



Celebrating 20 Years of Progress Towards a Tobacco-Free Future

Annual Report

(FY 2016: April 1, 2015-March 31, 2016)



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Celebrating 20 Years of Progress Towards a Tobacco-Free Future

20 years ago, the Campaign for Tobacco-Free Kids was founded to be the leading advocacy organization fighting to save lives and protect children by reducing tobacco use, the No. 1 cause of preventable death and disease. Since that time, what we have accomplished *together* is nothing short of phenomenal.

So this year – though much remains to be done and the fight is far from over – we have good reason to celebrate 20 years of remarkable, life-saving change, both in the United States and around the world. To appreciate just how far we have come, let us take a moment to look back.

In 1996, you could hardly go into a restaurant without being asked, “smoking or non-smoking?” The idea of a smoke-free bar was not just unheard of, it was inconceivable.

Today, 30 states, thousands of cities and 48 entire countries have enacted strong smoke-free laws covering restaurants and bars.

So much of what we have achieved was truly unimaginable back then. Who could have dreamed that smoking rates among high school students would fall to historic lows in the single digits? Who could have envisioned we would watch Major League Baseball games and not see players with cheeks bursting with chew? And who would have believed that the Marlboro Man would be forced into retirement, the Winston Cup would run out of gas, and Joe Camel would be put out to pasture?

The change around the world has been equally breathtaking. Twenty years ago, the Marlboro Man stood like a colossus astride the globe, looking for new markets everywhere. Tobacco use was rising rapidly in low- and middle-income countries. A coordinated response was hardly imaginable. Yet today, we have a tobacco control treaty that has been ratified by 180 countries. And thanks to the Bloomberg Initiative to Reduce Tobacco Use and the Bill & Melinda Gates Foundation’s Tobacco Control program, we have a global initiative that is driving progress all over the world and has already put a stop to the growth in tobacco sales globally.



CAMPAIGN FOR TOBACCO-FREE KIDS 2016 ANNUAL REPORT

Across the United States and around the world, the past year brought groundbreaking victories in the fight against tobacco:

- The movement to raise the legal age of sale for tobacco to 21 caught fire. Pending Governor Brown's signature, California will join Hawaii and over 145 cities and counties in raising the age to 21.
- Tobacco-free baseball spread from coast-to-coast. At least one-third of all Major League stadiums will soon be tobacco-free. Of course, we're hopeful the owners and players will agree this year to knock tobacco out of the park completely.
- Thanks to the CDC, FDA and Truth Initiative, the United States has seen the biggest – and most successful – media campaigns against tobacco in history.
- Internationally, Beijing went smoke-free, plain cigarette packaging spread to Europe, Uganda led the way in Africa with a comprehensive tobacco control law, and the Trans-Pacific Partnership trade agreement provided historic support for tobacco control.

Though we mark our 20th anniversary on a year full of tremendous accomplishments, we know there is still so much more to do. It is unacceptable that 4.7 million kids still use tobacco in the U.S. alone. It is unacceptable that tobacco kills more than six million people worldwide each year.

In the face of this challenge our resolve is firm. We can and will win the fight to make the next generation tobacco-free and our progress will continue. And just maybe, 20 years from now, the Campaign for Tobacco-Free Kids will no longer be needed – the tobacco epidemic will be history and the campaign will be over. That is the goal we are working towards, and together we will make it happen.



Matthew L. Myers
President

U.S. PROGRAMS

US Programs

In the United States, we celebrated great progress. Youth smoking rates fell to record lows, tobacco-free baseball won support from coast-to-coast, and the movement to raise the tobacco age to 21 caught fire nationwide.

Smoking rates fell to record lows.

The cigarette smoking rate among high school seniors fell to 11.4 percent in 2015 – a 69 percent decrease since 1997. The adult smoking rate fell to 16.8 percent in 2014 – down by nearly 20 percent since 2005 and a remarkable 60 percent since 1965.

Health groups push to regulate e-cigarettes and cigars.

