

CAMPAIGN FOR TOBACCO-FREE KIDS

2023 ANNUAL REPORT

April 2022 - March 2023



**Global
Health
Advocacy
Incubator**



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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 (GHAI), an initiative of the Campaign for Tobacco-Free Kids, supports civil society organizations advocating for public health policies that reduce death and disease. GHAI brings a proven advocacy approach and a global network of local partners, built on a 25-year track record of success across multiple issues in more than 60 countries. GHAI provides strategic support to advocates working to enact and implement laws that save lives on a variety of public health issues and in diverse political systems and is a leading policy advocacy voice on a range of issues.

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Letter from the President

It has been the privilege of a lifetime for me to have co-founded the Campaign for Tobacco-Free Kids in 1996 and to have served as its president from January 2000 to June 2023.

In May 2023, I announced that I would be stepping down as president, and our Board of Directors unanimously appointed Yolonda C. Richardson, our Executive Vice President for Global Programs since 2009, as the new President and CEO of the Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund effective July 1, 2023. No one is more qualified than Yolonda to take our organization to new heights and achieve even greater progress to protect kids, advance health equity and save lives – not only by reducing tobacco use, but also by tackling other critical public health challenges through the work of our Global Health Advocacy Incubator (GHAi). You can learn more about Yolonda in this Annual Report.

I'm incredibly proud of the enormous progress our organization has made both

in the United States and around the world, along with our many partners. Together, we have bent the arc of history.

In the U.S., our work has helped reduce smoking rates to record lows – from over 36% to less than 2% among high school students and from 24.7% to 11.5% among adults. Tobacco industry marketing icons like the Marlboro Man and Joe Camel are no more, and smoke-free environments are the norm in restaurants, bars, airplanes, offices and many other places.

In 2006, with support from Bloomberg Philanthropies and the Bill & Melinda Gates Foundation, we expanded our work globally, with a focus on low- and middle-income countries with the largest numbers of smokers. This work, along with that of our partners', has helped save over 35 million lives.

Since it was created in 2014, our Global Health Advocacy Incubator has contributed to progress on a wide



Matthew L. Myers
President
2000-2023

range of public health issues, from drowning prevention and road safety to healthy food policies and overdose prevention. GHAI has helped achieve over 81 policy victories across 26 countries, covering more than 3 billion people.

Since our founding, the Campaign for Tobacco-Free Kids has partnered with and empowered youth advocates fighting for change in their communities. This report summarizes the exciting growth of our Youth Advocacy initiatives, including the launch of our first-ever Global Young Ambassadors Summit held in Istanbul, Turkey.

Our work has demonstrated that smart, tenacious advocacy, combined with an unrelenting commitment to health and social justice, can bring about transformative change.

This work remains as critical as ever. Despite our progress, tobacco use is still the number one cause of

preventable death, killing nearly half a million people in the U.S. and over 8 million people worldwide each year.

There are large disparities in who uses and is harmed by tobacco – gaps that we must close. The tobacco industry relentlessly peddles its deadly and addictive products and fights efforts to reduce tobacco use at every step.

This annual report details our continuing progress in addressing these challenges during our 2023 fiscal year (from April 1, 2022, to March 31, 2023).

Our work and our accomplishments would not be possible without the support and commitment of our amazing team, Board of Directors, donors, partners, political champions, grassroots advocates and other catalysts for change. I am incredibly grateful to all and have no doubt that you will continue to support our organization and Yolonda Richardson in this critical work to create a healthier and more equitable future for all.



Matthew S. Myers

*Photo from Bloomberg Philanthropies

Meet Yolonda C. Richardson, Our New President and CEO

On July 1, 2023, we were thrilled to welcome Yolonda C. Richardson as the new President and CEO of the Campaign for Tobacco-Free Kids and the Tobacco-Free Kids Action Fund.

Yolonda is exceptionally experienced and qualified to lead our organization into the future. From 2009 to 2023, Yolonda served as our Executive Vice President for Global Programs, helping to change over 200 policies to improve health and advance health equity around the world. In that role, she oversaw efforts to enact and implement effective tobacco control policies in over 60 countries. Under her leadership, the global program expanded in 2014 to address other critical public health challenges with the launch of the Global Health Advocacy Incubator.

A recognized expert on global health, as well as gender and international development, philanthropy and corporate social responsibility, Yolonda has served in leadership roles at the Centre for Development and Population Activities, the African Development Foundation, Africare and the Carnegie Corporation of New York. She was also the President and Founder of Richardson Consulting, a managing consulting firm that provided strategic support and expertise to nonprofit organizations, foundations, corporate philanthropies and global development agencies.

Having practiced as a corporate attorney at the Wall Street law firm, Cahill Gordon & Reindel, Yolonda continues to be a member of the New York Bar Association. She is also a member of the Council on Foreign Relations.

Yolonda holds a Masters Degree in Public Health from Columbia University and a Juris Doctorate from Yale University School of Law. She received a Bachelor of Arts degree from Dillard University in New Orleans.





U.S. Tobacco Programs

In the U.S., the Campaign for Tobacco-Free Kids advocates at the federal, state and local levels for proven policy solutions that reduce tobacco use, protect kids and save lives. Our advocacy and leadership helped to achieve a number of critical victories over the last year that will protect young people and adults from the harms of tobacco use and crack down on the sale of flavored tobacco products.

