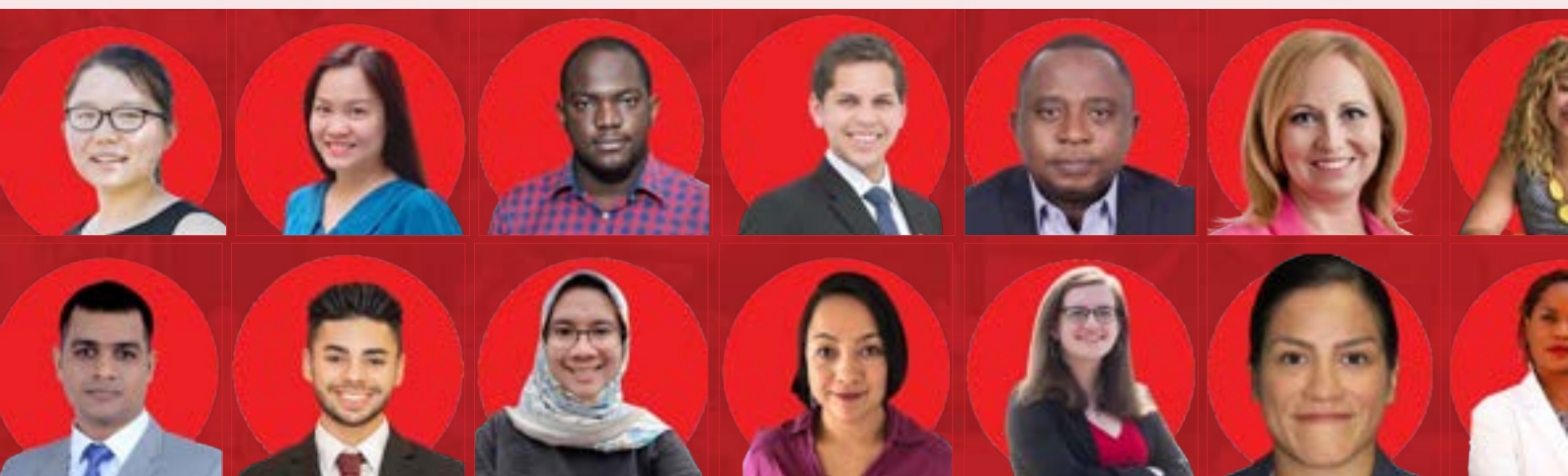




25 YEARS OF FIGHTING FOR CHANGE



2022 Annual Report

April 2021-March 2022



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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.

The Global Health Advocacy Incubator (GHA), a program of the Campaign for Tobacco-Free Kids, draws on the successes and lessons learned in the fight against tobacco to improve public health around the globe. In its eighth year, GHA supports civil society organizations who advocate for public health policies that reduce death and disease. GHA helps local partners strengthen their advocacy capacity and provides ongoing strategic and technical assistance as they design and execute advocacy campaigns to change policies that save lives across a variety of public health issues and in diverse political systems.

From the President

This year was a special one for the Campaign for Tobacco-Free Kids as we celebrated our 25th Anniversary and the incredible, lifesaving progress we have made, together with our many partners, both in the United States and around the world.

Our year-long anniversary celebration, Taking on the Toughest Fights, was both a reflection on our progress and a recommitment to the future – to redoubling our efforts to create the first tobacco-free generation and, through our Global Health Advocacy Incubator (GHA), to addressing other seemingly intractable public health challenges, and to building a more equitable, just and healthier future for all.



Matthew L. Myers
President

In 1996, the Campaign for Tobacco-Free Kids was created to take on Big Tobacco and its horrific toll on health and lives. Guided by our commitment to health and social justice, and dedicated to smart, tenacious advocacy, we stood tall in partnership with others to prevent millions of premature deaths and protect kids.

In the U.S., our work has helped to reduce smoking rates by 89% among youth and nearly half among adults, saving 8.6 million lives. Through it all, we proved that passionate, strategic advocates can defeat the toughest of foes.

Our success in the United States was just the beginning. It was invaluable experience for addressing the global tobacco epidemic with the goal of ending preventable death and disease from tobacco across the globe. Over the last 15 years, we have worked with local partners and allies in low- and middle-income countries to prevent over 35 million premature deaths.

A quarter century of going toe to toe with the tobacco industry has proven the power of relentless advocacy to save lives. Building on our experience and expertise from the global fight against tobacco, Tobacco-Free Kids in 2014 launched the Global Health Advocacy Incubator to support advocates working to address other critical public health challenges and save lives around the world. GHA

is using our advocacy skills, knowledge and lessons learned to reduce needless deaths from other causes, such as road crashes, unhealthy food and sugary drinks, drowning and other public health issues.

This past year, we continued to make significant progress. In the U.S., we had notable victories in our campaign to stop tobacco companies from targeting kids and communities with flavored products. The FDA announced plans to ban menthol cigarettes and flavored cigars – a truly historic move resulting from years of sustained advocacy by Tobacco-Free Kids and our partners. The FDA has also finally begun to take flavored e-cigarettes off the market. And we saw more cities across the country enact laws to end the sale of flavored tobacco products.

Globally, we continued to support the adoption of effective tobacco control policies in countries around the world. We achieved significant milestones in countries including Mexico, which went completely smoke-free and banned all tobacco advertising, as well as Ukraine, Côte d'Ivoire, Kyrgyzstan and others.

We are equally excited about the work of GHA. Over the past year, we supported the adoption of healthy food policies in Colombia, Argentina and Nigeria, achieved a significant victory in Bangladesh through our Drowning Prevention program, supported the passage of laws in Ecuador and Mexico that will lead to safer roads, and added a new program to combat the overdose epidemic in the U.S.

It has been an immense honor to mark 25 years of achievement for our organization and movement. To our friends, partners, donors, and allies who have supported us from the beginning, and to those who have joined us along the way, thank you for being part of this journey. We look forward to continuing to work together to achieve a more equitable, just and healthier future.

