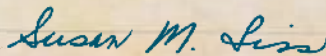
You will learn how we have helped South Dakota become the 29th state to go smoke-free and New York enact the highest cigarette tax in the nation. You will learn about Tobacco-Free Kids' role in First Lady Michelle Obama's White House initiative to help military families improve their health. You will get to know some of our incredibly smart youth advocates from Hawaii to Virginia, who have worked tirelessly to help protect their friends and families by fighting for effective tobacco-control policies. You will see how we are working with our Bloomberg Initiative grant recipients and partners in Russia, India, Mexico and other countries to stem the tobacco epidemic that is ravaging health and burdening their economies.

As we look ahead, the Campaign for Tobacco-Free Kids will maintain the same sharp focus and strategic approach that have yielded significant policy victories and important progress in reducing tobacco use. We remain committed to our exceptional staff and advocates, extraordinary partners, and generous supporters. We value each of you. With nearly six million deaths worldwide each year from tobacco use, we have six million reasons to work as hard as ever. We ask for your support as we lead this effort. We **will** win the fight against tobacco.

Sincerely yours,



Matt Myers



Susan Liss



Matt Myers, President,  
Campaign for Tobacco-Free Kids



Susan Liss, Executive Director,  
Campaign for Tobacco-Free Kids



# VICTORIES THAT SAVE LIVES

This year has been filled with opportunities to take on Big Tobacco. Thanks to our efforts over the last decade along with strong partners on the local, state, and national levels, we are hitting Big Tobacco where it hurts.

## Keeping Cigarettes Away from Our Kids

The Prevent All Cigarette Trafficking Act (the PACT Act) — effective June 29, 2010 — cracks down on the growing sales of tax-evading, low-cost cigarettes and other tobacco products over the Internet and through the mail. Internet sales have offered a way to evade tobacco taxes, keeping cigarette prices down and smoking levels up. Such sales make it easier and cheaper for kids to buy cigarettes and cost federal and state governments billions in lost revenue.

## A Historic Plan to End the Tobacco Epidemic

In November, 2010, Health and Human Services Secretary Kathleen Sebelius announced the federal government's first truly comprehensive initiative to reduce tobacco use since the 1964 Surgeon General's report first alerted Americans to the deadly effects of cigarette smoking. If robustly funded and effectively implemented, the plan can reinvigorate the nation's battle against tobacco and move us closer to the goal of eliminating the death and disease caused by tobacco use. Key elements include:

- Strengthening proven tobacco-control efforts in states and communities.
- A mass media campaign to prevent kids from smoking, encourage smokers to quit and better inform the public about the health consequences of tobacco use.
- Requiring the Department of Health and Human Services Department to ensure tobacco-free campuses at all its facilities and expanding Medicare and Medicaid coverage to include comprehensive smoking-cessation treatment for all beneficiaries.
- Enhanced research to support Food and Drug Administration regulation of tobacco products, monitor changes in tobacco industry practices and products, and improve treatments to help smokers quit.

## Deception Exposed

On June 22, 2010, the first anniversary of the law granting the FDA authority over tobacco products, one of the most significant provisions of the law took effect: A ban on the use of the deceptive terms "light," "mild" and "low" tar in the marketing and sale of cigarettes. Despite the law, tobacco companies already are using new tactics to foil the regulations and perpetuate the deception. These include using lighter-colored packaging for light brands, and switching to terms such as "gold" and "silver" to replace "light" and "ultra-light."



## Showing the Deadly Truth about Tobacco

As mandated by the new law, the FDA has unveiled bold, graphic health warnings that will be required on cigarette packs and advertisements beginning in September, 2012. Each warning includes a toll-free phone number, 1-800-QUIT-NOW, which directs smokers to the help they need to quit successfully.