Urging FDA to Finish the Job and Eliminate All Flavored E-Cigarettes. Tobacco-Free Kids continued to push the U.S Food and Drug Administration (FDA) to clear the market of all flavored e-cigarettes – products that have driven an epidemic of youth e-cigarette use and nicotine addiction. 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 decide if these products could remain on the market. While the FDA failed to meet this deadline and has yet to issue decisions on all marketing applications, the FDA did take positive steps by continuing to deny marketing applications for

flavored e-cigarettes, including several menthol-flavored products that appeal to kids. Altogether, the FDA announced that it had rejected marketing applications for over 25 million e-cigarette products.

However, a wide variety of flavored e-cigarettes remain on the market, including Vuse, Juul and a growing array of flavored, disposable e-cigarettes – all products that are widely used by kids. In June 2022 the FDA initially denied marketing applications for Juul e-cigarettes, finally taking action against the product and company most responsible for creating the youth e-cigarette epidemic. However, the FDA quickly put that decision on hold in the face of a lawsuit by Juul. Through letters to the FDA, advertising and other strategies, we are urging the agency to promptly deny marketing applications for all flavored e-cigarettes and step up its enforcement to take illegal and unauthorized products off the market.



Adding to the challenge, e-cigarettes containing synthetic nicotine (nicotine made in a lab rather than derived from tobacco) have become increasingly popular among kids and, until recently, had been unregulated by FDA. At the urging of Tobacco-Free Kids and other public

**PROTECT KIDS.
ADVANCE HEALTH EQUITY.
SAVE LIVES.**

**THE FDA HAS OUR FULL SUPPORT TO PROHIBIT
MENTHOL CIGARETTES AND FLAVORED CIGARS.**

For decades, Big Tobacco has targeted Black Americans, kids and other communities with menthol cigarettes and flavored cigars, profiting at the expense of lives and health.

By advancing rules to prohibit these flavored tobacco products, the FDA is taking historic action to save lives and protect future generations from addiction.

This lifesaving policy must be finalized and implemented without delay.

health groups, Congress in March 2022 passed a law clarifying the FDA’s authority to regulate synthetic nicotine products and set a deadline of July 13, 2022, for manufacturers of these products to obtain FDA authorization in order to keep their products on the market. Again, the FDA failed to enforce this deadline and has allowed unauthorized and illegal products to stay on the market. Products made with synthetic nicotine include Puff Bar and other flavored, disposable e-cigarettes popular with kids.

FDA Takes Historic Action to Ban Menthol Cigarettes and Flavored Cigars.

In April 2022 the FDA announced proposed rules to prohibit menthol cigarettes and all flavored cigars, taking historic and long-overdue action to protect kids, advance health equity and save lives. For decades, the tobacco industry has deliberately targeted Black and other communities with marketing for menthol cigarettes, contributing to devastating health disparities. The industry also uses these flavored products to lure kids into a deadly addiction. Once implemented, these rules will finally put an end to these predatory practices and will represent some of the strongest action the U.S. has ever taken to drive down the number of kids who start smoking and the number of Americans who are sickened and killed by tobacco.

WHY ELIMINATE MENTHOL CIGARETTES?

- MORE ADDICTIVE
- EASIER FOR KIDS TO START
- HARDER FOR SMOKERS TO QUIT

It's time for the FDA to ban menthol cigarettes to protect kids, advance health equity and save lives.

#NoMoreMenthol

Tobacco-Free Kids has worked to strengthen and broaden support for the FDA’s plan and to push the FDA to swiftly finalize and implement the rules. We placed a full-page ad in *The Washington Post*, *The New York Times* and *Politico* featuring the logos of supporting organizations. In August 2022 we led a coalition of over 100 medical, public health, education, civil rights and community organizations in filing formal comments supporting the proposed rules prohibiting menthol cigarettes and all flavors in cigars. We are also working with grassroots organizers in communities across the country and with allies in Congress to urge FDA to implement this lifesaving action as quickly as possible.

Voters Overwhelmingly Uphold California’s Law Banning Flavored Tobacco Products. In November 2022 California voters delivered a major victory by upholding the state’s landmark law ending the sale of most flavored tobacco products, including flavored e-cigarettes, menthol cigarettes and flavored cigars. Following passage of the law in 2020, tobacco giants Philip Morris and R.J. Reynolds spent over \$20 million on the referendum to overturn the law, once again putting profits over lives. However, a diverse and

determined coalition of over 200 public health, medical, parent, civil rights, education, business, faith, community and other organizations, as well as elected officials throughout California, worked to build support to uphold the law. The Tobacco-Free Kids Action Fund was proud to be a member of this coalition.

California's lifesaving law was upheld by a margin of 63% to 37%. However, R.J. Reynolds then asked the U.S. Supreme Court for an emergency injunction to block implementation of the law. Tobacco-Free Kids, on behalf of 22 partner organizations, filed an amicus curiae brief with the Court urging rejection of Reynolds' request. In December 2022 the Supreme Court denied Reynolds' request, allowing the law to go into effect that same month and making California the largest state to end the sale of flavored e-cigarettes and the second state to act against menthol cigarettes. Not only does the law protect California's 40 million residents, it also provides powerful momentum for similar action by other states, cities and the FDA.



