

BREAKING NEW GROUND BUILDING A TOBACCO-FREE FUTURE



ANNUAL REPORT FY 2012 APRIL 1, 2011 – MARCH 31, 2012



T

he Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. **OUR VISION:**

A future free of the death and disease caused by tobacco. We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.

CONTENTS

Breaking New Ground on Tobacco Control – Letter from Matt & Susan	3
U.S. Programs & Developments	5
Highlights	5
Spotlight – A Marriage of Convenience.....	6
Trends & Stats (States & Rates).....	7
International Programs & Developments.....	9
International Highlights.....	9
Spotlight on Brazil.....	10
Focus on Latin America	11
Youth Initiatives	13
Kick Butts Day.....	14
Youth Advocates of the Year Gala	15
Youth Advocates of the Year Spotlight — Abigail Michaelson.....	16
Financials.....	19
Donors & Partners	21
Leadership	24



LETTER FROM MATT & SUSAN

Every day, the Campaign for Tobacco-Free Kids strives to create a healthier future free of the death and disease caused by tobacco. We face an unrelenting foe in the tobacco industry, yet we continue to make tremendous progress in the United States and around the world.

We are pleased to present our annual report predominantly covering our activities and achievements from April 1, 2011, to March 31, 2012. We have many successes to celebrate:

- U.S. smoking rates fell to record lows among both youth and adults, demonstrating again the effectiveness of the proven strategies we work to put in place in every community, state and country.
- The federal government took unprecedented action by unveiling bold new cigarette warnings and launching a national media campaign that drove hundreds of thousands of smokers to seek help in quitting.
- Major League Baseball at last began to break its addiction to smokeless tobacco. It wouldn't have happened without the Knock Tobacco Out of the Park campaign we were proud to lead.
- Our annual Kick Butts Day was stronger than ever, empowering kids at more than 1,100 events across the country and generating media coverage that reached tens of millions.
- We supported nations around the world in taking strong action to reduce tobacco use, resulting in historic gains from Brazil to India to Ukraine.

Despite our progress, we know that the battle against tobacco use is far from over. Every year, tobacco still kills more than 400,000 Americans and about six million people worldwide. Every day, nearly 4,000 U.S. kids try their first cigarette and every day, 80,000 to 100,000 young people around the world become addicted to tobacco. If current trends continue, 250 million children and young people alive today will die from tobacco-related diseases.

The tobacco industry is as ruthless as ever in targeting our children and fighting any efforts to reduce the use of its deadly products. The Campaign for Tobacco-Free Kids is fighting just as hard to protect our children and save lives.

We are unyielding in our resolve to win the fight against the world's number one cause of preventable death. We know that our many partners and supporters are as well, and we thank you for your commitment to our cause. Together, we can end the tobacco epidemic once and for all.



Matthew Myers



Susan Liss





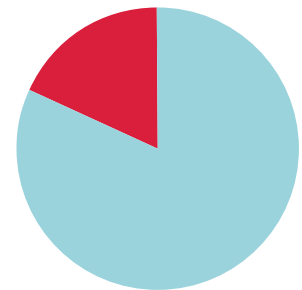
U.S. PROGRAMS & DEVELOPMENTS

The **FDA** unveiled graphic cigarette warnings, which were scheduled to take effect in the U.S. in late 2012. Putting profit before lives, the tobacco industry filed lawsuits to block the warnings. The Campaign for Tobacco-Free Kids fought hard for the law requiring the new warnings, and we are now fighting just as hard to defend the warnings in court.

The **CDC** this year launched an unprecedented national media campaign to prevent kids from smoking and encourage smokers to quit. The campaign told the harsh truth about smoking's consequences and had immediate impact, doubling calls to telephone quit lines. The Campaign for Tobacco-Free Kids championed funding for this initiative and is working to ensure it is repeated.