While cigarette smoking dropped, youth e-cigarette use skyrocketed, and surveys show high school boys now smoke cigars at the same rate as cigarettes. The Campaign for Tobacco-Free Kids and our partners continue to push the FDA and the White House to issue long-overdue rules for these products.

Tobacco-free baseball spread from coast-to-coast.

Spurred by our Knock Tobacco Out of the Park campaign, San Francisco, Los Angeles, Boston, Chicago and New York passed laws to take smokeless tobacco out of baseball. A statewide law in California will take effect before the 2017 baseball season. Once all these laws are implemented, one-third of Major League stadiums will be tobacco-free. As the 2016 baseball season opened, the Campaign for Tobacco-Free Kids and 33 other health groups urged Major League Baseball and its Players Association to end smokeless tobacco use in baseball for good.

The movement to raise the tobacco sale age to 21 catches fire.

In March, the California legislature approved raising the legal age of sale for tobacco in the state to 21. The state of Hawaii and over 145 counties and cities, including New York, Chicago, Boston, Cleveland and both Kansas Cities, have also raised the tobacco age to 21.

Unprecedented media campaigns help drive down smoking.

The past year saw continuation of the strongest national media campaigns ever launched to reduce tobacco use in the U.S., including the CDC's "Tips from Former Smokers" campaign, two new campaigns from the FDA aimed at reducing smoking among multicultural youth and smokeless tobacco use among rural youth, and Truth Initiative's reinvigorated truth® campaign that empowers young people to end smoking for good.

The fight for smoke-free air continues.

The U.S. Department of Housing and Urban Development acted to protect America's most vulnerable children and families from harmful secondhand smoke by proposing to make public housing entirely smoke-free. New Orleans successfully implemented its smoke-free law, making bars and casinos healthier for customers and employees. California closed loopholes in its smoke-free law, increasing the percentage of Americans covered by comprehensive laws to 59 percent. Nearly 1,500 college campuses are smoke-free, with over 1,100 entirely tobacco-free.

CVS Health launches Be The First.

Following up on its historic decision to end tobacco sales, CVS Health announced a five-year, \$50 million initiative to create the nation's first tobacco-free generation. The Campaign for Tobacco-Free Kids is proud to be a partner in this initiative.

INTERNATIONAL PROGRAMS

Internationally, we've seen incredible change. Highlights include: Beijing going smoke-free, plain cigarette packaging spreading to Europe, Uganda leading the way in Africa with a comprehensive tobacco control law, and the Trans-Pacific Partnership agreement providing historic support for tobacco control.

Smoke-free Beijing sets the pace for China.

China's capital made history when it implemented a new law requiring all indoor public places, workplaces and public transportation to be smoke-free. Beijing also banned most forms of tobacco advertising, promotion and sponsorship. Shanghai moved to consider a comprehensive smoke-free law of its own. These efforts set a critical example for China, the world's largest consumer of tobacco with nearly 300 million smokers.

Plain cigarette packs spread from Australia to Europe.

Inspired by Australia's pioneering law, Ireland, the United Kingdom and France adopted laws requiring that cigarettes be sold in plain packaging, free of colorful logos and branding that glamorize smoking. Australia won an international legal battle against Philip Morris International to uphold its plain packaging law.

Graphic warning labels spread to more countries.

The Philippines and Bangladesh implemented large, graphic warnings on cigarette packs. In April, India implemented a requirement for graphic warnings covering 85 percent of packs after a titanic battle against tobacco companies. Altogether, 102 countries and jurisdictions now require graphic warnings.

The New York Times exposed how the U.S. Chamber of Commerce fights for Big Tobacco.

In a multi-part investigation, the Times detailed how the Chamber has systematically worked on behalf of the tobacco industry to fight life-saving tobacco control policies in countries around the world. The media, government officials and public health groups spoke out in protest, and CVS Health left the Chamber.

A trade agreement provided historic support for tobacco control.

For the first time ever in a trade agreement, the Trans-Pacific Partnership reached in October by the United States and 11 other countries prevents tobacco companies from using the agreement to launch legal attacks on tobacco control measures. The tobacco industry has increasingly abused trade agreements to fight life-saving tobacco control measures worldwide.