U.S. Cities and Counties Crack Down on Flavored Tobacco Products. Tobacco-Free Kids continued to work in cities and counties across the country to pass local laws ending sales of flavored tobacco products. Over the past year, we supported the passage of laws in localities including Los Angeles and San Diego in California; Multnomah County in Oregon; Columbus, Ohio; Brunswick, Maine; and others. In addition, voters in Washington County, Oregon, overwhelmingly voted to uphold the county's flavored tobacco law, rejecting Big Tobacco's ballot measure to overturn it. Altogether this fiscal year, we passed laws in 18 cities and counties for a total added population coverage of 7,451,885.

Today, 25% of the U.S. population is covered by laws ending the sale of flavored e-cigarettes.

Tobacco Companies Required to Post Signs About Health Risks of Smoking at 220,000 Stores Across U.S. On December 6, 2022, a federal court issued an order requiring the major U.S. tobacco companies to post signs telling the public the truth about the deadly consequences of cigarette smoking at about 220,000





retail stores across the nation that sell cigarettes. These signs are the final step in implementing the “corrective statements” the tobacco companies were first ordered to make in 2006, when U.S. District Judge Gladys Kessler issued a landmark judgment that these companies violated civil racketeering laws and lied to the public for decades. The tobacco industry fought the point-of-sale corrective statements in court for 16 years, but the parties to the case – including the U.S. Department of Justice, the Tobacco-Free Kids Action Fund and five other public health intervenors, and the tobacco companies – negotiated an agreement for the corrective statement signs to be displayed in retail stores.

The signs must be installed near cigarette displays in stores between July 1 and September 30, 2023, and must be displayed until June 30, 2025. They will tell the public the truth about the adverse health effects of smoking and secondhand smoke, the addictiveness of smoking and nicotine, and the industry’s manipulation of cigarettes to make them more addictive. Critically, this important information will be provided to consumers at the point where they are making decisions whether to purchase cigarettes. These corrective statement signs will also

be powerful reminders that tobacco’s horrific toll is no accident. It stems directly from the tobacco industry’s deceptive and illegal practices.

New Data Underscores Youth E-Cigarette Use Remains a Serious Public Health Problem.

Results of the 2022 National Youth Tobacco Survey showed that over 2.5 million middle and high school students used e-cigarettes in 2022, demonstrating that youth e-cigarette use remains a serious public health problem in the U.S. Furthermore, 85% of these youth reported using flavored products, with fruit, candy/desserts/other sweets, mint and menthol reported as the most popular flavors – underscoring the need for FDA to remove flavored products from the market without further delay.

The new survey also indicated that kids are using a wider range of flavored e-cigarette brands. This is further evidence that cracking down on only some flavored products and brands will not end this crisis. As long as any flavored e-cigarettes remain on the market, kids will be at risk. Only the elimination of all flavored e-cigarettes can end the youth e-cigarette crisis for good.



Campaign for the Culture. Tobacco-Free Kids has continued and expanded its [Campaign for the Culture](#) initiative to engage communities disproportionately impacted by tobacco use and build public awareness around this issue. We hosted a number of cultural conversations on topics such as the intersection of tobacco use and mental health, the role of faith-based communities in reducing tobacco use, the leadership of Indigenous communities working to take down Big Tobacco, and Black women’s advocacy to reverse tobacco-related health disparities. As part of these conversations, we’ve featured speakers from groups such as American Indian Cancer Foundation, Truth Initiative, CVS Health, Alliance for a Healthier Generation, No Menthol Movement ATL, National Council for Mental Wellbeing, and many more. We’ve also spotlighted the impactful work of advocates from communities most affected by Big Tobacco’s tactics through The Take Down profile series.





Jan. 28, 2023 (Lusaka, Zambia): Tobacco-Free Kids partner coalition mobilizes 200 youth to raise awareness of tobacco use and to urge the government to adopt the tobacco control bill.

Global Tobacco Programs

The Campaign for Tobacco-Free Kids' global tobacco control program has achieved tremendous success over the last year to pass, implement and defend laws designed to protect people in low- and middle-income countries from the harms of tobacco use. Our strategy focuses on closing the gaps in tobacco control policies in priority countries, fighting industry misinformation and building sustainable capacity for tobacco control at the country level.

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

Mexico Takes Action to Protect Kids from Emerging Tobacco Products and Defend Smoke-free Law.

In 2022, Mexican President Andrés Manuel López Obrador issued two decrees that effectively closed the market for emerging tobacco products. The first decree, published on May 31, 2022, bans the commercialization and marketing of e-cigarettes and heated tobacco products (HTPs). These products are aggressively marketed to youth around the world and threaten to reverse decades of progress to reduce tobacco use. A second decree, issued

on June 7, bans the export and import of e-cigarettes. Tobacco-Free Kids' local partners conducted intense media advocacy supporting both decrees.

In addition to these bans, in December 2022, regulations for Mexico's general tobacco control law were issued that adopted 100% smoke-free environments – including protection from e-cigarette and HTP emissions – as well as a complete ban on advertising, promotion and sponsorship of tobacco products, including at point-

of-sale. This progress was the culmination of a decade of work by our partners with support from Tobacco-Free Kids. Predictably, the tobacco industry has filed more than 2,000 legal challenges since the publication of the regulations. Tobacco-Free Kids' grantee, Salud Justa, is leading civil society in the legal defense of the regulations, and we are also working with a legal team to develop a strategy to ensure that the government effectively defends against the industry's legal challenges.