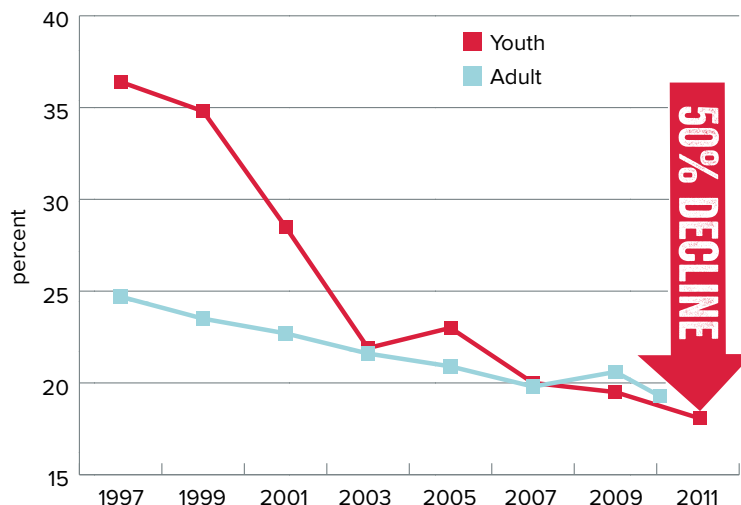
Major League Baseball and its players' union agreed to the first-ever restrictions on players' use of smokeless tobacco when around fans and on television. The Campaign for Tobacco-Free Kids led by an award-winning Knock Tobacco Out of the Park campaign that won this historic change, and we thank our many partners in this effort.

While we have made tremendous progress, a new **Surgeon General's report** reminded the nation that tobacco marketing still fuels a "pediatric epidemic" of youth tobacco use. Finding that more than 3.6 million American youth still smoke, the report was a timely reminder that the battle against tobacco must remain a national priority. The Campaign for Tobacco-Free Kids helped disseminate the report's findings to the public and policy makers, keeping up the pressure for action to protect our kids and save lives.



**3.6 MILLION
AMERICAN YOUTH
STILL SMOKE**

U.S. SMOKING TRENDS 1997-2011



This year U.S. smoking rates dropped to historic lows. Smoking rates fell to 19.3 percent among adults in 2010 and 18.1 percent among high school students in 2011 – the latter a 50 percent decline since 1997. These numbers are indicative of progress we have made to reduce the deadly tobacco toll, but there is still so much more to accomplish to reach our end goal of a tobacco-free world and zero lives lost. We continue to fight for the tobacco taxes, smoke-free laws, prevention programs and other strategies that drive this progress, and we are proud of our new “For Youth By Youth” partnership with the United Health Foundation that aims to cut youth smoking by 25 percent by 2015.

CAMPUS STATS

CAMPUSES FROM COAST-TO-COAST GO SMOKE-FREE

ALL 10 CAMPUSES

of the University of California will be completely tobacco-free by 2014, while on the other coast Nova Southeastern University is joining the University of Florida and other Sunshine State campuses in going tobacco-free.

University of California President Mark G. Yudof directed chancellors to implement tobacco-free policies on their campuses

WITHIN THE NEXT TWO YEARS

Key elements include prohibiting all tobacco use in both indoor and outdoor spaces and stopping the sale and advertising of tobacco products in University-owned and occupied buildings.

In Florida, Nova Southeastern University joined at least 13 other campuses, including the University of Florida, Florida International University and the University of Central Florida, that are already smoke-free. According to a university survey about

75 PERCENT OF NSU STUDENTS AND EMPLOYEES SUPPORT THE POLICY.

There are now at least

825 SMOKE-FREE CAMPUSES

across the country, according to Americans for Nonsmokers' Rights.

These policies protect the health of students and university employees and help reduce tobacco use among a population that is heavily targeted by the tobacco industry.

SPOTLIGHT

A MARRIAGE OF CONVENIENCE: TOBACCO INDUSTRY FORMS DEADLY ALLIANCE WITH CONVENIENCE STORES

The Campaign for Tobacco-Free Kids constantly exposes and counters the tobacco industry's strategies to target our children and defeat efforts to reduce tobacco use. This year, we released a report exposing how tobacco companies have enlisted convenience stores as their most important partners in marketing tobacco products and opposing tobacco control policies. The report shows how tobacco companies pay stores billions to ensure that cigarettes and other tobacco products are advertised heavily, displayed prominently



and priced cheaply to appeal to kids and keep current users hooked.

The report, "Deadly Alliance: How Tobacco Companies and Convenience Stores Partner to Market Tobacco Products and Fight Life-Saving Policies," is an important tool in countering efforts by tobacco companies and their store allies to oppose tobacco taxes and other policies to reduce tobacco use. Tobacco companies know, as we do, that higher tobacco taxes are one of the most effective ways to reduce smoking, especially among kids.

