

CAMPAIGN For TOBACCO-FREE Kids[®]

The CAMPAIGN FOR TOBACCO-FREE KIDS is a nonprofit, non-government initiative launched in September, 1995 to protect children from tobacco addiction and exposure to second-hand smoke.

The CAMPAIGN is working to: alter the nation's social, political and economic environment regarding tobacco; change public policies at federal, state and local levels; and increase the number of organizations and individuals involved. This requires actively countering the tobacco industry and its special interests.

The problem is enormous. More than 3,000 children become regular smokers every day; one-third eventually will die from their addiction. Smoking among high school seniors reached a 19-year peak in 1997, and continues to remain extraordinarily high. Almost 90 percent of adult smokers began as kids.

Tobacco companies spend billions of dollars annually on advertising and promotion featuring happy couples, cowboys and other appeals that make smoking appear fun, sexy and cool. This helps addict new generations of young smokers to replace those who quit or die.

To combat this, the CAMPAIGN serves as a resource and partner for more than 150 health, civic, corporate, youth and religious groups dedicated to reducing tobacco use among America's children. A toll-free number (1-800-284-KIDS) provides information on how to get involved. Individuals are invited to join the National Action Network, the CAMPAIGN's growing cadre of activists committed to making a difference.

The CAMPAIGN promotes youth advocacy and tobacco control efforts through its annual Kick Butts Day, a nationwide event that encourages activism among kids. The Youth Advocates of the Year Awards, another CAMPAIGN initiative, recognize and celebrate outstanding young tobacco control activists who are leaders in their communities and states.

In addition, the CAMPAIGN disseminates information and implements media campaigns and events; assists national, state and community-level programs; undertakes research and analysis; coordinates with federal, state and local governments; engages in advocacy to promote supportive public policies; and coordinates with international institutions and with activists and organizations in other countries.

Current funding comes from the Robert Wood Johnson Foundation, American Cancer Society, American Heart Association, Annie E. Casey Foundation, Everett Foundation and the Thoracic Foundation. Other funders have included the American Medical Association, Henry Ford Health System, Kaiser Family Foundation, David B. Gold Foundation, Joyce Foundation, and Weaver Family Foundation.

By reducing tobacco use and exposure among kids, the CAMPAIGN and its many partners will contribute to a healthier society for generations to come.

For more information, call, write or visit the CAMPAIGN's web site (www.tobaccofreekids.org).