Zambian Youth Mobilize to Urge Government to Adopt Tobacco Control Bill.

In March 2023 Zambia's cabinet approved the introduction of a comprehensive tobacco control bill in parliament. This step was a significant breakthrough following years of opposition from the tobacco industry and was the direct result of Tobacco-Free Kids' support to Zambian advocates. This support included training for local lawyers, development of the "Save Zambia from Tobacco" campaign, and skilled media outreach. One of the most important elements of the campaign to convince the cabinet to support the bill was youth advocacy: Tobacco-Free Kids helped train over 60 young ambassadors and leaders to advocate for the bill and provided resources for their activities including events to build public support.

The tobacco control bill now awaits presentation to the cabinet legislative committee before its introduction in parliament. Tobacco-Free Kids will continue to support local advocates to make sure the bill moves forward and is not weakened by interference from tobacco companies and their allies.

Argentina Bans Heated Tobacco Products. In March 2023 Argentina took a major step toward reducing tobacco consumption with Ministry of Health Resolution 565/2023, which prohibits selling, importing, distributing and advertising HTPs throughout the country. The ban extends to all

types of accessories intended for the operation of heated tobacco systems or devices, including tobacco cartridges to be heated in such systems. This step will protect public health in Argentina, where tobacco use continues to kill 45,000 people each year.



Smoke-free Momentum Continues Throughout

China. As a result of our partners' efforts, 224 million people in China are now protected by 100% smoke-free laws in cities and provinces. This success demonstrates the widespread public support for smoke-free laws in China. Over the past year, our partners successfully advocated for three additional cities to go smoke-free: Songyuan (with population of 2.25 million, effective on June 1, 2022), Yulin (with population of 3.62 million, effective on June 1, 2022), and Xinxiang (with population of 6.25 million, effective on Aug. 1, 2022). The regulations in all three cities prohibit smoking in indoor public places, indoor workplaces and public transport.

Ukraine Defends New Tobacco Control Law from Industry Attacks.

At the beginning of 2022, Ukraine's president signed a comprehensive new tobacco control law, culminating a six-year effort by our local partners with support from Tobacco-Free Kids. The new law applies strict regulations to cigarettes and emerging products like HTPs and e-cigarettes and prohibits smoking and e-cigarette use in enclosed public spaces. However, before the law was implemented, Russia unlawfully invaded Ukraine. Despite unbelievable challenges, advocates and political leaders never stopped their fight against Big Tobacco. Over the past year, our local partners worked hard to advocate for strong implementation of the new law, keep public support high, and lay the groundwork for the new law, even as they deal with the disruption and uncertainty that Russia's invasion has caused.

Our Ukrainian partners also fought off shameless attempts by the tobacco industry to take advantage of disruption and weaken the new law. In August 2022 just one month after the law went into effect, industry-affiliated allies in parliament introduced legislation to water down the strong smoke-free provisions, sneaking in amendments to a larger bill unrelated to tobacco while the parliament was on a war-related security lockdown. Tobacco control champions in parliament notified Ukrainian advocates, who then worked to expose and discredit



the initiative. Our partners also engaged in large scale social media campaigns to fight back and build support. Together, these actions led the parliament to defeat the harmful amendments, and Ukraine was able to move forward in implementing its lifesaving law.

Regional Governments in Ethiopia Begin Enforcing Tobacco Control Measures. In Ethiopia, Dire Dawa city and the Afar region became the first two places to adopt implementing regulations for Ethiopia’s 2019 national tobacco control law. This milestone enabled the tobacco control measures in the national law and provisions of the Ethiopian Food and Drug Authority’s tobacco control implementing directives to be fully enforced. By demonstrating a clear commitment to enforcing tobacco control measures like 100% smoke-free public spaces, a comprehensive ban on all forms of tobacco advertising and restrictions on the sale of tobacco products, the governments of Dire Dawa and Afar are paving the way for other regions to

follow suit. Tobacco-Free Kids’ grantee Mathiwos Wondu-Ye Ethiopia Cancer Society, along with other partners, played a critical role in enhancing the capacity of the Afar and Dire Dawa governments to adopt and enforce the regulations.

Advocates Successfully Defend Uruguay’s Plain Packaging Law from Industry Influence. On September 9, 2022, Uruguay’s new president, bowing to tobacco industry influence, issued a decree that weakened the country’s groundbreaking plain packaging law. Tobacco-Free Kids’ partner Sociedad Uruguaya de Tabacología initiated a lawsuit challenging the legality of the decree and conducted a communications campaign to reverse it. In a clear victory for public health and tobacco control, a judge ordered the suspension of the decree, establishing that it unlawfully and unconstitutionally jeopardized children’s rights. As a result of this decision, Uruguay’s strong plain packaging law remains in effect until the administrative court makes its decision.

Tobacco-Free Kids provided significant legal and communications support to bolster the efforts of our local partner.