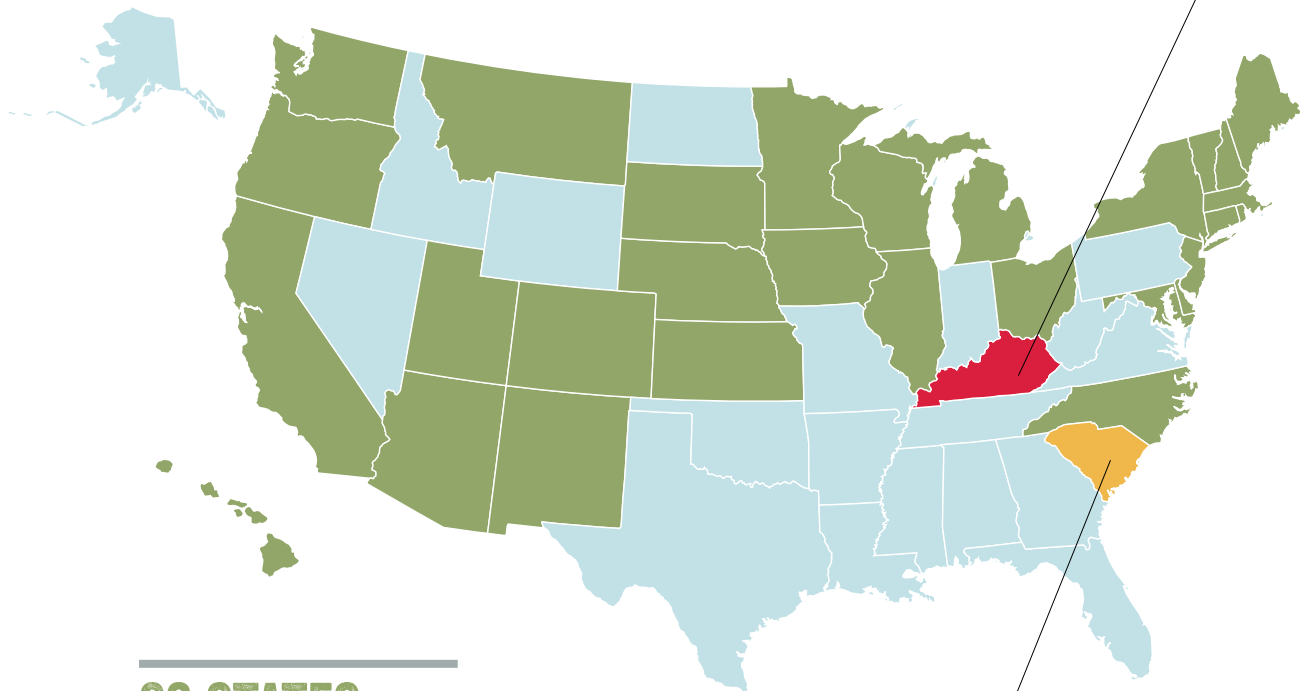


SMOKE-FREE STATES

The Campaign for Tobacco-Free provides leadership and assistance to campaigns throughout the United States and worldwide to enact smoke-free laws that protect everyone's right to breathe clean air. In the U.S., 29 states, Washington, DC, Puerto Rico, the U.S. Virgin Islands and more than 700 cities have laws requiring smoke-free restaurants and bars. These laws reduce smoking and protect everyone from dangerous secondhand smoke.

The Campaign for Tobacco-Free Kids advocates for smoke-free policies that protect workers and customers alike from lung cancer, heart disease and other serious illnesses caused by secondhand smoke. Studies show that smoke-free measures protect health without hurting business at restaurants and bars.

MORE THAN **ONE THIRD**
OF KENTUCKY RESIDENTS ARE NOW
PROTECTED BY LOCAL SMOKE-FREE
WORKPLACE LAWS



29 STATES,
WASHINGTON, DC,
PUERTO RICO,
THE U.S. VIRGIN ISLANDS
AND MORE THAN
700 CITIES
HAVE LAWS REQUIRING
SMOKE-FREE RESTAURANTS
AND BARS.

THERE ARE NOW **46**
SMOKE-FREE COMMUNITIES
IN SOUTH CAROLINA.