Matthew L. Myers

Matthew L. Myers,
President



25th Anniversary Celebration



Taking on the Toughest Fights

Throughout our year-long anniversary celebration, we highlighted the founding, evolution and major milestones of the Campaign for Tobacco-Free Kids by amplifying the powerful stories and diverse voices of the advocates and partners that drove our progress.

U.S. Progress



U.S. youth smoking rates
1997: 36.5%
2021: 4.1%

DOWN 89%

U.S. adult smoking rates
1997: 24.7%
2020: 12.5%

DOWN 49%

Global Progress



Comprehensive smoke-free laws
69
countries

Tobacco ad bans
47
countries

Graphic warning labels
134
countries

Voices in the Fight: 25th Anniversary Profile Series

Our Voices in the Fight video series showcased 25 inspiring advocates from the U.S. and around the world who have worked alongside us over the years to drive change. Fittingly, the series started with our first-ever National Youth Advocate of the Year in 1996, **Anna Santiago Kiley**, and ended with the 2022 Barrie Fiske National Youth Advocate of the Year, **Agamroop Kaur**.





KIDS
HEALTH
LIVES
EQUITY
CHANGE

FIGHTING FOR 25 YEARS

Twenty-five years ago, we were created to take on Big Tobacco. Victory was hardly certain in a world where Joe Camel and the Marlboro Man were accepted cultural icons attracting and addicting new generations of smokers. **Guided by our commitment to health and social justice**, and dedicated to smart, tenacious advocacy in support of proven public policies and programs, **we stood tall in partnership with others** to prevent millions of premature deaths and protect our kids.

The result? Countless lives saved and proof that passionate, strategic advocates can defeat the toughest of foes.

But that was just the beginning. **Lowering the teen smoking rate by 89% in the United States** wasn't just progress, it was invaluable practice for addressing the global tobacco epidemic. Our success has provided a roadmap for efforts to end preventable death from tobacco across the globe. Over the last 15 years, we have **worked with local partners and allies in low- and middle-income countries to prevent over 35 million premature deaths**.

A quarter century of going toe to toe with the tobacco industry has **proven the power of relentless advocacy to save lives**. Using that success as our compass we have set our sights on tackling other public health challenges through our **Global Health Advocacy Incubator**. Because if we can accomplish one seemingly impossible task, why not others? We know what works and we are using the skills, knowledge and lessons learned to reduce needless deaths from other causes, such as road crashes, unhealthy food and sugary drinks, drowning, and other public health issues.

That's why this year isn't just a celebration — it's a recommitment. To redouble our efforts to create the first tobacco-free generation and address other seemingly intractable public health challenges. **To build a more equitable, just and healthier future**. To tackle adversity with collaboration, intimidation with integrity, and deception with evidence.

We are fighting for health, for kids, for equity, for change, for you. And together, we are Taking on the Toughest Fights.



The Barrie Fiske Youth Leadership Fund

Allyssa Williams, 2020 Barrie Fiske National Youth Advocate of the Year

During our 25th Anniversary Celebration, we launched the Barrie Fiske Youth Leadership Fund in honor of the late Barrie Fiske – a tireless tobacco control champion and longtime member of our Board of Directors who used her strong voice to fight for change. With generous support from Barrie's family and friends, the "Barrie Fund" is providing the foundational funding to take our Youth Advocacy program to a new level by engaging more



youth as tobacco control leaders, putting our Youth Advocacy work on firm ground for the future, and continuing to expand the role of youth in bringing about the change we need.

To support our youth initiatives and to learn more about the Barrie Fund, go to **TobaccoFreeKids.org/BarrieFund**.

Our National Impact

Over the past 25 years, the Campaign for Tobacco-Free Kids has been instrumental in nearly every one of our nation's major tobacco control victories.

Together with our powerful coalition of partners, we drive major policy change, win historic legal battles, counter the tobacco industry's shameful tactics, engage youth leaders, fight alongside communities disproportionately impacted by tobacco use, and grow the tobacco control movement across the U.S.

U.S. Programs

In the U.S., the Campaign for Tobacco-Free Kids advocates at the local, state and federal levels for proven policy solutions that reduce tobacco use and save lives. Over the past year, we continued to make progress at the federal, state and local levels in our efforts to eliminate the flavored tobacco products that tobacco companies use to target kids and marginalized communities, including the flavored e-cigarettes that have driven an epidemic of youth nicotine addiction.

Pushing FDA to Eliminate All Flavored E-Cigarettes

As a result of a successful federal lawsuit filed by Tobacco-Free Kids and our public health partners, the FDA faced a court-ordered deadline of September 9, 2021, to rule on marketing applications from e-cigarette companies and determine which e-cigarette products can stay on the market. Leading up to and continuing after this deadline, Tobacco-Free Kids and our partners waged a campaign urging the FDA to clear the market of all flavored e-cigarettes given the clear evidence that flavored products have fueled youth use. The latest government survey shows that 85% of youth e-cigarette users use flavored products.

The FDA took some positive actions, denying marketing applications for over one million flavored e-cigarette products and recognizing that flavors play a critical role in youth e-cigarette use. However, the FDA failed to make decisions on the best-selling e-cigarette brands and those most popular among youth. To demonstrate the impact of the FDA's delays and the need to eliminate all flavored e-cigarettes, we issued a report, An E-Cigarette Market Update, documenting that a wide variety of youth-friendly flavored products were still available online and in stores across the nation. Through multiple tactics, including advertising, we repeatedly urged the FDA to finish the job and eliminate all flavored e-cigarettes in order to protect the health of our nation's kids.

Congress Closes the Synthetic Nicotine Loophole

To evade FDA regulation, a growing number of e-cigarette manufacturers have switched to using synthetic nicotine – nicotine that is made in a lab rather than derived from tobacco – and have been marketing these products in a wide assortment of kid-friendly flavors like Banana Ice and Cool Mint. These manufacturers include Puff Bar, which has become the most popular e-cigarette brand among kids. These efforts pose a serious threat to the FDA's overall authority to protect kids and public health from e-cigarettes and other tobacco products.

Tobacco-Free Kids highlighted this growing problem to Congress, the FDA, the media and the public, and worked with our partners to urge Congress to pass legislation enabling the FDA to regulate synthetic nicotine products as tobacco products. In March 2022, Congress passed and President Biden signed such legislation – a major victory that closes a serious gap in the FDA's authority over e-cigarettes and other tobacco products.