Tobacco Taxes Raised in Multiple Countries. Over the past year a number of countries approved higher tax rates for tobacco products. In Romania, the government approved a new set of tax rates which includes a 35.6% increase on HTPs, with smaller increases on e-cigarettes and traditional tobacco products. The new tax rates set an important precedent on taxing emerging tobacco and nicotine products. Additionally, the president of Kazakhstan signed legislation increasing excise rates for a range of tobacco products including HTPs. And in Pakistan, where tobacco prices remain low due to industry interference, the government increased tobacco taxes by roughly 25% in each of the remaining two tiers.

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In Nigeria, a tax on sugar-sweetened beverages went into effect in June 2022.

Global Health Advocacy Incubator

The [Global Health Advocacy Incubator](#) (GHAI) supports civil society organizations and advocacy movements around the world united by one goal: to save lives and create healthier futures for some of the most vulnerable people in the world. Our work focuses on a wide range of public health issues, and we partner with local organizations, advocates and government to create and sustain change.

Over the past nine years, GHAI has partnered with civil society organizations to achieve more than 80 health policy victories covering more than three billion people in 26 countries around the world, across diverse political systems. These policies are saving lives and improving people's health. Across the world and in the U.S., GHAI is helping to ensure children don't die from preventable

injuries and disease and making roads safer, food healthier, access to essential medicines easier.

Food and Nutrition

GHAI supports advocacy campaigns that promote sustainable food systems, ensuring everyone has the right to healthy food. Our programs focus on advocacy for evidence-based food and nutrition policies that prevent illnesses such as cardiovascular disease, reduce obesity and improve health.

Cardiovascular Health. Our Cardiovascular Health program, which is part of the Resolve to Save Lives (RTSL) Initiative, works to pass mandatory policies to reduce cardiovascular disease with a focus on eliminating

Our work focuses on a wide range of public health issues, and we partner with local organizations, advocates and government to create and sustain change.

industrially produced trans fatty acids (TFA), reducing sodium consumption by setting sodium targets and passing mandatory front of package warning labels, and improving hypertension control.

GHAI worked with local partners in Bangladesh and the Philippines to pass new World Health Organization best-practice TFA policies in both countries. Advocacy efforts continue in the Philippines in support of TFA legislation and mandatory front of package warning labels to further enhance heart health for all Filipinos. GHAI is also supporting TFA campaigns in Argentina and Nigeria, as well as a regional campaign 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.

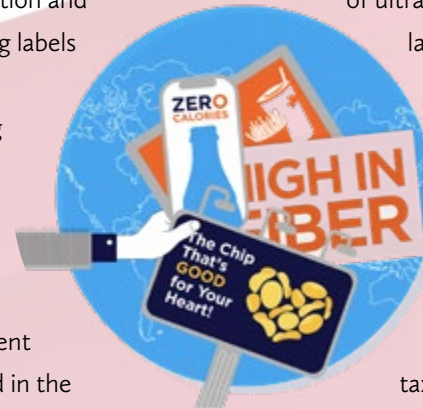
Food Policy. GHAI made significant progress to advance healthy food policies. GHAI supported

successful advocacy campaigns pushing for healthier school environments in Barbados and Brazil. In May 2022 Barbados approved a national school nutrition policy that will restrict food and beverages high in sugar, sodium, and saturated fats from being sold in schools and their surroundings. Brazil strengthened its landmark National Schools Meal Program in January 2023 through a budget increase. The Niteroi City Council in Brazil unanimously approved a ban of ultra-processed foods from schools. This law will impact 70,000 children.

GHAI worked with local partners to advocate for fiscal policies to curb the consumption of unhealthy food and drinks. In April 2022 Barbados strengthened their sugar sweetened beverage tax by increasing the tax to 20% and including powdered and concentrated drinks.

In addition, Colombia partners advocated for the approval of ultra-processed food and beverages taxes in December 2022, making Colombia one of the first countries globally to tax ultra-processed products.

Many countries began to implement healthy food policies that GHAI supported. Brazil's front of package warning labels regulation, which mandates warning labels for products with high levels of sugar, saturated fats and sodium went into effect in October 2022. Colombia's Ley Comida Chatarra (Junk



Food Law), a mandatory front of package warning label policy, went into effect in December 2022. In Nigeria, a tax on sugar-sweetened beverages went into effect in June 2022. The tax applies to all non-alcoholic, sweetened beverages. Argentina's health food policy law, one of the world's strongest and most comprehensive, went into effect in August 2022, when companies were required to include black octagons on the front of ultra-processed products with excess levels of sodium, sugar, fats and calories.

Health Systems Strengthening

We build equitable and resilient health systems in low- and middle-income countries by advancing policies and programs that secure sustainable domestic investments in public health.

Drowning Prevention. In Bangladesh, after successfully advocating for the government inclusion of a budget for a national child drowning prevention project, the government funded Integrated Community Based Centre for Childcare and Protection, Women Enlightenment and Swim-Safe Facilities Project launched in June 2022. GHAI worked with partners to support program sustainability and provided communications support.

In May 2022 the Vietnamese Prime Minister issued an order strengthening child drowning prevention

and directing all 63 provinces to dedicate budget to implement the child drowning prevention program interventions. In observance of World Drowning Prevention Day in July 2022, a high-profile signing ceremony with nine ministries and ten government agencies for an inter-ministerial plan on child drowning prevention took place, the first time an agreement like this has been made in Vietnam. As of March 31, 2023, almost 30,000 students have been enrolled in survival swimming and 52,250 students have been trained in water safety skills.