INTERNATIONAL PROGRAMS & DEVELOPMENTS

Tobacco will kill one billion people worldwide this century unless governments act now to save lives. The Campaign for Tobacco-Free Kids works to reduce tobacco use and its devastating toll worldwide as part of the Bloomberg Initiative to Reduce Tobacco Use, which is generously funded by philanthropist and New York City Mayor Michael R. Bloomberg. We are also grateful for the strong partnership with the Bill and Melinda Gates Foundation in this initiative. We promote the adoption and implementation of proven tobacco control measures in low- and middle-income countries that have been targeted by the tobacco industry and will bear the heaviest burden of tobacco-caused death and disease in coming decades.

The Bloomberg Initiative has been the catalyst for historic progress in the global fight against tobacco use and is saving millions of lives around the world. The Campaign for Tobacco-Free Kids is proud to have contributed significantly to the following progress:

- The global movement for smoke-free air is growing in scope and success. **Brazil** became the most populous country in the world to go smoke-free, joining 12 other **Latin American** and **Caribbean** countries and dozens more around the world. **China** pledged to go smoke-free within five years.
- **India** took unprecedented action to reduce the one million deaths tobacco causes annually. The Campaign for Tobacco-Free Kids supported advocacy efforts that led 18 Indian states and territories to increase tobacco taxes in the past two years, some by 100 percent. A growing number of Indian states are also banning gutka, a form of cheap chewing tobacco that is flavored with spices and sweeteners and is a major cause of oral cancer in the country. These successes resulted in part from an innovative campaign we supported that mobilized victims of tobacco to call for strong action.
- Other nations around the world also stepped up the fight against tobacco. **Argentina** passed a comprehensive tobacco control law. **Ukraine** banned virtually all tobacco advertising. **Russia**, which has one of the highest male smoking rates in the world, moved forward in considering comprehensive tobacco control legislation.



Fall 2011 Pack warning exhibit in China.



2011 World No Tobacco Day rally in India.



Rally for the Fall 2011 pack warning exhibit in Bangladesh.

**THE TOBACCO INDUSTRY
ISN'T SLOWING DOWN,
SO WE CAN'T SLOW DOWN.
THE FIGHT AGAINST
TOBACCO IS TRULY A
RACE TO SAVE LIVES,
AND THE CAMPAIGN FOR
TOBACCO-FREE KIDS
IS COMMITTED TO
WINNING IT. WE KNOW
ALL OF YOU ARE AS WELL.**

The Campaign for Tobacco-Free Kids actively participated in a September 2011 meeting at the United Nations, where world leaders committed to fighting tobacco use in order to reduce non-communicable diseases such as cancer, heart disease, lung disease and diabetes. Tobacco is the one risk factor shared by all these diseases, which account for two out of three deaths worldwide.

At every step, global progress has been aggressively opposed by the tobacco industry. When **Australia** became the first nation to require that cigarettes be sold in plain paper packaging to discourage youth tobacco use, it was promptly sued by the major tobacco companies domestically and internationally. In **China**, the tobacco industry continued to finance the construction of more than 100 primary schools throughout the country, named after popular cigarette brands and bearing slogans promoting tobacco use.

The tobacco industry isn't slowing down, so neither can we. The global fight against tobacco is a race to save lives, and the Campaign for Tobacco-Free Kids is committed to winning.

SPOTLIGHT ON BRAZIL



BRAZIL BECOMES WORLD'S LARGEST SMOKE-FREE COUNTRY

On December 15, 2011, President Dilma Rousseff of Brazil signed a comprehensive tobacco control law that made Brazil the world's largest smoke-free country and protects the health of the country's more than 190 million citizens.

The Campaign for Tobacco-Free Kids has been a strong advocate and partner in the country's efforts to reduce tobacco's deadly toll. We collaborated with our Brazilian partners to organize media campaigns that included print, radio, billboard and bus advertisements in support of the country's smoke-free initiative.

Brazil's new law requires all public places and enclosed workplaces to be smoke-free, bans tobacco advertising at point of sale, increases tobacco taxes and requires large, graphic health warnings on both sides of cigarette packs. Brazil also became the first country to ban additives and flavorings in cigarettes, eliminating one strategy the tobacco industry has used to lure kids and keep smokers hooked.

Overcoming strong opposition and lobbying from the tobacco industry, Brazil passed this legislation to meet its obligations under the World Health Organization Framework Convention on Tobacco Control, the world's first international health treaty.

