

## TOBACCO-FREE FUNDING SOURCES FOR SCHOOL ANTI-SMOKING PROGRAMS

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The major cigarette and smokeless tobacco companies often offer funding, materials and other assistance to schools, which they say is meant to support school anti-smoking efforts. But at the same time, these same companies are spending billions of dollars each year to market their deadly and addictive products.<sup>1</sup> Much of this marketing directly targets kids, and the cigarette companies rely on new youth smokers to replace their adult customers who die or quit.<sup>2</sup> There is hard evidence that the companies have targeted kids with their marketing and market research efforts for years.<sup>3</sup> It is also clear that the tobacco companies are not providing funding and materials to schools out of a sincere desire to reduce youth smoking but to improve their image, cultivate local allies, reduce the demand for more effective government-supported anti-smoking measures, and indirectly market their names and products to kids.<sup>4</sup>

Accordingly, the Campaign for Tobacco-Free Kids, American Cancer Society, American Heart Association, American Lung Association, American Medical Association and others believe schools should be completely off limits to tobacco companies, and strongly urge schools to reject all offers of funding or other assistance from any of the tobacco companies or their front groups.<sup>5</sup>

Unfortunately, some schools still accept “anti-youth-smoking” funding or other assistance from the tobacco industry. These schools often say that the only way they can offer any anti-smoking programs to their students is by accepting these tobacco-company “gifts.” In many cases, however, these schools have not even tried to secure funding or assistance from alternative sources – such as state or local government, federal programs, foundations, other philanthropic organizations, or the non-tobacco private sector. This factsheet provides some suggestions for alternative sources of funding for school-based anti-smoking programs.

- **Seek Assistance from Local Government Programs and Agencies.** Local county or city school systems and government agencies are often a good place to look for funding of school-based activities and programs. When appealing to local officials, schools can make a strong case for tobacco prevention programs by reminding elected officials that these programs are an investment in youth that will reap benefits for the entire community, including long-term decreased rates of smoking related illnesses and improved air quality. Furthermore, while some local officials are not able to personally lobby on the state level for funding, they are in a unique position to make sure that policy makers know the importance of school smoking prevention programs, as well as the dangers of tobacco products.
- **Seek Assistance from State Government Programs and Agencies.** Many state departments of education have programs that offer funding for tobacco or drug-prevention programs. To find contact information for your department of education and learn more about their funding opportunities, visit [www.ed.gov/Programs/bastmp/SEA.htm](http://www.ed.gov/Programs/bastmp/SEA.htm). An increasing number of states also have tobacco-prevention programs that might provide funding or other support; and state departments of health are another possible source of assistance.
- **Seek Funding from Your State’s Tobacco Settlement Payments.** Every state in the United States is receiving payments from cigarette companies as part of the settlement of the states lawsuits against the companies. School officials and other interested parties can contact state-government representatives and encourage them to use this tobacco-settlement money to invest in tobacco prevention programs for school children. Schools may have better success if they form a coalition of other local schools, educators, and parents to join forces in contacting their representatives.
- **Seek Assistance from Federal Government Programs and Agencies.** The U.S. Department of Education offers several grants to schools for substance use prevention programs under the Safe Schools/Healthy Students Initiative. For more information about this initiative, visit [www.ed.gov/offices/OESE/SDFS/grants.html](http://www.ed.gov/offices/OESE/SDFS/grants.html), or call the U.S. Department of Education at 1-800-437-0833. Other federal agencies also offer tobacco-prevention materials and, possibly, funding or other assistance, such as the following:
  - Centers for Disease Control and Prevention (CDC)  
<http://www.cdc.gov/tobacco/stateandcommunity/index.htm>.