Data for Health. GHAI has significantly expanded its role in the Data for Health Initiative. The initiative provides support to strengthen the collection and retention of critical public health data through their civil registration, vital statistics and identification (CRVSID) systems. The principal role of GHAI's Data for Health team is to conduct reviews of countries' legal and regulatory frameworks and make recommendations for reform. GHAI is increasingly providing both technical assistance and advocacy to ensure the legal reforms are adopted, along with budget advocacy support to ensure the reforms and other CRVS system strengthening efforts are prioritized and funded. GHAI is also expanding its work on gender equity within CRVSID systems.

GHAI's work in Cambodia resulted in the government adopting a new CRVSID law aligned



with global best practice. Since 2017, GHAI has provided technical support, workshops, stakeholder engagement and legal drafting assistance. GHAI's assistance has ensured the law is comprehensive and incorporates global best practices for CRVSID, replacing what was a series of ad hoc decrees that created a patchwork system.

This year, GHAI commenced pilot projects in the Maldives, Vietnam and Uganda using GHAI's new budget advocacy toolkit and framework for CRVS funding sustainability. In the Maldives, the toolkit was launched at a budget advocacy strategy workshop with tremendous stakeholder support in early October 2022 and in December 2022 the government signed an MoU with GHAI.

Hypertension. GHAI's work on prioritization of hypertension treatment in South Asia resulted in important policy wins in India. As a result of GHAI's advocacy, the Government of India conducted a multi-state Joint Supportive Supervision Mission (JSSM) in 12 states to review the implementation of non-communicable disease (NCD) programs. GHAI strongly advocated for and lent support to the Ministry of Health to develop the concept and roadmap. While the overall objective of the JSSM was to evaluate quality of service delivery in primary health care settings, GHAI used this opportunity to prioritize availability of good quality hypertension treatment. This unique endeavor to strengthen

health systems delivering on NCD care has established GHAI as a valued partner for the Ministry of Health in India. Another major achievement in the last year was the constitution of NCD Cell in two states – Rajasthan and Uttar Pradesh. This was a result of GHAI's political advocacy with support from our partner – a nationally renowned medical institute. State NCD units will build sustainable governance mechanisms for better availability of drugs and quality of care.

Prevent Epidemics. GHAI's Prevent Epidemic program launched the Budget Advocacy Toolkit for Epidemic Preparedness at the 2nd International Conference on Public Health in Africa in December. The toolkit is an instructive guide to the Prevent Epidemics program advocacy based on the Budget Advocacy Framework for Increased and Sustained Investments in Epidemic Preparedness and the framework's four phases of an advocacy campaign: Campaign Planning; Campaign implementation; Budget Accountability; and Budget Sustainability.

Supported by RTSL, the Prevent Epidemics program continues advocacy to increase political support for epidemic preparedness and sustainable financing in Ghana and Nigeria. In Ghana, GHAI and its partner, SEND-Ghana, circulated a citizens' petition calling for the establishment of a Public Health Emergency Fund. In Nigeria, GHAI's support of in-country advocates at the federal level and in Kano and Lagos

states helped to maintain fiscal year 2022 budget gains into fiscal year 2023 with few reductions despite severe economic constraints. In Kano, advocacy successfully retained consistent funding levels for the Epidemic Preparedness and Response budget line into fiscal year 2023.

Injury Prevention

We support advocacy campaigns that implement policies to reduce deaths from drug overdoses and save lives on the road.

Overdose Prevention. To observe National Recovery Month (September), GHAI's U.S. Overdose Prevention Initiative organized the first naloxone training for Congressional members and staff on September 28, 2022. GHAI's goal in organizing this event was to educate Hill staff on the importance of naloxone, the medication that reverses an overdose, and to garner Congressional support for overdose prevention.

On December 29th, President Biden signed into law the Mainstreaming Addiction Treatment Act (MAT Act) which permanently eliminated onerous and outdated federal restrictions on prescribing buprenorphine for substance use disorder (SUD) treatment. Passage of the MAT Act represents a critical step in removing barriers to SUD treatment. Signing of the MAT Act was the culmination



Row 1: Overdose Prevention
Advocacy Efforts in the U.S.
Row 2: Road Safety Advocates
Fight for Safer Roads.
Row 3: Prevent Epidemics
Events and Visibility





of a national advocacy campaign led by GHAI's Overdose Prevention Initiative. Over the course of 2022, the GHAI team held more than 100 meetings with Congressional offices, developed social media toolkits for use by our coalition partners, and placed a series of op-eds in national and local publications. In part because of GHAI's efforts, the MAT Act was one of the most supported pieces of legislation in the 117th Congress, earning co-sponsorships from more than 260 Senators and Representatives from both political parties — more co-sponsors than 99% of legislation introduced during that Congress.