FOCUS ON LATIN AMERICA

Latin America has long been a target of the tobacco industry, undermining health throughout the region. The Campaign for Tobacco-Free Kids has supported public health organizations and governments throughout the region in making dramatic progress in the last five years:



13 LATIN AMERICAN AND CARIBBEAN COUNTRIES ENACTED 100 PERCENT SMOKE-FREE LAWS:

BRAZIL, COSTA RICA, URUGUAY, COLOMBIA, PANAMÁ, GUATEMALA, BARBADOS, TRINIDAD AND TOBAGO, ARGENTINA, PERÚ, HONDURAS, VENEZUELA AND ECUADOR.

13 COUNTRIES ENACTED STRONG RESTRICTIONS ON ADVERTISING, PROMOTION AND SPONSORSHIP.

9 COUNTRIES HAVE A TOBACCO TAX AT OR ABOVE **TWO-THIRDS** OF THE RETAIL PRICE.

14 COUNTRIES NOW HAVE GRAPHIC WARNING LABELS COVERING AT LEAST **30 PERCENT** OF THE CIGARETTE PACK.

URUGUAY

HAS THE LARGEST GRAPHIC HEALTH WARNINGS IN THE REGION, COVERING

80 PERCENT

OF THE CIGARETTE PACK.



BUTT
OUT

YOUTH INITIATIVES

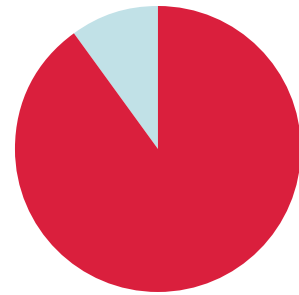
It's a sad fact that more than 90% of adult smokers take their first puff as teens or younger. If we keep kids from getting hooked in the first place, we will significantly reduce the number of adults who eventually become sick and die because of tobacco.

The tobacco industry also knows that most smokers start as kids, and that's why they spend \$8.5 billion a year – nearly \$1 million every hour – on seductive marketing. Much of it is aimed at our kids.

America's youth are powerful and effective voices in the fight against tobacco use. They encourage their peers to stay tobacco-free, take on the tobacco industry and its deceptive marketing and urge elected officials to take strong action to protect kids from tobacco.

The Campaign for Tobacco-Free Kids fosters these youth-led initiatives through our Youth Advocacy program. We provide forums for youth activists to share ideas and training in leadership, advocacy and communications.

Through these initiatives, we are creating a new generation of young leaders who will continue the fight against tobacco until the job is done.



MORE THAN
90%
OF ALL ADULT
SMOKERS BEGIN
THE DEADLY
ADDICTION AS
TEENAGERS.

EVEN THOUGH WE HAVE MADE PROGRESS IN THE STRUGGLE TO KEEP KIDS FROM USING TOBACCO, NEARLY **20 PERCENT** OF AMERICAN HIGH SCHOOL STUDENTS ARE SMOKERS—AND **A THIRD OF THEM** WILL DIE PREMATURELY FROM SMOKING-RELATED DISEASE.



KICK BUTTS DAY



STAND UP, SPEAK OUT, SEIZE CONTROL AGAINST TOBACCO

The Campaign for Tobacco-Free Kids held its 17th Annual Kick Butts Day on March 21, 2012. This national day of activism energizes young people to speak up and take action against Big Tobacco through hundreds of community events throughout the United States and other countries.

The 2012 Kick Butts Day was one of the largest and most exciting yet, with more than 1,100 events across the nation. Kids turned the tables on Big Tobacco with events that ranged from “They put WHAT in a cigarette?” demonstrations to health fairs to rallies at state capitols. These activities generated extensive media coverage by newspapers, television, radio and websites, reaching an audience in the tens of millions with a message that America’s kids are rejecting tobacco.

Kick Butts Day empowers young people to get involved in a unique way and brings localized attention to a worldwide problem.

THIS YEAR,
THERE WERE OVER
1,100
REGISTERED EVENTS —
OUR LARGEST
NUMBER TO DATE

YOUTH ADVOCATES

YOUTH ADVOCATES OF THE YEAR AWARD GALA

In May 2011, we celebrated exceptional leadership and achievement in the fight against tobacco at the Campaign for Tobacco-Free Kids' 15th Annual Youth Advocates of the Year Awards Gala.

We proudly honored youth and adult leaders who have demonstrated a passionate commitment to fighting tobacco use at the local, state, national and international level. Each honoree has made extraordinary contributions toward creating a future free of the death and disease caused by tobacco. We recognized their outstanding accomplishments before an audience of more than 400 business, philanthropic and government leaders.