# KNOCKING TOBACCO OUT OF THE PARK

From the earliest days of America's pastime, baseball players have chewed tobacco, and suffered its deadly consequences. From Babe Ruth to Hall of Famer Tony Gwynn, we have seen our heroes battle cancer and other diseases. Even today, Major League Baseball players chew and spit tobacco at games in front of millions of fans watching at the ballpark and on TV. This gives young fans the impression that using tobacco is cool and athletic — when in fact it causes disease and death.

To protect future generations, it's time to Knock Tobacco Out of the Park!

Tobacco-Free Kids has partnered with public health groups and is leading a coalition of more than 125 public officials, faith leaders, baseball insiders and youth advocates across the nation to urge the Major League Baseball Players Association to agree to a prohibition on tobacco use at games.

The new contract between the Major League Baseball Players Association (the players' union) and Major League Baseball will take effect in 2012 and likely be in place for five years.

**It's getting worse for kids:** The tobacco industry is spending record sums to market smokeless products, and it's having an effect: Use of smokeless tobacco products by high school boys has increased 36 percent since 2003.

**Partners:** American Academy of Pediatrics | American Cancer Society | American Dental Association | American Heart Association | American Lung Association | American Medical Association | Campaign for Tobacco-Free Kids | Legacy | Oral Health America | Robert Wood Johnson Foundation



## The Scorecard

- More than **125** national, state and local partners
- Key baseball supporters including Commissioner **Bud Selig**, ESPN analyst and former Mets' manager **Bobby Valentine** and Arizona Diamondbacks owner **Ken Kendrick**
- **10,000** messages from advocates to Major League Baseball (MLB) and the players' union asking them to work together to ban tobacco use on the field and in the dugout.
- **220** TV and radio segments that were seen or heard by more than **14 million** people
- Get Involved at [www.tobaccofreebaseball.org](http://www.tobaccofreebaseball.org)

## Mobilize!



# PROGRESS AT HOME

## MAY 12, 2010 YAYA GALA *Tobacco-Free Kids Celebrates the 14th Annual Youth Advocate of the Year Awards*

Our 14th Annual YAYA Gala celebrated a year of tremendous progress at the federal, state, and global level with supporters from across the country. Our honored guests have made significant contributions to the fight against tobacco use. The Champion Award winner, Senator Richard J. Durbin, and the recipient of the second annual Judy Wilkenfeld Award for International Tobacco Control Excellence, Natalya Toropova of Ukraine, are two outstanding advocates we were privileged to celebrate. And of course, we once again recognized a truly inspirational group of national Youth Advocates: Kyle Picha, Livia Clandorf, Dianna Baker, Courtney Viernes-Silva, Zachary Morris, Caitlin Baker, and our group winner, Ramsey Tobacco Coalition.



## MAY

**5.1.10**  
**Washington** increases its cigarette tax to \$3.025 per pack



## JUNE

**6.29.10**  
PACT ACT effective  
U.S. Supreme Court upholds verdict that tobacco companies conspired to deceive public and addict children

## JULY

**7.1.10**  
**Hawaii** increases its cigarette tax to \$3.00 per pack  
**New Mexico** increases its cigarette tax to \$1.66 per pack  
**New York** increases its cigarette tax to \$4.35 per pack  
**South Carolina** increases its cigarette tax to \$0.57 per pack  
**Utah** increases its cigarette tax to \$1.70 per pack

*JUNE 22, 2010*

FDA began enforcing new rules cracking down on tobacco marketing and sales to kids and banning the deceptive terms mild/light/low-tar



## NOVEMBER

11.3.10

**South Dakota** becomes the 29th state to pass smoke-free law covering restaurants and bars

11.17.10

*A Broken Promise to Our Children: The 1998 State Tobacco Settlement 12 Years Later* report released

*November 10, 2010*

*Obama Administration announces its national tobacco prevention strategy and new graphic warning labels for cigarettes*



## FEBRUARY

2.2.11

**New York** expands the Smoke Free Air Act to include parks, beaches and other public areas

## MARCH

3.1.11

Knock Tobacco Out of the Park campaign launches

*MARCH 23rd*

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

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 23, 2010, students from schools across the country held various events and activities that called attention to the problems caused by Big Tobacco and its attempts to market to youth.