Strong tobacco control laws spread across Africa.

Uganda set an example for Africa when it passed a comprehensive tobacco control law that bans all tobacco advertising, promotion and sponsorship, requires graphic health warnings and sets the tobacco sale age at 21. Nigeria, Senegal and Kenya were among other countries that made progress in enacting or implementing strong measures.

GLOBAL HEALTH ADVOCACY INCUBATOR

For over two years the Global Health Advocacy Incubator has applied the Campaign's decades of advocacy experience, along with our in-country knowledge and networks developed through our tobacco control work, to strengthen the advocacy capacity of public health professionals working on public health projects around the world.

Global Road Safety Project

Since its founding, almost all of the Global Health Advocacy Incubator's efforts have focused on providing advocacy assistance to Bloomberg Philanthropies' Global Road Safety Project (GRSP). In 2016, the Incubator is leading GRSP efforts in the five current priority countries – China, India, Philippines, Tanzania and Thailand.

Two major public health victories for the year include:

Good Samaritan Law in India: On March 30, 2016, the Supreme Court of India issued a judgment protecting "Good Samaritans," who assist victims of traffic accidents, to ensure that they are protected from police harassment, are not be detained at hospitals, do not have any liability to pay medical bills, are not required to disclose their identity and will not face civil or criminal liability.

Child Restraints in Russia: In April of 2016, the Kremlin published a Presidential Decree ordering the government to institute changes strengthening the mandatory child restraint law to comply with national standards.

Data for Health

In 2015, the Global Health Advocacy Incubator joined Bloomberg's Data for Health Initiative, which aims to improve civil registration and vital statistics (CRVS), including developing birth and death registries in low- and middle-income countries, develop and test the use of mobile phone technology to conduct noncommunicable disease surveillance, and promote strategic use of data for policy and planning. In year one, the Incubator will provide pilot legal analyses in two of the 20+ countries in the program.

INDUSTRY WATCH

Tobacco's devastating toll in the United States and around the world stems directly from the tobacco industry's insidious practices. For decades, the industry has marketed its deadly and addictive products to children, deceived the public about the health effects of these products and aggressively opposed measures to reduce tobacco use. They still do so today. The Campaign for Tobacco-Free Kids works tirelessly to track, expose and counter the industry's shameful tactics.

Exposing the U.S. Chamber of Commerce's Support for Big Tobacco

The Campaign for Tobacco-Free Kids, along with an international group of public interest and health organizations released the report, *Blowing Smoke for Big Tobacco*, which built on the recent multi-part investigation by The New York Times to provide additional documentation and detail about how the U.S. Chamber of Commerce (U.S. Chamber) has helped the tobacco industry fight life-saving policies in more than a dozen countries, undermining measures intended to combat a global tobacco epidemic that threatens one billion lives this century.

The Times' articles exposed how the U.S. Chamber and its global network of more than 100 American Chamber of Commerce affiliates (AmCham) have acted as a front group for the tobacco industry in systematically fighting effective tobacco control policies around the world. The U.S. Chamber's tactics include directly opposing countries' health policies, pitting countries against each other in international trade disputes, and influencing international trade agreements to benefit tobacco companies.

The U.S. Chamber's tactics, deployed in countries ranging from Nepal to the Philippines to Uruguay, include:

- Opposing countries' health policies: In letters to officials of countries trying to pass policies to reduce tobacco use, the U.S. Chamber has voiced strong "concerns" about such laws, even suggesting in some instances that opposing tobacco companies' wishes could cause economic harm to the countries.
- Pitting countries against each other: Ukraine became embroiled in a lengthy international trade dispute with Australia at the request of the U.S. Chamber's local affiliate.
- Influencing international trade agreements to benefit tobacco companies: The U.S. Chamber has staunchly opposed measures in the Trans-Pacific Partnership (TPP) that would protect countries' sovereign rights to implement life-saving public health policies.