Spotlighting Big Tobacco's Predatory Marketing

Over the past year, we expanded our efforts to highlight and address how the tobacco industry targets specific groups and communities, especially the Black community with its predatory marketing of menthol cigarettes.

Through our Campaign for the Culture initiative, we aim to educate the public and build awareness in Black and other impacted communities about the harmful effects of tobacco use; engage the medical community and other stakeholders; and mobilize organizations, policy experts and community leaders to build support for action. We have hosted several cultural conversations as part of this initiative, addressing topics such as tobacco-related health disparities in the Black community; what parents, educators and students need to know about vaping; and tips for effective advocacy.

We also issued a special report, A Lifetime of Damage, that detailed the tobacco industry's long history of targeted marketing to women and girls and the devastating health consequences throughout a woman's lifespan.



Our Global Impact

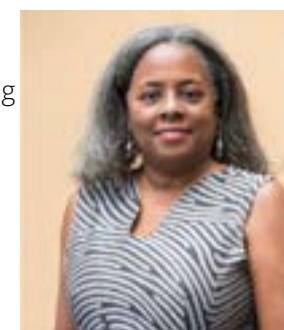
Since our global tobacco control program launched, we have worked with local partners in more than 60 low- and middle-income countries to pass strong tobacco control laws that will help prevent over 35 million premature deaths and supported landmark legal and public policy victories around the world.

Building on the successes and lessons learned in the global fight against tobacco, the Campaign for Tobacco-Free Kids launched the Global Health Advocacy Incubator (GHAi) to address some of the world's toughest challenges and improve public health around the world. GHAi supports advocacy movements around the world united by one goal: to save lives and create healthier futures for some of the most vulnerable people on the globe.

Global Programs

Tobacco Control

The Campaign for Tobacco-Free Kids' global program remains focused on protecting the substantial gains that we have supported and working with countries to pass or strengthen their existing laws to reduce tobacco use. To date, we have supported advocates to achieve nearly 300 policy wins in every region of the world. Over the past year, despite increased attacks from the tobacco industry, we have pushed forward to achieve major victories in countries from Mexico to Ukraine and more.



Yolonda Richardson
Executive Vice President,
Global Programs

Our global tobacco control advocacy is supported by the Bloomberg Initiative to Reduce Tobacco Use in low- and middle-income countries, and the Bill & Melinda Gates Foundation, which funds our tobacco control efforts in Africa.



Ukraine Passes Comprehensive Tobacco Control Legislation

In early January 2022, Ukraine's President Volodymyr Zelensky signed a sweeping new tobacco control law that will save lives and protect millions of Ukrainians from the deadly harms of tobacco use. The new law applies strict regulations to cigarettes and new products like heated cigarettes and e-cigarettes, which have increasingly been used by tobacco companies to undermine strong public health laws. Smoking and e-cigarette use will be prohibited in enclosed public spaces under the new law. Additionally, the law bans the advertising, promotion and sponsorship of all tobacco products; increases the size of warning labels required on cigarettes, heated cigarettes and e-cigarettes; and bans flavored products – a significant step to protect Ukrainian

Mexico Goes Smoke-Free

Tobacco-Free Kids has been working for nearly a decade with local advocates to build political will for a national tobacco control law in Mexico. In 2022, our collective efforts were finally realized. Multiple administrations had failed to prioritize tobacco control and to enact strong tobacco control laws at the national level. In response, we worked with local partners to pass smoke-free legislation at the state level. With the passage of the smoke-free law in Jalisco in 2020, 60% of the country's population was protected by 100% smoke-free laws setting the stage for national action. On February 18, 2022, the President of Mexico, Andrés Manuel López Obrador, approved the General Law on Tobacco Control adopted earlier in the year by the Mexican Legislature – a historic and comprehensive reform that prohibits smoking (including e-cigarettes and heated tobacco products) in indoor public spaces and workplaces and bans tobacco advertising, promotion and sponsorship, making Mexico the latest country in Latin America to be 100% smoke-free. The tobacco industry fought vigorously at every step in the process to prevent the law from passing. This national legislative campaign was led by local grantees and consultants, with financial and technical support from Tobacco-Free Kids.



youth. The passage of this law culminates a six-year effort by Ukrainian grantees who overcame immense challenges, including strong tobacco company interference. Even as the Russian invasion has upended the country, our local partners are focused on ensuring that the law can be implemented once fighting has stopped.





China Announces Promising New Policy to Prohibit Flavored E-Cigarettes

China is the largest producer and consumer of cigarettes in the world. We and our partners have been closely watching and following the government's treatment of e-cigarettes, products which had been unregulated and growing in popularity. On March 11, 2022, China's State Tobacco Monopoly Administration (STMA) published its Final Management Rules for E-cigarettes, which ban the sale of flavors other than tobacco. This flavor ban is a substantial victory in ensuring that e-cigarettes are more effectively regulated and do not attract kids like they have in the United States. Other measures include a prohibition on sales to minors and in outlets located near kindergartens, elementary and secondary schools, and special education and secondary vocational schools, as well as bans on the promotion of e-cigarettes at exhibitions, forums and expos. During the public comment period beginning in December, the grantees and in-country partners supported by Tobacco-Free Kids submitted comments in favor of the flavor ban and other measures.

Botswana Passes Comprehensive Tobacco Control Law

For many years, Tobacco-Free Kids has worked closely with civil society advocates and with the Ministry of Health to draft a strong, comprehensive tobacco control law in Botswana. Despite the best efforts of local advocates, for years the bill languished. However, following the release of a Global Adult Tobacco Survey in December 2020 showing tobacco use rates of 17.6% and sustained advocacy by our civil society partners, the Government of Botswana finally introduced the bill into Parliament. Botswana's comprehensive tobacco control bill was approved in Parliament in August 2021 and signed by the president in October 2021. Our local partners were key in providing technical support to the Ministry of Health throughout the process and Tobacco-Free Kids provided technical support throughout the legal review process.