## JOINING FORCES

The Campaign for Tobacco-Free Kids is honored to be a partner in *Joining Forces*, First Lady Michelle Obama's new White House initiative to support military families and improve the health of active-duty personnel, their families and veterans. As part of this initiative, the Campaign for Tobacco-Free Kids and other health groups have committed to reach more than 800,000 people in military communities in an effort to reduce tobacco use. The rate of smoking among U.S. military personnel was 30.6 percent in 2008, according to the Department of Defense — far higher than the 19.3 percent rate of smoking among adults in the general population.

**To fulfill our commitment to reduce tobacco use among military personnel and their families, and to help prevent youth in military communities from ever starting to use tobacco, the Campaign for Tobacco-Free Kids will:**

### **Educate**

Bring Kick Butts Day, a national day of youth activism against tobacco, to communities with large proportions of military families, as well as to bases. Kick Butts Day educates youth on the health risks of tobacco, empowers them to educate their peers and gives them the tools to take action in promoting proven public policies that reduce tobacco use.

### **Empower**

Create a new Youth Advocate of the Year Award and scholarship for children of military families. Our Youth Advocates of the Year Awards honor outstanding young people around the country who have taken the lead in fighting tobacco and making a difference in their communities and states.

### **Mobilize**

Select and train Tobacco-Free Youth Ambassadors from among military families. These youth receive training and technical assistance in learning how to advocate for the health of those in their community and beyond.





## EMPOWERING YOUTH:

**2010 Western Regional Youth Advocate of the Year**  
**Courtney Viernes-Silva, 17**  
**Ewa Beach, Hawai'i**

When Courtney lost her grandfather to the ravages of tobacco, she found her calling. She intensified her work on behalf of REAL, Hawaii's youth-led tobacco control organization, by lobbying to pass and defend a statewide smoke-free workplace law and advocating for a tobacco tax increase that passed on the first try. She has also demonstrated at the Philip Morris International Shareholders' Meeting in New York and led a roundtable discussion on youth involvement in tobacco control at the Oceania Tobacco Control Conference in Australia.

Courtney met with Hawaii's congressional delegation to lobby for passage of the landmark law to give the Food and Drug Administration authority to regulate tobacco. She is currently working to gain public support for a statewide policy to reduce storefront marketing and promotion in Hawaii.



# PROGRESS AROUND THE WORLD



## MEXICO

### *Lawmakers vote to increase tobacco taxes by a wide margin*

On October 26, 2010, the Mexican Congress approved a bill to increase the cigarette tax by seven pesos, bringing the tax to almost 70 percent of the total price of cigarettes. The new tax was a landslide political victory for tobacco control — winning in the Senate by a vote of 70 to 10 and in the Chamber of Deputies by 430 to 11 — despite previous resistance from the country's largest political party. Campaign for Tobacco-Free Kids' grantee, Fundación InterAmericana del Corazón Mexico, was instrumental in advocating for the bill. Several other in-country partners supported this work through public events that drew significant media attention, including an academic forum on tax, the release of a report on tobacco industry interference in government policymaking, and press conferences.

A mass media campaign funded by the Campaign for Tobacco-Free Kids also had significant impact. The campaign focused on holding individual politicians accountable for voting for the health of their constituents and not for tobacco industry profits, as well as the results of a public opinion poll that found 7 of 10 Mexicans supported a tobacco tax increase. The media campaign included billboards, banner ads, a website, social media, public demonstrations, and murals which appeared at 15 key sites and intersections around Mexico City.

The tax went into effect January 1, 2011.