Road Safety. The GHAI Road Safety program supports country-level partners in driving progress for policy reforms to reduce death and injury from

road crashes in nine countries. In Mexico, GHAI worked closely with road safety advocates to ensure the Senate passing of the General Law on Mobility and Road Safety, which reflects WHO best practices on the five priority risk factors, including child restraint systems, drunk driving, helmet, seat belt use and speed. In Colombia, legislation requiring 50km/h speed limits in urban zones and 90km/h on highways passed into law in July 2022. That same month, President Petro signed a 1958 Agreement of the United Nations making Colombia the first Latin American country to join the World Forum for Harmonization of Vehicle Regulations. The Road Safety Advocacy Coalition in Uganda celebrated an important policy victory in March 2023 when the government published a

series of lifesaving road safety regulations on child restraints, drunk driving, helmets, and seat belt use to keep Ugandans safe on the country's roads. GHAI's partner in Ukraine, Center for Democracy and Rule of Law, launched an advocacy campaign pushing for the adoption of the EuroProtocol, to simplify road crash documentation, reduce police workload and clear cars from roads more quickly.

The government of Bangladesh approved and notified the Road Transport Rules 2022 containing provisions on setting speed limits for different types of roads, mandatory helmet wearing for drivers and riders, seat belt fastening for drivers and passengers, banning drunk driving and in accordance with the Rules, the Government also revised and notified the helmet standards following targeted advocacy efforts of local partners. In India, a sustained advocacy campaign contributed to adoption of the Motor Vehicles Amendment Act (MVAA) 2019 provisions and revised traffic fines in the states of Tamil Nadu in October 2022 and Madhya Pradesh in March 2023. With this, a total of 10 states have notified MVAA sections related to road safety and key risk factors. The government of Vietnam submitted legislation with road safety provisions to the country's national assembly. In China, four provinces and 25 cities adopted or entered into force laws mandating use of e-bike helmets.



Youth Advocacy Across the Globe

The Campaign for Tobacco-Free Kids remains committed to supporting and empowering young leaders in their advocacy journey. Since we opened our doors in 1996, partnering with these young advocates has been foundational to the successes we've achieved together.

Youth advocates work with us throughout the year to educate their peers and advocate for effective policies to reduce youth tobacco use, including ending the sale of flavored tobacco products. They're on the front lines of this crisis; they see it every day in their schools and communities. This makes their voices very important – and powerful – in the fight to stop Big Tobacco from targeting kids.

Over the past year, we took our youth advocacy efforts to new heights – we traveled to six cities across the U.S. to train youth in their communities; hosted our first-ever Global Young Ambassadors Summit in Istanbul; activated youth across the U.S. through our annual Take Down Tobacco National Day of Action; and celebrated the achievements of truly outstanding youth advocates at our 2022 Youth Advocates of the Year Awards and 25th Anniversary Celebration.

Global Young Ambassadors Summit. Tobacco-Free Kids held its first-ever Global Young Ambassadors Summit in Istanbul, Turkey, in October 2022. This summit brought together 27 young adults from 17 different countries across Africa, Asia, Europe and Latin

America to learn from one another and launch a global young advocates' network to take on the tobacco industry. We are continuing to support and grow this global network of young advocates, which was officially named Youth for Tobacco Control (Y4TC).



Take Down Tobacco Youth Advocacy Tour.

Throughout the Summer and Fall of 2022, the Tobacco-Free Kids youth advocacy team traveled across the U.S., training youth to be the next generation of leaders and equipping them to advocate for tobacco prevention policies in their schools, communities and states. We held trainings in Portland, OR, Jackson, MS, Milwaukee, WI, Portland, ME, Columbus, OH, and Detroit, MI. At each of these tour stops, youth participants received advocacy skills training and real-time advocacy experiences – including meetings with policymakers and participating in workshops to improve writing, media engagement and community organizing skills. The Youth Tour was a key part of our overall effort to meet young people where they are and create accessible ways to engage them in the movement.



2022 Youth Advocates of the Year Awards and 25th Anniversary Celebration

Our 2022 Youth Advocates of the Year Awards was a particularly special event for the Campaign for Tobacco-Free Kids – it culminated our year-long 25th Anniversary Celebration. In addition to honoring incredible young leaders, this event commemorated our organization's founding and its evolution and highlighted the milestones and moments that have made our success possible. This memorable night was also a recommitment to the future, to redoubling our efforts to drive down tobacco use and expanding our impact in taking on the toughest fights in public health.

The Barrie Fund. The Barrie Fiske Youth Leadership Fund supports Tobacco-Free Kids' efforts to foster a new generation of young leaders and advocates to fight for change and end the tobacco epidemic. The "Barrie Fund" is named in honor of the late Barrie Fiske, a tireless tobacco control champion and Tobacco-Free Kids' Board member committed to using her strong voice to fight for change.

The Barrie Fund recognizes and promotes exceptional youth leaders through the annual Barrie Fiske National Youth Advocate of the Year Award; invests in young people from backgrounds and communities that are most impacted by tobacco; and provides youth with opportunities to build their advocacy and leadership skills.



Barrie Fiske National Youth Advocate of the Year



Agamroop Kaur
San Ramon, CA

Agamroop Kaur’s advocacy work began in middle school when she noticed that every bathroom smelled like a candy store and many of her classmates were already hooked on Juul e-cigarettes. She made it her mission to educate her peers about the dangers of vaping and to stop the tobacco industry from targeting her generation.