Our Youth Advocates of the Year have mounted campaigns in support of strong tobacco prevention policies, raised awareness about the tobacco industry's deadly products and marketing and attended conferences in the United States and abroad. They bring an abundance of energy, passion and creativity to our movement and invigorate all of us who work with them.

AWARD RECIPIENTS



Champion Award:
U.S. Secretary of Health and Human Services
Kathleen Sebelius



Judy Wilkenfeld Award for International Tobacco Control Excellence:
E. Ulysses "Yul" Dorotheo, MD, FPAO



Group Winner: **Y Street, Virginia**



Eastern Regional:
Paige Niler, New Hampshire



Southern Regional:
Jordan Bontrager, Florida



Western Regional:
Kiley Atkins, Utah



Central Regional:
Joshua Dodson, Oklahoma

SPOTLIGHT



2011 NATIONAL YOUTH ADVOCATE OF THE YEAR Abigail Michaelson—Newport Beach, California, 18

Abby lost her father to a heart attack when she was only nine years old. She's honored his legacy with an unrelenting drive to fight tobacco use. She has urged California lawmakers to increase tobacco taxes and require insurers to provide coverage to help smokers quit. She pressed successfully for the Newport Beach Environmental Quality Affairs Committee to pass a city ordinance requiring smoke-free public parks and restaurant patios. Abby also helped get out the vote for the California Cancer Research Act, which would have raised the cigarette tax to fund cancer research and tobacco prevention and cessation. Additionally, Abby started a successful Heart and Health Club at her school that is now being replicated at numerous other high schools in her county. Abby attended the American Heart Association's National Lobby Day in Washington in April 2011 and continues to advocate for policies to reduce tobacco use.

“ I AM VERY PASSIONATE ABOUT TOBACCO ADVOCACY AND REFORM. I DON'T KNOW WHAT I WOULD HAVE DONE IF I DIDN'T HAVE THIS CAUSE. I KNOW NOW THAT I CAN ACHIEVE ANYTHING IF I PUT MY MIND TO IT. ”

**NOT
ON
FDA
regulated**
MADE BY PHILIP MORRIS

Marlboro
100's

20 CLASS A CIGARETTES

NOT DISCLOSED:

Smokers are exposed to Hydrogen Cyanide, Ammonia, Arsenic, Butane, Nicotine, Carbon Monoxide, Formaldehyde, and 40 other chemicals known to cause cancer.

CAMPAIGN
for
TOBACCO-FREE
Kids®



FINANCIALS

CAMPAIGN FOR TOBACCO-FREE KIDS FY2012

FY12 Revenues	
Grants Income	\$11,906,906
Contributions	\$526,252
Events	\$539,590
Investment Income	\$99,727
Other Revenue	\$38,185
Released from Restrictions (Prior year commitments)	\$12,501,905
Received in FY12 but restricted for future periods	\$(11,729,658)
Total	\$13,882,907
FY12 Expenses	
Program Services	\$12,697,752
Communications	\$1,070,844
Research, Advocacy & Technical Assistance	\$2,678,862
Constituent Relations & Outreach	\$366,511
International Programs	\$8,581,535
Supporting Services	\$2,230,916
General & Administrative	\$1,220,008
Fundraising	\$1,010,908
Total	\$14,928,668
Net Assets	
Unrestricted	\$3,654,075
Temporarily Restricted**	\$18,056,270
Total	\$21,710,345

TOBACCO-FREE KIDS ANNUAL FUND FY2012

FY12 Revenues	
Contributions & Grants	\$401,070
Interest Income	\$17,926
Other Revenue	\$140
Released from Restrictions (Prior year commitments)	\$12,570,543
Received in FY12 but restricted for future periods	\$(16,593)
Total	\$12,973,086
FY12 Expenses	
Program Services	\$12,651,246
Advocacy, Research, Communications, Constituent Relations & Outreach	\$1,222,726
International Programs	\$11,428,520
Supporting Services	\$142,060
General & Administrative	\$133,585
Fundraising	\$8,475
Total	\$12,793,306
Net Assets	
Unrestricted	\$3,088,259
Temporarily Restricted**	\$16,003,687
Total	\$19,091,946

NOTE: A complete copy of our FY12 Audited Financial Statements can be obtained by contacting the Campaign for Tobacco-Free Kids.