## INDIA

### *Smokeless Tobacco Users in India Cry "Enough!"*

India has the world's highest rate of oral cancer because of the tremendous harm caused by heavy use of smokeless tobacco. Ninety percent of oral cancer in India is caused by "gutka" — a popular, indigenous form of chewing tobacco that is flavored with spices and sweeteners and sold cheaply in shops and kiosks. More than five million Indian kids are addicted to it.

The Campaign for Tobacco-Free Kids has supported activities to reduce the death and disease gutka causes in India.

On December 2, 2010 the Indian Supreme Court issued an order banning the use of plastic in the sachets used for selling gutka. Since more than 90 percent of gutka is sold in these sachets, the order was a big blow to the gutka industry.

The Campaign for Tobacco-Free Kids has been working with the petitioner in the case and has also involved other advocacy organizations to develop a strategy addressing gutka. This strategy includes partnering with leading oncologists and smokeless tobacco victims to speak with national and state policymakers about further regulating gutka.

These campaigns have generated significant media attention about the health risks of gutka and commitments from elected officials to take action. With effective follow-through, this can be a turning point in India's fight against one of the country's leading killers.

## RUSSIA

### *Russia adopts framework for national tobacco control legislation*

Russia has been especially hard-hit by the tobacco epidemic. Tobacco kills as many as 400,000 Russians each year, and Russia has one of the highest male smoking rates in the world, with about 60 percent of men smoking.

In September 2010, the Russian government took action to address this public health crisis by formally adopting a National Concept on Tobacco Control Policy, setting those policies the government will enact to combat tobacco use through 2015. The policies in the National Concept are consistent with the Framework Convention on Tobacco Control, the world's first public health treaty. The policies include tobacco tax increases; a ban on tobacco advertising, promotion, and sponsorship; pictorial warnings on tobacco packages; and 100 percent smoke-free public places. Russia is now drafting and approving legislation to implement the National Concept, a process that is expected to be completed by the end of 2011.

The Campaign for Tobacco-Free Kids coordinated with grantees and in-country partners to provide expert advice to the Ministry of Health and Social Development as it drafted both the National Concept and its implementing legislation. Leading up to the Concept's adoption, we provided support to advocacy organizations as they presented the government with one million signatures in support of strong national tobacco control policy and held a press conference to release a policy "report card" calling for stronger tobacco control policies.



# ADVOCACY ROCKS!

Kelly Clarkson rocks, and so did advocates from across the globe when they called on the pop star and American Idol winner to withdraw tobacco industry sponsorship of her April 2010 concert in Jakarta, Indonesia. The Campaign for Tobacco-Free Kids, along with the Indonesian National Commission on Child Protection, Southeast Asia Tobacco Control Alliance (SEATCA) and many others urged Clarkson to withdraw tobacco sponsorship of the concert.

Clarkson's fans around the world, including those in Indonesia, mobilized on a massive scale to express their disapproval of the tobacco sponsorship. Fans posted hundreds of messages on Clarkson's Facebook fan page urging her to renounce the sponsorship and sent more than 1,300 e-mails to Clarkson's management. The campaign also generated significant media attention that put pressure on Clarkson and the event sponsors to take action.

**WE WON.** Kelly Clarkson responded by cancelling the tobacco sponsorship and removing tobacco-branded billboards and other promotions related to the concert.

The Jakarta concert had been sponsored and heavily promoted by the tobacco company PT Djarum under the name of its cigarette brand LA Lights. Television, billboard and online ads for the concert featured Clarkson's image and the LA Lights logo.

The United States has banned tobacco concert sponsorship because it promotes smoking to youth, but unfortunately Indonesia still allows it. About 35 percent of the Indonesian population smokes, and tobacco use kills more than 200,000 Indonesians each year. An estimated 78 percent of Indonesian smokers started before the age of 19.

Like Kelly Clarkson, we advocates have a voice. We raised ours and finished with a standing ovation!