The report recommends several actions:

- Governments should reject the misleading arguments and threats of the U.S. Chamber and its affiliates and enact the proven tobacco control measures required by the FCTC treaty.
- Governments should protect public health policies from interference by the tobacco industry and its allies, also as required by the treaty.
- International trade and investment agreements should protect the sovereign right of governments to adopt public health measures aimed at reducing tobacco use and its harms.
- The U.S. Chamber and its AmCham affiliates should publicly disclose their donors so that lawmakers and other government officials can be fully informed about their relationships with the tobacco industry.

The Campaign for Tobacco-Free Kids will continue working to ensure governments around the world know that the U.S. Chamber of Commerce and its affiliates do not represent the U.S. government or the views of the American public, and the U.S. Chamber is not a legitimate authority on public health policies. They also deserve to know exactly who the Chamber is representing.

E-Cigarettes and Cigars Threaten Progress Made Reducing Youth Smoking in the U.S.

The decades-long decline in youth cigarette smoking continued this year in the U.S., with youth smoking rates falling to record lows. Cigarette use among 12th graders fell to just 11.4 percent from 13.6 percent last year and 36.5 percent in 1997, representing extraordinary and historic progress.

However, there are fresh warning signs in the government-sponsored Monitoring the Future survey that other tobacco products – electronic cigarettes and cigars that are sold in an array of sweet, kid-friendly flavors – may be undermining these gains and luring kids into nicotine addiction. For the second year in a row, the survey found that significantly more teens reported using e-cigarettes than regular cigarettes in the past 30 days. In addition, teens reported using flavored little cigars at the same rate as cigarettes, and the percentage of teens who smoked tobacco in the past 30 days increased by more than half when cigarillos are included with regular cigarettes.

These findings are not surprising given the irresponsible marketing of e-cigarettes and cigars in a wide variety of kid-friendly flavors, such as gummy bear, cotton candy and watermelon. E-cigarette makers have marketed their products with the same tactics long used to market regular cigarettes to kids, including celebrity endorsements, slick TV and magazine ads, and sponsorships of race cars and concerts, and a CDC report out this year showed e-cigarette ads reach 7 in 10 youth in the U.S.

Despite our progress, we cannot let up in the fight against tobacco because the tobacco industry never lets up. The industry spends \$9.6 billion a year – more than \$1 million every hour – to market its deadly products, and it is constantly seeking innovative ways to entice our kids. It's no wonder tobacco use is still the number one cause of preventable death in our country, killing more than 480,000 people and costing about \$170 billion in health care expenses each year. We cannot win the fight against tobacco unless elected officials put our nation's kids and health before the special interests of the tobacco industry.

The Tobacco Industry Watch section of our website tracks the tobacco industry's deceptive marketing tactics and efforts to thwart life-saving policies. Learn more at http://tfk.org/what_we_do/industry_watch

YOUTH PROGRAMS

The vast majority of smokers began the deadly addiction as teenagers. As a result, youth are critical and powerful voices in the fight against tobacco. They encourage their peers to be tobacco-free, stand against the tobacco industry's deceptive marketing tactics and urge elected leaders to protect America's kids from tobacco.

Through initiatives like Kick Butts Day, our Youth Advocates of the Year Awards and our annual Youth Advocacy Symposium, the Campaign for Tobacco-Free Kids fosters the next generation of youth leaders who will finish the fight against tobacco.

Kick Butts Day

On March 16, 2016, thousands of youth took a stand against tobacco and participated in the 21st annual Kick Butts Day. More than 962 Kick Butts Day events were held across America and on military bases worldwide, with an estimated reach of 1.65 million people throughout the United States and across the globe.

The 2016 Kick Butts Day video, "Big Tobacco's 7 Slick Tricks to Target Kids," shed light on how Big Tobacco targets youth through strategic marketing tactics, and received over 80,000 views on Facebook.

Kick Butts Day's social media campaign #iKickButts highlighted the stories and reasons individuals and groups kick butts and fight Big Tobacco. This year, there were four main hashtags used on Kick Butts Day throughout social media: #iKickButts #KickButtsDay #NoMoButts #NotAReplacement. There were a total of 3,834 posts by 1,675 users with a reach of 7,515,645 and 32,523,147 impressions for all four hashtags.