- Substance Abuse and Mental Health Services Administration (SAMHSA) <http://www.samhsa.gov/grants/>.
- National Institute on Drug Abuse (NIDA) <http://www.drugabuse.gov/funding/>.
- **Seek Assistance from Private Foundations.** Several private foundations offer grants and other forms of funding in support of tobacco prevention programs. To find private foundations that support school-based tobacco prevention programs, visit the Foundation Center at <http://foundationcenter.org/findfunders/foundfinder/>.
- **Seek Assistance from Community-Based Foundations.** Many communities have local foundations that support charitable and educational initiatives in their local area. Oftentimes, these foundations are located in a city or community and residents are not aware of them or fail to realize how much assistance they can provide. To locate local foundations, visit <http://www.cof.org/whoweserve/community/index.cfm?navItemNumber=14849>.
- **Seek Assistance from Community-Based Organizations.** Local community and religious organizations may offer support to youth tobacco prevention programs. These organizations can also serve as allies when appealing to local and/or state officials about the importance of including school-based tobacco prevention funding in the annual budget.
- **Seek Assistance from Local Tobacco-Free Businesses.** Many locally based businesses are willing to support community and school based efforts for youth as an investment in the community. For these supporters, having their name linked with tobacco prevention programs may increase their business within the community. Moreover, they can use these donations as a tax write-off. Besides checking with local community businesses, schools should also consult larger, national businesses with local offices, which may have special community-investment funding already included in their budgets.
- **Seek Assistance from Youth-Focused Organizations.** Several organizations already exist specifically to offer tobacco-prevention curricula, program materials, support, and guidance to schools and others interested in youth issues. Not all of the programs listed below provide complete financial support for their programs, but these can serve as a good resource for finding out about funding opportunities for tobacco prevention programs.
  - National Family Partnership, [www.nfp.org/](http://www.nfp.org/). 1-800-705-8997
  - Project ALERT, <http://www.projectalert.com/>. 1-800-ALERT-10
  - The Bureau for At-Risk Youth, [www.at-risk.com/](http://www.at-risk.com/). 1-800-99-YOUTH
- **Don't Forget School Bake Sales and Other Parent-Student School Fundraisers.** Typical school fundraising activities for extracurricular programs, such as raffles, cookie sales, car washes, etc. can provide additional funding for school anti-smoking efforts. In addition, such fundraising activities can be a good way for the school to reinforce its anti-smoking messages and can help get parents and others in the school's community more involved in school anti-smoking initiatives, which is one of several criteria for successful smoking prevention programs.<sup>6</sup>

**Campaign for Tobacco-Free Kids, June 23, 2011**

**More information and resources for parents and schools is available at**  
[http://www.tobaccofreekids.org/facts\\_issues/fact\\_sheets/misc/parents\\_schools/](http://www.tobaccofreekids.org/facts_issues/fact_sheets/misc/parents_schools/).

<sup>1</sup> U.S. Federal Trade Commission (FTC), *Cigarette Report for 2006, 2009*, <http://ftc.gov/os/2009/08/090812cigarettereport.pdf>. See also, FTC, *Smokeless Tobacco Report for the Year 2006, 2009*, <http://ftc.gov/os/2009/08/090812smokelesstobaccoreport.pdf>. Data for top 5 manufacturers only. See, also Campaign for Tobacco-Free Kids factsheet, *Increased Cigarette Company Marketing Since the Multistate Settlement Agreement Went into Effect*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0128.pdf>.

<sup>2</sup> CFTFK factsheet, *Cigarette Companies Need Kids to Survive*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0012.pdf>.

<sup>3</sup> See, e.g., CFTFK factsheet, *Tobacco Company Marketing To Kids*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0008.pdf>.

<sup>4</sup> American Heart Association, American Cancer Society, et al., Letter to state boards of education, August 16, 2001; CFTFK factsheet, *Big Surprise: Tobacco Company Prevention Campaigns Don't Work; Maybe It's Because They Are Not Supposed To*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0302.pdf>.

<sup>5</sup> American Heart Association, American Cancer Society, et al., Letter to state boards of education, August 16, 2001.

<sup>6</sup> See, e.g. CFTFK factsheet, *How Schools Can Help Students Stay Tobacco-Free*, <http://www.tobaccofreekids.org/research/factsheets/pdf/0153.pdf>.