Côte d'Ivoire Becomes the First Country in Africa to Require Plain Packaging on Tobacco Products

In January 2022, Côte d'Ivoire became the first country in Africa to require plain packaging on tobacco products, a life-saving public health measure that will help smokers quit and prevent young people from starting to smoke. Plain packaging requires that cigarettes be sold in plain, uniform packaging free of colorful branding or designs. When implemented together with smoke-free public places, restrictions on tobacco advertising, increased tobacco taxes and warning labels on tobacco products, plain packaging is a powerful public health tool. Côte d'Ivoire's new requirements should spur more African nations to be bold in taking on Big Tobacco. Tobacco-Free Kids provided technical assistance to the government.

Kyrgyzstan Passes Comprehensive Tobacco Control Bill After Years of Advocacy

In September 2021, Kyrgyzstan's President Japarov signed a comprehensive tobacco control bill into law after many years of advocacy by local partners. The new law is the strongest and most comprehensive in any of the former Soviet Republics, covering all tobacco products, and includes 100% smoke-free public places, a comprehensive ban on tobacco advertising, promotion, and display, and a ban on misleading claims, among other provisions. Tobacco-Free Kids supported an advocacy organization led by Chinara Bekbassarova (left, pictured with MP Ainura Altybaeva) who fought vigorously for the law throughout this multi-year campaign in the face of political upheaval, constitutional rewrites and interference from the powerful tobacco industry.



25 YEARS TAKING ON THE TOUGHEST FIGHTS



Global
Health
Advocacy
Incubator



2002 Sparking the Smoke-Free Movement

Tobacco-Free Kids is instrumental in helping Delaware and New York City enact laws making all workplaces, bars and restaurants smoke-free. These victories add momentum to a nationwide movement that now protects more than 190 million Americans from secondhand smoke.

1996 Founded to Take on Big Tobacco

Tobacco-Free Kids opens its doors with generous funding from the Robert Wood Johnson Foundation, American Cancer Society, American Heart Association, American Medical Association and others.



2003 Framework Convention on Tobacco Control

Tobacco-Free Kids participates in negotiations resulting in adoption of the World Health Organization Framework Convention on Tobacco Control, the first global tobacco control treaty obligating countries to implement evidence-based policies to reduce tobacco use.

2009 FDA Authorized to Regulate Tobacco

After years of advocacy by Tobacco-Free Kids and partners, Congress passes and President Obama signs the landmark Tobacco Control Act granting FDA the authority to regulate tobacco products.

2006 Global Tobacco Program Launches

With funding from Bloomberg Philanthropies and the Bill & Melinda Gates Foundation, Tobacco-Free Kids expands our work globally, focusing on low- and middle-income countries with the largest number of smokers.

2014 Global Health Advocacy Incubator

Tobacco-Free Kids launches the Global Health Advocacy Incubator to address public health issues around the globe, including preventing deaths from drowning and road crashes, protecting heart health, improving nutrition, safeguarding maternal and reproductive health, and more.

2014 CVS Quits Tobacco

CVS becomes the first national pharmacy chain to end the sale of all tobacco products and partners with Tobacco-Free Kids on an initiative to help create the first tobacco-free generation.

2014 Smoke-Free Progress in China

Beijing mandates smoke-free indoor public places. The law kicks off a progression of Chinese cities going smoke-free.

2012 Tax Win in the Philippines

A new "sin tax" law in the Philippines ensures tax increases and a single tax rate for all cigarettes by 2017.

2006 Big Tobacco Racketeers

Tobacco-Free Kids and our public health partners are parties to a federal government lawsuit that results in a verdict that tobacco companies are racketeers who engaged in a decades-long conspiracy to deceive the public about the health risks of smoking and their marketing to kids.

1997-1998 Master Settlement Agreement

Tobacco-Free Kids supports state attorneys general, led by Mississippi Attorney General Mike Moore, in lawsuits against the tobacco industry, resulting in historic legal settlements that crack down on youth-oriented marketing and require tobacco companies to pay for a national prevention campaign as well as billions of dollars in annual payments in perpetuity to the states (\$246 billion in the first 25 years). Tobacco-Free Kids launches a national campaign to ensure states spend the money as promised on tobacco prevention and stop-smoking programs.

U.S. Tobacco Control Program

Global Tobacco Control Program

Global Health Advocacy Incubator



2019 Reversing the Youth E-cigarette Epidemic

With the support of Bloomberg Philanthropies, Tobacco-Free Kids launches a major national campaign to reverse skyrocketing youth use of e-cigarettes, with a focus on eliminating flavored e-cigarettes.

2019 Tobacco Age Raised to 21 in the U.S.

Congress raises the age for tobacco sales to 21 nationwide, the culmination of years of advocacy by Tobacco-Free Kids and partners at the federal, state and local levels.

2019 Ethiopia Has Strongest Tobacco Control Law in Africa

The law mandates smoke-free indoor public places, bans tobacco advertising, increases the minimum age to purchase tobacco, restricts the sale of flavored tobacco products, and requires 70% graphic warning labels on all tobacco products.

2018 Child Restraint Law Passes in the Philippines

The Philippines passes one of the first child restraint laws in Asia, setting a model for road safety across the region and addressing one of the leading causes of child death in the country and worldwide.

2018 Brazil Bans Tobacco Additives

The Brazilian Supreme Court upholds the government's ban on tobacco additives, ending a legal challenge by the tobacco industry.

2020 The First Smoke-Free Continent

Paraguay's new smoke-free law creates the first smoke-free continent. Culminating a decade of work, every country in South America has now passed laws requiring smoke-free workplaces and public places.

2022 Drowning Prevention Success in Bangladesh

Bangladesh formally took over a drowning prevention program that reduced drowning deaths by 88% among children under five, approving a budget to expand the program by threefold to support 8,000 community-based childcare centers covering 200,000 children and provide funds for survival swim lessons for 360,000 children 6-10 years old.

2022 Tobacco Control Victory in Ukraine

After nearly two years of deliberations, President Zelensky signs a new law that bans advertising, promotion and sponsorship of all tobacco products; increases the size of warning labels on cigarettes, heated cigarettes and e-cigarettes; and bans flavored tobacco products.