2015 Youth Advocates of the Year Awards Gala

Each year, the Campaign for Tobacco-Free Kids recognizes exceptional youth who are leaders in the fight against tobacco. We are proud to recognize the important work they do at the local, state and international levels.

The 2015 Youth Advocates of the Year inspire those of us who work alongside them and make tangible strides in the fight to end the tobacco epidemic. Their creativity, energy and courage motivate us as we work to create a tobacco-free generation.

National Youth Advocate of the Year

Spencer Flanders
Carson City, Nevada

In 2015, the Campaign for Tobacco-Free Kids presented our National Youth Advocate of the Year Award to Spencer Flanders, who created the Statewide Youth Coalition, Nevada's first youth group advocating for public policies to reduce tobacco use. Spencer also serves as president of Students Taking on Prevention, or S.T.O.P., his local youth health organization.

Group Winner

Evovement Denver
Ana Karen Cendejas Esperano, Ellen Kaufman, Ezinna Ohaya &
Nestor Montejo,
Denver, Colorado

East Regional Youth Advocate of the Year

Joshua Pritchett
Chesapeake, Virginia

West Regional Youth Advocate of the Year

Lily Kraft
Bridger, Montana

South Regional Youth Advocate of the Year

E. Tyler Boyle
Paris, Kentucky

Central Regional Youth Advocate of the Year

Madison Larimore
Bellevue, Nebraska

In addition to our Youth Advocates of the Year, the Campaign for Tobacco-Free Kids honored the following leaders in the fight against tobacco:

**Judy Wilkenfeld Award for International Tobacco Control
Excellence**

Andriy Skipalskyi

Chairman of the Board, Life Regional Advocacy Center

Kyiv, Ukraine

Champion Award

Michael R. Bloomberg

Founder, Bloomberg L.P. & Bloomberg Philanthropies &

three-term Mayor of New York City

New York City, New York

2015 Youth Symposium

This year, July 25th through July 30th 2015, we welcomed 26 youth activists from 20 states to Washington, D.C. for our 12th annual Youth Advocacy Symposium - a series of skill-building workshops on leadership, advocacy and communications.

As part of the symposium, in addition to hands-on, in-depth advocacy training, the youth met with members of Congress to talk with lawmakers about protecting youth from tobacco use by supporting the FDA's efforts to regulate all tobacco products, including e-cigarettes and cigars. Cigarette smoking has fallen in the United States, but tobacco companies have introduced new products that appeal to kids, including e-cigarettes and cigars that come in a variety of candy and fruit flavors.

The Youth Advocacy Symposium is part of the Campaign for Tobacco-Free Kids' efforts to foster the next generation of leadership in the fight to end the tobacco epidemic.

Financials

Campaign for Tobacco-Free Kids

Revenue	Unrestricted	Temporarily Restricted	Total
Grants income	\$19,654	\$35,755,812	\$35,775,466
Contributions	\$533,829	-	\$533,829
Events	\$665,547	-	\$665,547
Investment Income	\$104,986	-	\$104,986
Other Revenue	\$6,756	-	\$6,756
Net assets released from restriction	\$19,437,808	(\$19,437,808)	-
TOTAL REVENUE	\$20,768,580	\$16,318,004	\$37,086,584
Expenses			
<i>Program services:</i>			
Public information and communications	\$1,430,174	-	\$1,430,174
Research, advocacy and technical assistance	\$3,478,584	-	\$3,478,584
Constituent relations and outreach	\$512,866	-	\$512,866
International Programs	\$12,719,063	-	\$12,719,063
<i>Supporting services:</i>			
General and administrative	\$1,181,645	-	\$1,181,645
Fundraising	\$955,976	-	\$955,976
TOTAL EXPENSES	\$20,278,308	-	\$20,278,308
Change in net assets	\$490,272	\$16,318,004	\$16,808,276
Net Assets			
Beginning	\$3,560,668	\$22,095,091	\$25,655,759
Ending	\$4,050,940	\$38,413,095	\$42,464,035

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