A mental health advocate, Agamroop worked with her school’s health teacher to start a tobacco prevention program and helped curate her school district’s very first health class tobacco curriculum. She’s also worked on successful campaigns in five California cities and Contra Costa County to end the sale of flavored e-cigarettes and other tobacco products, expand smoke-free policies, and limit tobacco retailers in youth-centered areas. After Agamroop’s forceful testimony before the California Senate Health Committee in support of a bill to end the sale of flavored tobacco products statewide, Governor Gavin Newsom invited her to the virtual bill signing ceremony. Agamroop has also served as both the Policy Committee Lead of the Stanford REACH Lab Youth Action Board and the Mental Health Subcommittee Lead of the California Youth Advocacy Network Youth Board of Directors.

Agamroop is a powerful communicator. She authored op-eds and produced a documentary on the youth e-cigarette epidemic — titled “BIG Tobacco BIGGER Epidemic” — that won a prize in C-SPAN’s student documentary contest. Agamroop exemplifies the qualities of a new generation of leaders fighting for a healthier and more equitable future, and we were thrilled to honor her with the 2022 Barrie Fiske National Youth Advocate of the Year Award.

Individual Youth Advocates of the Year



Rukaya Alrubaye
Fayetteville, AR



Adrianna Casaus
Cuba, NM



Joshua Ching
Waipahu, HI



Katherine Morrison
Paducah, KY



**Sumner County TNStrong
Ambassadors**
Sumner, TN

Group Youth Advocates of the Year

Take Down Tobacco National Day of Action.

Every year, we organize our Take Down Tobacco National Day of Action to empower youth to stand up and speak out against the tobacco industry.

For the third year in a row, we aligned our 2023 Take Down Tobacco National Day of Action with April Fool's Day to highlight how Big Tobacco continues to lie, cheat, and fool youth into a lifetime of addiction. Leading up to the Day of Action, we launched a new website, TakeDownTobacco.org, and expanded our online resources

to ensure advocates had the tools they needed to call Big Tobacco's bluff and expose them for who they really are: jokers who gamble with people's lives. We encouraged youth to participate in the Day of Action by hosting an event in their community, spreading the word on social media, and by playing online games in our newly expanded Take Down Tobacco Arcade.



In total, over 300 events took place in 41 states this year. Events were hosted by our partners including the National PTA and Alliance for a Healthier Generation, as well as many of our National Youth

Ambassadors. Highlights include a statewide youth summit organized by advocates in New Jersey, where youth recorded testimonials and signed Take Down Tobacco postcards that were sent to U.S. Senator Cory Booker; a sign-waving march to the Hawaii state capitol organized by Coalition for a Tobacco-Free Hawai'i and attended by over

100 youth, as well as Hawaii Governor Josh Green; and a rally at the Indiana statehouse organized by VOICE Indiana to call attention to the impact of flavored tobacco products on youth.





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Former President, American Medical Association
Miami, FL

Agamroop Kaur

2022 Barrie Fiske National Youth Advocate of the Year

Campaign for Tobacco-Free Kids
San Ramon, CA

Lisa A. Lacasse, MBA

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American Cancer Society Cancer Action Network
Washington, DC

Beverly J. May

Community Health Advocate
Salt Lake City, UT

Mike Moore

Mike Moore Law Firm, LLC
Flowood, MS

Milton Nguyen

2021 Barrie Fiske National Youth Advocate of the Year

Campaign for Tobacco-Free Kids
Elk Grove, CA

Tim Riester

Founder & CEO
RIESTER
Phoenix, AZ

Melissa Schulman

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Campaign for Tobacco-Free Kids
Washington, DC

Financials

Campaign for Tobacco-Free Kids (C3)

Statement of Activities

Year Ended March 31, 2023

Support and revenue	Without Donor Restrictions
Grants income	35,081,752
Contributions	2,503,796
Other revenue	1,230,384
Net assets released from restrictions	13,657,559
Total support and revenue	52,473,491
Expenses	
Program services	
U.S. programs	12,920,353
Global programs	33,864,927
Supporting services	
Administrative	1,991,876
Fundraising	1,378,630
Total expenses	50,155,786
Change in Net Assets Without Donor Restrictions	2,317,705

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 FY23 audited financials at tfk.org/2023-tfk-financials.

Tobacco-Free Kids Action Fund (C4)

Statement of Activities

Year Ended March 31, 2023

Support and revenue	Without Donor Restrictions
Contributions and grants	57,273,580
Other revenue	865,399
Net assets released from restrictions	62,500
Total support and revenue	58,201,479
Expenses	
Program services	
U.S. programs	33,656,976
Global programs	21,726,642
Supporting services	
Administrative	880,006
Fundraising	115,515
Total expenses	56,379,139
Change in Net Assets Without Donor Restrictions	1,822,340

The Tobacco-Free Kids Action Fund maintains the highest standards of accountability, transparency and fiscal responsibility. View our FY23 audited financials at tfk.org/2023-tfa-financials.



Your support matters

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 U.S. and around the world.

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

- [Make a monthly or one-time donation](#). 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.



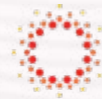
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You can also e-mail us at developmentinfo@tobaccofreekids.org, or call (202) 296-5469.



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Campaign for Tobacco-Free Kids

1400 I Street NW, Suite 1200

Washington, D.C. 20005

United States of America

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