2022 Mexico Goes Smoke-Free

Mexico strengthens its tobacco control laws to ban tobacco advertising, promotion and sponsorship and prohibit smoking, as well as use of e-cigarettes and heated tobacco products, in indoor public places.

2021 Limits on Trans Fats

India, Bangladesh and the Philippines adopt strict new limits on trans fats in processed foods, cracking down on a harmful product associated with heart disease, the world's leading cause of death.

2021 Labels Mandated on Ultra-Processed Foods

Argentina and Colombia adopt laws mandating front-of-package warning labels for ultra-processed foods. Argentina's measure also restricts marketing to children and regulates food procurement for schools in one of the world's most comprehensive food and nutrition laws.

2021 Funding for Epidemic Preparedness

Nigeria doubles funding for its Centre for Disease Control following a three-year civil society-led advocacy campaign, and Kano and Lagos states add new budget lines for epidemic preparedness.

2017 India Dramatically Reduces Tobacco Use

India documents a 17% decline in tobacco use and a 24% decline in smokeless tobacco use following a series of strong actions including large graphic health warnings, tobacco tax increases in many states and a nationwide ban on gutka.

2016 Legal Victory against Philip Morris

In a ruling affirming a nation's authority to protect public health, Uruguay wins a legal battle against Philip Morris International to uphold the country's strong tobacco control laws, including graphic warnings covering 80% of the front and back of cigarette packs.

2017-2018 San Francisco Bans Flavored Tobacco

Tobacco-Free Kids helps San Francisco become the first major U.S. city to end the sale of all flavored tobacco products.

2019-2022 Momentum to Eliminate Flavored Tobacco

With strong support from Tobacco-Free Kids, Massachusetts and California become the first states to pass laws ending the sale of flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. The U.S. House of Representatives takes similar action in 2020, and the FDA in 2021 begins the process to prohibit menthol cigarettes and flavored cigars.

Global Health Advocacy Incubator

The Global Health Advocacy Incubator (GHAI), an initiative of the Campaign for Tobacco-Free Kids, supports civil society organizations advocating for public health policies that reduce death and disease from the world's most urgent health problems.

We have delivered health policy wins in countries around the world, on issues including preventing deaths from drowning and road crashes, protecting heart health, improving nutrition and creating healthier food environments, expanding access to maternal and reproductive health, preventing drug overdoses and helping countries prevent the next epidemic and improve their public health data collection. Supported by Bloomberg Philanthropies on most programs and Resolve to Save Lives (RTSL) on reducing cardiovascular disease and preventing epidemics, we partner with local organizations, advocates and governments to create and sustain change.



Global Programs

Global Health Advocacy Incubator

On many public health issues, evidence-based policy change is necessary to achieve maximum success, because of its population-wide effects on behavior; its cost effectiveness; and the change in social norms that results. Over the past eight years, GHAI has helped civil society organizations achieve 44 health policy victories covering three billion people in 19 countries across the globe. The policies are already having an impact – reducing sugary drink consumption in South Africa, reducing trans fats in foods in Brazil, and increasing funding for preventing epidemics in Nigeria.

Cardiovascular Health

Our Cardiovascular Health program, a partner of the RTSL Initiative, works to pass mandatory policies to reduce cardiovascular disease with a focus on eliminating industrially produced trans fatty acids (TFA), reducing sodium consumption and improving hypertension control. After TFA victories in Brazil, Turkey and India, GHAI worked with local partners in Bangladesh and the Philippines to pass new TFA policies in both countries. GHAI is also supporting TFA campaigns in Argentina, Nigeria and in the East African Community. In Vietnam, GHAI supported local partners to implement an advocacy campaign that resulted in the government mandating a declaration of nutrients on the back of packaged foods and approving a Non-Communicable Diseases Plan. GHAI is also supporting an advocacy campaign to promote front of package labeling regulation in India; a comprehensive food policy Proclamation in Ethiopia; pilot projects for sodium reduction interventions in China and Vietnam; and advocacy efforts to improve hypertension control in India and Bangladesh.

“Over the past eight years, GHAI has helped civil society organizations achieve 44 health policy victories covering three billion people in 19 countries across the globe.”

— Yolonda Richardson,
Executive Vice President, Global Programs

**Global Health
Advocacy Incubator**



Data for Health

As a partner in the global Data for Health Initiative (D4H), co-funded by Bloomberg Philanthropies, GHAI supports low- and middle-income country governments to strengthen the collection and retention of critical public health data through their civil registration and vital statistics (CRVS) systems, which are responsible for tracking births, deaths and causes of death, and for creating individuals' legal identities. GHAI's D4H team conducts reviews of countries' legal and regulatory frameworks and offers budget advocacy support for CRVSID reform.

This past year, legal reviews and legal reform work were initiated or completed in Bangladesh, Bolivia, Burkina Faso, Cambodia, Cameroon, the

Democratic Republic of Congo, Indonesia, the Maldives, Mozambique, the Philippines, Senegal, Solomon Islands, Sri Lanka, Thailand, Uganda and Vietnam. Additionally, GHAI developed and added three new equity-themed chapters to the CRVSID Legal and Regulatory Review Toolkit (the document that guides a legal review): Stillbirth Reporting and Registration, the Inclusion of Women and Children, and Equal Access for LGBTI Individuals. The team also expanded its scope of work within D4H to support countries in budget advocacy and funding sustainability. In early 2022, GHAI began developing the Budget Advocacy Toolkit for CRVS Budget Sustainability, which will be available for use in early 2023.

Drowning Prevention

A significant victory occurred in February 2022, when the Bangladesh government approved the budget for a public-private partnership on Integrated Community Based Centre for Childcare and Protection, Women Enlightenment and Swim-Safe Facilities Project. The Project will take ownership of the existing 2,500 community-based childcare centers supported by Bloomberg Philanthropies and support setting up 5,500 additional centers for children under five as well as survival swim lessons for 360,000 children 6-10 years old. This is the result of almost two years of work with government agencies to raise awareness of the issue and the demand for a solution from families of victims, vulnerable communities, the media and civil society organizations.