The image shows a photograph of a concert poster for Kelly Clarkson's "All I Ever Wanted Tour" in Jakarta, Indonesia. The poster is pinned to a dark red background. At the top left, there is a logo for "L.A. LIGHTS" in a red and white box. To its right, the word "CONCERT" is written in large, white, stylized letters on a red banner, with "[100% music]" in smaller text below it. The central part of the poster features a portrait of Kelly Clarkson with long blonde hair, wearing a black leather jacket over a yellow top. To the right of her portrait, the text "KELLY CLARKSON" is written in large, white, block letters, followed by "ALL I EVER WANTED TOUR" in smaller, yellow and white letters. Below that, it says "TENNIS INDOOR SENAYAN" and "29 APRIL 2010" in white. At the bottom of the poster, there is a black box with the text "J A V A musikindo" and "WWW.JAVAMUSIKINDO.COM". Below this, it says "Follow us on twitter : @AdrieSubono & @JavaMusikindo". In the bottom right corner of the poster, there is a small white box with the text "18th?". At the very bottom of the photograph, there is a white text box with the Indonesian health warning: "MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN".





# JUDY WILKENFELD AWARD FOR TOBACCO CONTROL EXCELLENCE WINNER

## **Natalya Toropova (Ukraine)**

Natalya Toropova co-founded the Life Regional Advocacy Center, a non-governmental organization, in 2009 to serve as a focal point for tobacco control policy in Ukraine and a resource center for tobacco control advocacy in Eastern Europe. Since 2007, Natalya has worked tirelessly to develop political strategies and lead campaigns to strengthen health warnings, increase tobacco taxes, expand smoke-free air protection and ban tobacco marketing in Ukraine.

Natalya played a major role in successful campaigns that resulted in a 40 percent increase in tobacco taxes in Ukraine in 2009, the adoption of a strong health warning law that will bring strong pictorial and text warnings to tobacco products to the Ukraine, and a successful campaign to expand smoke-free air restrictions. Natalya's effectiveness in building coalitions was a major reason for the passage of these laws.

For her groundbreaking work in Ukraine, Natalya received the Judy Wilkenfeld Award for Tobacco Control Excellence at Tobacco-Free Kids' 14th Annual Youth Advocates of the Year Awards.

 **Learn more on our award-winning website**  
**[www.tobaccofreekids.org](http://www.tobaccofreekids.org)**



# OUR CHAMPIONS

Our donors enable us to continue our battle to prevent young people from starting to smoke, help current smokers quit, and protect everyone from the dangers of secondhand smoke. We thank them wholeheartedly for their support. Our work is made possible through the generosity of these individuals, philanthropic foundations, corporations, and non-profit organizations. Together we will create a world free of the death and disease caused by tobacco. The list below is of supporters who have contributed at the \$250 level or more.

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American Academy of Pediatrics  
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American College of Chest Physicians  
American Express Company-Employee  
Giving Program  
American Heart Association  
American Hospital Association  
American Lung Association  
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Anonymous Staff  
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# OUR PARTNERS