**Temporarily Restricted assets represent financial commitments that are available to be spent over future years.



**This Park Is
Tobacco Free**



No Smoking

Thank You For Your Cooperation.

Town of Chatham

OUR CHAMPIONS

Our donors empower us to continue marching towards a tobacco-free future. Our work would not be possible without the generous support of each individual, philanthropic foundation, corporation and non-profit organization dedicated to preventing kids from starting to smoke, helping smokers quit and protecting everyone from the dangers of secondhand smoke. The list below is of supporters who have contributed \$250 or more. We are grateful for their gifts and for their commitment to our cause. For more information on how you can donate, please visit www.tobaccofreekids.org.

AARP
Wilton J. Aebersold
Albom & Associates Language Services
Alere Wellbeing
American Academy of Family Physicians
American Cancer Society
American Express Company-Employee Giving Program
American Heart Association
Thomas Andrews
Debra Annand
ASH International
Leslie E. Bains
Bains Family Foundation
Bank of America
Battelle
Michael Bloomberg
Bloomberg Family Foundation
Nancy Brown
Eloise Burke
C-Change
CareFirst BlueCross BlueShield
Dennis W. Carlton
Maria G. Carmona
Marilou Chapman
TBWA CHIAT\DAY
Clyburn Consulting, LLC
David Cohen
Christopher Conley
William Corr
Howard Crystal
Kevin G. Curtin
Danya International, Inc.
Arthur T. Dean
Soni Dighe
Paul A. Dirmeyer
Diane M. Disney Miller
Clifford Douglas
Eli D. Eilbott
Edith B. Everett
Expressway Office Solutions
Ellen Feighery Koland
Peter Fisher
Barrie Fiske
General Board of Church and Society, United Methodist Church
John Giglio

Joseph Gitchell
Stephanie Glace
GlaxoSmithKline
GlobalNet Services, Inc.
Peter Gosselin
GYMR
Chris Hayler
Jane Henley
John Hirschi
HSBC
Mark Hurley
Linda R. Iennaco
Raphael Jacobs
Melissa M. Johnson
Johnson & Johnson
Justgive.org
John Keightley
Patricia Lambert
Theodore Lawrence
Legacy
Robert Leibenluft
David Lieb
Susan Liss
LIVESTRONG
M + R Strategic Services, Inc.
McKinsey & Company
Francis X. Mellon
Kathleen Meriwether
Michael Moore
Alfred Munzer
Ernestine Murray
Eric F. Myers
Matthew Myers
National Association of Attorneys General
Lorren Negrin
Robin Negrin
Negrin Foundation
Novartis Pharmaceuticals Corporation
William Novelli
Novick Group
NVG, LLC
Ogilvy CommonHealth Worldwide
Jacqueline Parker
Parrilla Design Workshop
Peter G. Peterson Foundation
Pfizer, Inc.
John M. Pinney
Robert M. Portman

PR Newswire – U.S. Newswire
PricewaterhouseCoopers LLP
Andrew T. Pugh
Rapp
Peter G. Reinecke
Christopher Renzi
Robert Wood Johnson Foundation
Ropes & Gray, LLP
Mindy Saffer
Saforian
Rosemarie H. Sampson
Peter Samuels
Sanofi U.S.
Save the Children
William B. Schultz
John Seffrin
Jonah Shacknai
Ira S. Shapiro
Deanne Sharlin
Mark K. Shriver
SICPA Securink Corporation
Todd B. Sisitsky
David R. Smith
Anonymous Staff
State Of Washington
Christian S. Stauber
Connie Steensma
Stones' Phones
SunTrust Bank Foundation
SUNY Upstate Medical University
Erika Sward
Patrick J. Szymanski
Tauman Family Fund of the Oregon Jewish Community Foundation
The Dubose Family Foundation
The Glover Park Group
The H.M. Foundation
The Society of Thoracic Surgeons
Thoracic Foundation
Mark Travers
Michael B. Trister
United Health Foundation
Seth Waxman
Wegmans Food Markets, Inc.
Jill Weinstein
M. C. Wheeler
Margaret White
Jonathan Wilkenfeld
Vince Willmore



OUR PARTNERS

The Campaign for Tobacco-Free Kids partners with more than 100 organizations dedicated to eliminating the death and disease caused by tobacco use. Our partners represent a diverse community of health, education, corporate, nonprofits and other organizations that share a commitment to protecting children and saving lives. As our list of partners continues to grow, we grow confident that our combined resources and expertise will help us win the fight against tobacco use — the leading cause of preventable death.