In Vietnam, the Prime Minister approved the 10-Year Action Plan on Child Injury Prevention 2021-2030, taking a monumental step towards a national sustainable drowning prevention program. The 10-Year Action Plan aims for a 10% reduction of child drowning deaths by 2025 and 20% by 2030. Core drowning prevention interventions supported by GHAI were included in the plans and all provinces have been instructed to fund the plan and implement it. In addition, the Ministry of Education and Training approved the use of the program's standard survival swim and water safety education guidelines in all pre-school and general education institutions. Integrating the guidelines into the standard curriculum for all students will help equip children with the tools to prevent drowning – both of which go a long way towards achieving sustainability for drowning prevention in Vietnam.



Food Policy

GHAI's Food Policy program supports advocacy for healthy food policies. Despite fierce opposition by the powerful food and beverage industry, the Colombian Congress approved the Ley Comida Chatarra (Junk Food Law), a front of package warning label requirement, based upon the latest scientific evidence from studies conducted locally and without conflict of interest. In addition, the Constitutional Court of Colombia ruled in favor of a claim by civil society questioning the constitutionality of a Congressional amendment allowing Congressional members to vote for laws even if it benefited their campaign donors. GHAI provided legal assistance and submitted an amicus brief to this effort.

In 2020, the Healthy Food Policy program expanded to support advocates in several new countries through the launch of the Advocacy Fund. This year, Advocacy Fund partners achieved two significant policy wins. Following five years of advocacy, Argentina adopted the Healthy Food Promotion Law, one of the strongest and most comprehensive regulations globally. It includes front of package warning labels, marketing restrictions and the removal of unhealthy food and drinks from schools. In Nigeria, the President signed the sugar-sweetened beverage tax into law through the 2021 Finance Act. The tax applies to all non-alcoholic, sweetened beverages and will help fight the non-communicable disease epidemic in Africa's largest economy.





Overdose Prevention

In 2021, the United States lost nearly 108,000 people to drug overdose—an unfathomable loss. The solution to the overdose crisis requires meaningful investment and policy change by the federal government to ensure that there is “no wrong door” for people who are seeking treatment for addiction. GHAI’s Overdose Prevention Initiative is committed to identifying federal solutions that make it easier for Americans suffering from addiction to stay safe, find treatment, and succeed in recovery. Comprehensive support for substance use disorder is within reach, and by advancing federal policies that address the disparities, inequities and stigma in treatment systems, we can make a difference in the lives of people across the U.S. and prevent needless deaths.



Prevent Epidemics

The Prevent Epidemics program at GHAI supported by RTSL has garnered support for increased investments in epidemic preparedness in Ghana and Nigeria. In Nigeria, GHAI’s support of in-country advocates has led to the doubling of funding to the Nigeria Centre for Disease Control over the past three years, reaching a total budget of US \$9.4 million in 2022. Additionally, our partners successfully coordinated budget submissions from other ministries, departments and agencies with International Health Regulations (IHR) responsibilities, resulting in US \$3.5 million in new funding for health security activities in fiscal year 2022. In Nigeria’s two most populous states, Lagos and Kano, the campaign achieved similar successes. The Lagos State government created a new Public Health Epidemics and Emergencies budget line funded at US \$12 million in fiscal year 2022 and in Kano the new Epidemic Preparedness and Response budget line established with GHAI support in fiscal year 2021 received a 33% increase to total US \$969,000 in fiscal year 2022. Kano’s budget also included increased allocations to the 44 local governments areas, raising local level funding in the state to US \$318,000 in fiscal year 2022.

In September 2021, GHAI launched a four step *Budget Advocacy Framework for Increased and Sustained Investments in Epidemic Preparedness* based on our budget advocacy experience in Ghana, Nigeria and Senegal to guide government and civil society efforts to build political will for epidemic preparedness.



Road Safety

GHAI’s Road Safety program, dedicated to reducing road crash fatalities and injuries through policy change, achieved wins in several key countries. Road safety advocates in Ecuador informed and helped pass the Transit Bill into law, which eliminates tariffs on child restraint systems and certified motorcycle helmets and includes key provisions on speed limits for urban and school zones. After years of advocacy leading first to a constitutional amendment in 2020, Mexico’s Congress passed a landmark mobility and road safety bill into law; separately, and against much industry opposition, advocates expect a soon-to-be published vehicle safety regulation to mandate nearly all of the priority UN vehicle safety standards. Uganda’s government released its draft National Road Safety Action Plan 2021-2025, which prioritizes the five behavioral risk factors and includes performance metrics to hold the government accountable for its implementation.

India’s Road Safety Network achieved national- and state-level policy reforms, helping to bring about the National Road Safety Board to advise and support road safety policy development, enforcement and evaluation. The cities of Delhi revised speed limits for different types of roads and Maharashtra adopted a new set of penalties to support road safety enforcement. In China, Hebei Provincial Electric Bicycle Management Regulations were passed mandating the use of helmets by e-bike drivers and passengers; these regulations are slated to take effect in May 2022 and include enforcement with penalties, which will protect more than 74.6 million people. With support from local partners, the government of China put the Minors’ Protection Law into effect in June 2021. This national law mandates the use of 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.



Youth Advocacy

Since our founding 25 years ago, partnering with and amplifying the voices of young advocates has been integral to our work.

Through our Youth Advocacy initiatives, we foster young leaders who are striving to make the next generation tobacco-free. Our inspiring youth advocates have engaged directly with Presidents, Surgeons General, Governors, members of Congress, state legislators and city council members. They have organized rallies, educated their peers, and testified before policymakers at every level of government.

The Campaign for Tobacco-Free Kids empowers youth with numerous opportunities to stand up to the tobacco industry and use their voices to fight for change – from our Take Down Tobacco National Day of Action that engages hundreds of thousands of youth across the country each year, to our Youth Ambassadors program that provides promising young people with advocacy training so they can play an ongoing leadership role in their communities, to our annual Youth Advocates of the Year Awards that honor truly extraordinary accomplishments.