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	American College of Occupational & Environmental Medicine	Association of Maternal and Child Health Programs	National Association of Local Boards of Health	Society for Research on Nicotine and Tobacco
Allergy & Asthma Network – Mothers of Asthmatics, Inc.	American College of Physicians-American Society of Internal Medicine	Association of Pediatric Hematology & Oncology Nurses	National Association of Social Workers	Society of Critical Care Medicine
Alliance of the American Dental Association	American College of Preventive Medicine	Association of Reproductive Health Professionals	National Association of State Alcohol/Drug Abuse Directors	Society of Thoracic Surgeons
American Academy of Child & Adolescent Psychiatry	American Dental Association	Association of Schools of Public Health	National Consumers League	Southern Baptist Convention
American Academy of Dermatology	American Dental Education Association	Association of State and Territorial Health Officials	National Education Association	The Children's Cause for Cancer Advocacy
American Academy of Family Physicians	American Dental Hygienists' Association	Association of Women's Health Obstetric and Neonatal Nurses (AWHONN)	National Hispanic Medical Association	Trust for America's Health
American Academy of Nurse Practitioners	American Heart Association	Community Anti-Drug Coalition of America (CADCA)	National Latino Tobacco Control Network	United Church of Christ, Justice and Witness Ministries
American Academy of Oral Medicine	American Legacy Foundation	General Board of Church & Society of the United Methodist Church	National Mental Health Association	United Way of America
American Academy of Pediatrics	American Lung Association	Girl Scouts of the U.S.A.	National Partnership for Women and Families	
American Academy of Physical Medicine and Rehabilitation	American Medical Association	Hadassah: Women's Zionist Organization of America	National Patient Advocate Foundation	
American Association for Cancer Research	American Psychiatric Association	Heart Rhythm Society	National Physicians Alliance	
American Association for Respiratory Care	American Psychological Association	LIVESTRONG	National Research Center for Women & Families Cancer Prevention and Treatment Fund	
American Association of Physicians of Indian Origin	American Public Health Association	Lung Cancer Alliance	National Rural Health Association	
American Association of School Administrators	American School Health Association	March of Dimes	National Women's Law Center	
American Cancer Society	American Society of Addiction Medicine	National Association of Local Boards of Health	Oncology Nursing Society	
American College of Cardiology	American Society of Clinical Oncology	National Association of Boards of Health	Oral Health America	
American College of Chest Physicians	American Society of Preventive Oncology	National Association of County & City Health Officials	Partnership for Prevention	
American College of Obstetricians and Gynecologists	American Thoracic Society		SEIU	
	Asian & Pacific Islander American Health Forum		Seventh-day Adventist Church	
	Association of Black Cardiologists		Society for Cardiovascular Angiography and Interventions	
			Society for Public Health Education	

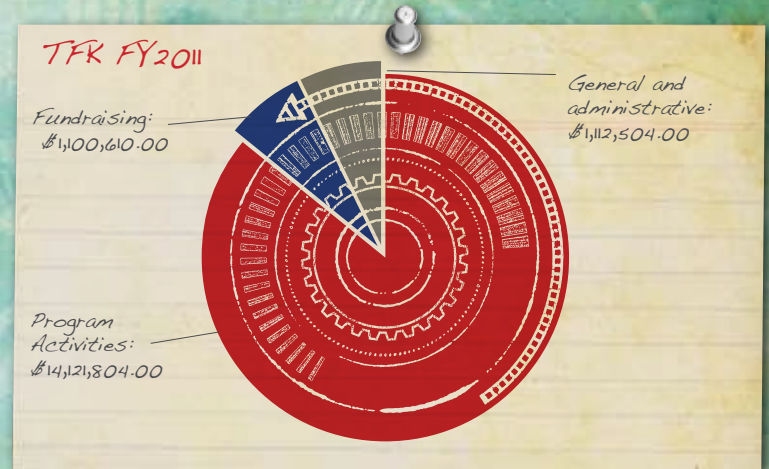


# FINANCIALS

We are extremely careful with the dollars you have entrusted to our care and maintain a commitment to transparency.

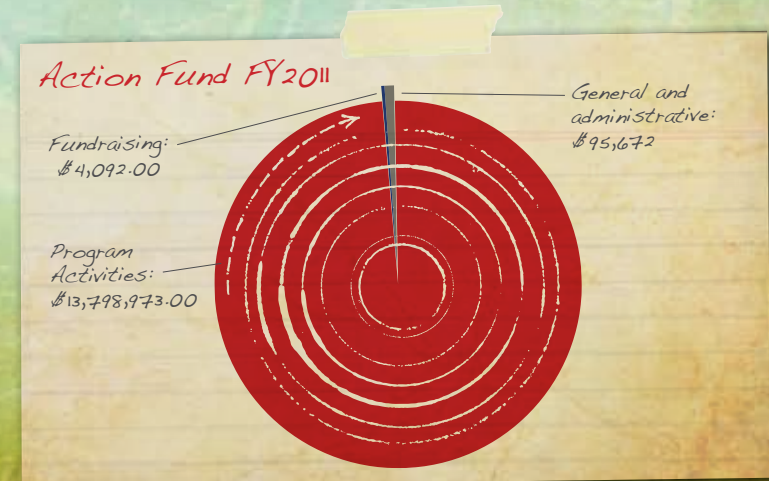
## Campaign for Tobacco-Free Kids FY2011