Allergy & Asthma Network - Mothers of Asthmatics, Inc.

American Academy of Family Physicians

American Academy of Nurse Practitioners

American Academy of Otolaryngologists –
Head and Neck Surgeons

American Academy of Oral Medicine

American Academy of Pediatrics

American Association for Cancer Research

American Association for Respiratory Care

American Cancer Society

American Cancer Society Cancer Action Network

American College of Cardiology

American College of Chest Physicians

American College of Occupational &
Environmental Medicine

American College of Physicians-American
Society of Internal Medicine

American College of Preventive Medicine

American Dental Association

American Dental Education Association

American Dental Hygienists' Association

American Heart Association

American Lung Association

American Medical Association

American Psychiatric Association

American Psychological Association

American Public Health Association

American School Health Association

American Society of Addiction Medicine

American Society of Clinical Oncology

American Society of Preventive Oncology

American Thoracic Society

Asian & Pacific Islander American Health Forum

Association of Black Cardiologists

Association of Maternal and Child Health Programs

Association of Reproductive Health Professionals

Association of Schools of Public Health

Association of State and Territorial Health Officials

Association of Women's Health Obstetric and
Neonatal Nurses (AWHONN)

Community Anti-Drug Coalition of America (CADCA)

General Board of Church & Society of the
United Methodist Church

Girl Scouts of the U.S.A.

Hadassah: Women's Zionist Organization of America

Heart Rhythm Society

Legacy for Health

LIVESTRONG

Lung Cancer Alliance

March of Dimes

National Association of County & City Health Officials

National Association of Local Boards of Health

National Association of Social Workers

National Association of State Alcohol/Drug
Abuse Directors

National Consumers League

National Education Association

National Latino Tobacco Control Network

National Mental Health Association

National Partnership for Women and Families

National Physicians Alliance

National Research Center for Women & Families

Cancer Prevention and Treatment Fund

National Women's Law Center

Oncology Nursing Society

Partnership for Prevention

Society for Cardiovascular Angiography and Interventions

Society for Public Health Education

Society of Critical Care Medicine

Society of Thoracic Surgeons

Trust for America's Health

United Church of Christ, Justice and Witness Ministries

FY 2012 STAFF LEADERSHIP

Matthew L. Myers
President

Susan M. Liss
Executive Director

Jacqueline M. Bolt
VP, Finance and Administration

Peter H. Fisher
VP, State issues

Anne Ford
VP, Federal Relations

John M. Keightley
VP, Development

Danny McGoldrick
VP, Research

Yolonda Richardson
VP, International Programs

Vince Willmore
VP, Communications

FY 2012 BOARD OF DIRECTORS

William D. Novelli
Professor, McDonough School of Business
Georgetown University
Washington, DC

Christopher Conley
Managing Director
Tricadia Municipal Management
New York, NY

Danny McGoldrick
Vice President, Research
Campaign for Tobacco-Free Kids
Washington, DC

Lance Armstrong
Lance Armstrong Foundation
Austin, TX

Leslie E. Bains
Managing Director
Citi Private Bank
New York, NY

Dileep G. Bal, M.D.
District Health Officer
Kauai District Health Office
Lihue, Kauai, HI

Nancy Brown
Chief Executive Officer
American Heart Association
Dallas, TX

Barrie Fiske
Tobacco Control Advocate
Boston, MA

Abigail Michaelsen
National Youth Advocate of the Year
Newport Beach, CA

Michael Moore
Mike Moore Law Firm, LLC
Flowood, MS

Matthew L. Myers
President
Campaign for Tobacco-Free Kids
Washington, DC

Jonah Shacknai
Chairman and Chief Executive Officer
Medicis Pharmaceutical Corporation
Scottsdale, AZ

John R. Seffrin, Ph.D.
Chief Executive Officer
American Cancer Society
Atlanta, GA

Todd Sisitsky
Partner
TPG Capital, LP
San Francisco, CA

Mark K. Shriver
Vice President and Managing Director
of U.S. Programs
Save the Children
Washington, DC

David R. Smith, M.D.
President
SUNY Upstate Medical University
Syracuse, NY



tobaccofreekids.org



Campaign for Tobacco-Free Kids

1400 Eye Street, NW

Suite 1200

Washington DC 20005

202.296.5469