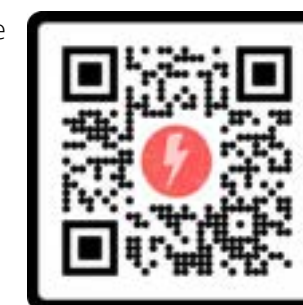
National Day of Action

A cornerstone 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.

For this year’s Take Down Tobacco, which took place on April Fool’s Day, we asked advocates to help us call out the biggest joker in history – Big Tobacco. Youth advocates across the country joined together in raising the stakes on the tobacco industry and calling them out for who they really are: Jokers who have gambled with people’s lives for far too long.

The central activation this year was a card game, called Joker Takedown, that could be played online or in person. Joker Takedown included a specially designed card deck featuring information about Big Tobacco’s lies and facts about the deadly impact of tobacco.

**Play Joker Takedown
online right now >>**



In addition, youth across the country – from California on the West Coast to New York and New Jersey on the East Coast–hosted their own Day of Action events. Highlights included an event in New Jersey organized by Youth Ambassador Yashi Srivastava and Tobacco-Free Kids to engage and speak with Congressman Frank Pallone, as well as a social media campaign organized by Youth Ambassador Agamroop Kaur focused on sharing tobacco-related stories and hosting jeopardy sessions. Youth engaged on social media and spread the message using the hashtag #TakeDownTobacco.



I #TakeDownTobacco because...

2021 Youth Advocates of the Year Awards



Barrie Fiske National Youth Advocate of the Year

Milton Nguyen
Elk Grove, CA

Every year, we honor one exceptional youth advocate with the Barrie Fiske National Youth Advocate of the Year Award. Our 2021 honoree, Milton Nguyen, is a powerful Voice in the Fight for the first tobacco-free generation. Milton was motivated to get involved in tobacco prevention by his grandfather, a life-long tobacco user. He quickly realized the power of his voice to make a difference for the health of his community and peers. A passionate, driven and effective advocate, Milton's work has spanned the local, state and national levels.

Milton has never let his age limit his capabilities. Highlights include testifying before the Sacramento City Council in support of legislation to end the sale of flavored tobacco products (successfully passed), rallying youth for a large virtual tobacco education event (Youth Quest 2021), and being one of the first high school students to intern with Action on Smoking & Health (a partner in the tobacco prevention movement).

As Tobacco-Free Kids celebrated our 25th Anniversary and 25 years of youth advocacy, Milton embodies the qualities of a new generation of leaders who are fighting with us for a healthier and more equitable future. We were thrilled to honor him with the 2021 Barrie Fiske National Youth Advocate of the Year Award.

Individual Youth Advocates of the Year



Vinayak Menon
Suwanee, GA



Grace Plowman
Shoreview, MN



Madeline Erickson
Bismarck, ND



Aditya Indla
Union City, CA

Group Youth Advocates of the Year *Coalition for a Tobacco-Free Hawaii Youth Council*



U.S. Champion Award

Congresswoman Karen Bass

The Campaign for Tobacco-Free Kids was proud to present our 2021 U.S. Champion Award to Rep. Karen Bass of California's 37th Congressional District. Rep. Bass has demonstrated exemplary leadership and commitment in the fight against tobacco, especially in working to end the tobacco industry's decades-long, predatory targeting of kids and the Black community with flavored tobacco products.

Rep. Bass was a powerful advocate for the Protecting American Lungs and Reversing the Youth Tobacco Epidemic Act, legislation passed by the U.S. House of Representatives in February 2020 that would prohibit all flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. In House floor remarks, she put it best, stating, "The marketing of e-cigarette flavors is the 2020 version of candy cigarettes and Joe Camel. There is nothing new about this strategy. We cannot and should not be ignorant to history."

Rep. Bass has also been a critical leader in pushing the FDA to eliminate menthol cigarettes, resulting in the FDA's April 2021 announcement that it will initiate rulemaking to prohibit menthol cigarettes and flavored cigars.



Judy Wilkenfeld Award for International Tobacco Control Excellence

Heran Gerba Borta, Director General, Ethiopian Food and Drug Authority (EFDA)

Ms. Heran Borta serves as Director General of Ethiopia's Food and Drug Authority (EFDA), the national authority leading the implementation of the WHO Framework Convention on Tobacco Control (WHO FCTC). Among her many accomplishments, Ms. Borta is the first woman and the youngest official to be appointed to this position.

Ms. Borta has demonstrated a passion for protecting Ethiopian kids from the deadly impact of tobacco use. In February 2019, thanks to Ms. Borta's steadfast support and decisive leadership, the Ethiopian Parliament passed one of the world's strongest tobacco control laws. Immediately following the law's passage, she helped guide the implementation of graphic warning labels on tobacco products and undertook efforts to implement sweeping smoke-free regulations. Her efforts have helped make Addis Ababa, Ethiopia's capital, a smoke-free example for the rest of the country.

Ms. Borta is known by her colleagues for her willingness to listen to others, her ability to bring people together to build consensus, and for her unwavering commitment to protecting the health of all Ethiopians. The Judy Wilkenfeld Award for International Tobacco Control Excellence is a fitting recognition of the exemplary tobacco control work and accomplishments of Ms. Heran Borta and her team.





Youth Symposium

Each summer, Tobacco-Free Kids hosts a **Youth Advocacy Symposium** to provide advocacy training to youth advocates from across the U.S. who have demonstrated leadership and commitment to fighting the tobacco epidemic in their communities.

This year, we hosted a three-day Virtual Advocacy Symposium for youth and young adults to strengthen their advocacy skills. Our interactive virtual symposium provided youth with the information and tools needed to be a powerful advocate for change. We focused on issues around tobacco and social justice with direct action opportunities each day. Speakers at the symposium included representatives from the NAACP, Black Women’s Health Imperative, LGBT Cancer Network, and others. The symposium involved 139 Ambassadors representing 35 states.

Why We Should Care

In partnership with **DoSomething.org** — the largest organization exclusively for young people and social change — we launched a youth program called **Why We Should Care**.