Program Activities:	14,121,804.00
Communications:	1,223,355.00
Research, advocacy & technical assistance:	2,773,157.00
Constituent relations and outreach:	390,250.00
International Programs:	9,735,042.00
Supporting Services:	2,213,114.00
General and administrative:	1,112,504.00
Fundraising:	1,100,610.00
Total Expenses:	16,334,918.00
Total Revenue:	18,998,154.00
<b>NET ASSETS:</b>	<b>23,528,353.00</b>



## Tobacco-Free Kids Action Fund FY2011

Program Activities:	13,798,973.00
Advocacy, Research, Communications, Constituent relations and outreach:	1,524,557.00
International programs:	12,274,416.00
Supporting Services:	99,764.00
General and administrative:	95,672.00
Fundraising:	4,092.00
Total Expenses:	13,898,737.00
Total Revenue:	22,230,507.00
<b>NET ASSETS:</b>	<b>31,466,116.00</b>





# HONOR THROUGH GIVING



**For more information about making an honor gift to the Campaign, please contact Louella Haymon at (202) 296-5469 or [lhaymon@tobaccofreekids.org](mailto:lhaymon@tobaccofreekids.org)**

A tribute or memorial donation is a meaningful way to honor someone special in your life while supporting the mission of the Campaign for Tobacco-Free Kids. Whether you'd like to celebrate a birthday or other special event or honor someone during a time of bereavement, making a tribute gift will go a long way in helping the Campaign for Tobacco-Free Kids in our fight to reduce tobacco use and save lives.

- The fastest and easiest way to make your donation is to give online. Clicking the donate button on the [tobaccofreekids.org](http://tobaccofreekids.org) homepage will take you to the online donation form for tribute/memorial donations.
- Or, if you prefer, you may mail a check. If you choose to mail your contribution, please be sure to include a note indicating the name of the person you are honoring or memorializing, as well as the name and address of anyone who should receive an acknowledgment of your generous donation. Send your contribution and note to the following address:

Campaign for Tobacco-Free Kids  
ATTN: Tribute Gifts  
1400 Eye Street, NW  
Suite 1200  
Washington, DC 20005





# EMPOWERING YOUTH: GROUP YAYA

## **Ramsey Tobacco Coalition St. Paul, Minn.**

When they discovered that stores in their neighborhood were selling candy cigarettes, bubble gum called “Big League Chew” and novelty lighters, Shanicee Dillon, Calitta Jones, Brian Bell, and Jeremiah Carter were outraged — and they turned their anger into action. They met with a City Council member who agreed to introduce an ordinance banning the products if the young people met certain goals: They had to conduct a community assessment of the problem, present their findings to the council, educate each council member and pack the council chamber with supporters. They accomplished all of this and as a result, the St. Paul City Council voted unanimously to ban the sale of candy “tobacco” products. It is the first city in the country to do so.

Since the ordinance went into effect, the Ramsey Tobacco Coalition has helped the city monitor stores for compliance and assisted in media and educational campaigns. The group is currently working to increase the tax rate for small cigars and to stop tobacco industry funding of nonprofit organizations that work with youth.



**Learn more on our award-winning  
website [www.tobaccofreekids.org](http://www.tobaccofreekids.org)**



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