Why We Should Care was created to educate and inspire Gen-Z to engage in tobacco prevention work by demonstrating how tobacco impacts the social justice issues they care about the most (racial justice, LGBTQ+ issues, environmental justice, and mental health). Participants completed a short, educational quiz and received a conversation guide to help facilitate discussions with their peers along with resources to help loved ones and friends be tobacco-free. They were also encouraged to share their reasons for why preventing tobacco use is personal to them.

Actress and dancer Ava Michelle, star of the Netflix series Tall Girl, partnered with us, emphasizing the intersection of mental health and tobacco use. Her PSA, Take Care, Not Tobacco was posted on her Instagram and TikTok channels where it received over 600,000 views.

In total, just shy of **50,000 young people engaged in the campaign across all 50 states**. 86% said they would be likely to complete an advocacy action and 87% said they would participate in future Tobacco-Free Kids advocacy campaigns. Further, **171,220 conversation guides were shared**, demonstrating impact beyond just the program participants. Three youth who completed the campaign also received \$1,500 scholarships.

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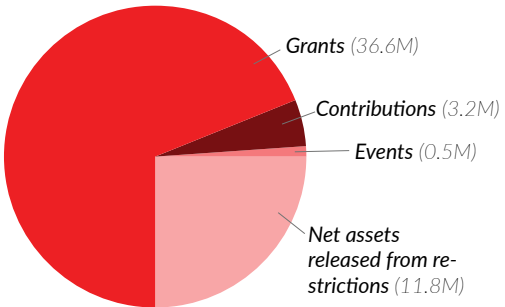
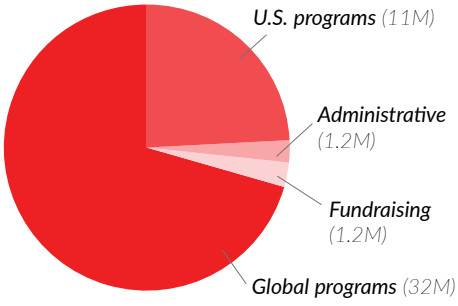
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Vice President, Finance and Administration
Campaign for Tobacco-Free Kids
Washington, DC



Financials

Campaign for Tobacco-Free Kids (C3)

Statement of Activities
Year Ended March 31, 2022

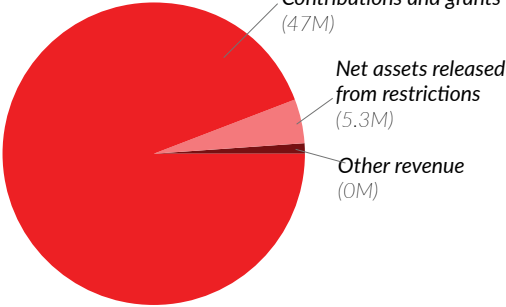
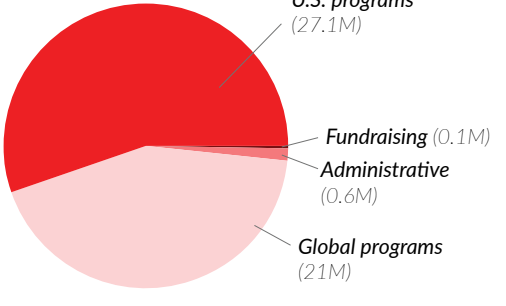
	Total	With Donor Restrictions	Without Donor Restrictions
Support and revenue			
Grants income	\$36,576,177	\$3,887,150	\$32,689,027
Contributions	\$3,163,194	\$828,576	\$2,334,618
Events	\$515,609		\$515,609
Investment loss, net	(\$253,945)		(\$253,945)
Other loss	(\$31,695)		(\$31,695)
Net assets released from restrictions		(\$11,834,563)	\$11,834,563*
			
Total support and revenue	\$39,969,340	(\$7,118,837)	\$47,088,177
Expenses			
<i>Program services</i>			
U.S. programs	\$10,913,619		\$10,913,619
Global programs	\$32,066,232		\$32,066,232
<i>Supporting services</i>			
Administrative	\$1,232,225		\$1,232,225
Fundraising	\$1,211,768		\$1,211,768
			
Total support and revenue	\$45,423,844		\$ 45,423,844
Change in Net Assets	(\$5,454,504)		
Beginning	\$33,499,406		
Ending	\$28,044,902		

*\$11.8 million in revenue earmarked for the 2022 fiscal year and released from restriction this year was recorded in previous fiscal years. Following FASB accounting standards, this income is not counted towards this year's revenue total, giving the appearance of a deficit.

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 FY22 audited financials.

Tobacco-Free Kids Action Fund (C4)

Statement of Activities
Year Ended March 31, 2022

	Total	With Donor Restrictions	Without Donor Restrictions
Support and revenue			
Contributions and grants	\$46,966,481	\$62,500	\$46,903,981
Investment loss, net	(\$11,297)		(\$11,297)
Other revenue	\$22,500		\$22,500
Net assets released from restrictions		(\$5,311,520)	\$5,311,520*
Total support and revenue	\$46,977,684	(\$5,249,020)	\$52,226,704
			
Expenses			
<i>Program services</i>			
U.S. programs	\$27,127,848		\$27,127,848
Global programs	\$20,995,268		\$20,995,268
<i>Supporting services</i>			
Administrative	\$608,214		\$608,214
Fundraising	\$138,841		\$138,841
			
Total support and revenue	\$48,870,171		\$48,870,171
Change in Net Assets	(\$1,892,487)		
Beginning	\$16,356,651		
Ending	\$14,464,164		

*\$5.3 million in revenue earmarked for the 2022 fiscal year and released from restriction this year was recorded in previous fiscal years. Following FASB accounting standards, this income is not counted towards this year's revenue total, giving the appearance of a deficit.

The Tobacco-Free Kids Action Fund maintains the highest standards of accountability, transparency and fiscal responsibility. View our FY22 audited financials.

Thank you for supporting us



Ways to Give

The Campaign for Tobacco-Free Kids is grateful for each and every donation we receive. Your gift, no matter the size, supports our lifesaving work in the United States 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/ways-to-give,
 email us at developmentinfo@tobaccofreekids.org, or
 call (202) 296-5469.**



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(202) 296-5469

TobaccoFreeKids.org
AdvocacyIncubator.org

