

CAMPAIGN
for
TOBACCO-FREE
Kids®

TOBACCO-FREE
Kids
ACTION FUND™

Campaign for the Culture

Campaign for Tobacco-Free Kids





About the Issue

For decades, the tobacco industry has targeted Black Americans, especially youth, with marketing for menthol cigarettes and other tobacco products like flavored cigars.

Tobacco use is the number one cause of preventable death among Black Americans, claiming 45,000 Black lives each year





Our Goals to Achieve Health Equity

We have spent decades fighting the tobacco industry and refuse to stop until we achieve a Tobacco-Free Future for ALL.

We're implementing a three-prong strategy to stop the industry's assault on people and communities most negatively impacted by tobacco use, reduce health disparities and save lives.

- 1. Engage Deeply with Communities Most Impacted by Tobacco**
- 2. Demand Policy Change to Improve Health Equity and Save Lives**
- 3. Invest in Storytelling through our Campaign for the Culture**





Through the Campaign for the Culture, we seek to:

- **Unite, educate, and engage** communities and groups most impacted by tobacco.
- **Work closely** with affected groups to facilitate **collective involvement** in the tobacco control movement.
- **Increase awareness** among at-risk communities of the industry's insidious marketing tactics.
- **Empower and inspire** community members to avoid or quit tobacco use.
- **Drive meaningful policy change** to reduce health disparities and save lives among Black Americans and other at-risk groups.





Programs

- Cultural Conversations
- HBCU Listening Tour
- HBCU Roundtable
- Faith Roundtable
- The Take Down profile series
- Special Reports





Partners

- NAACP
- National Medical Association
- National Hispanic Medical Association
- The Links Incorporated
- Black Women's Health Imperative
- Save a Girl Save a World
- The Center for Black Health & Equity
- The League of United Latin American Citizens (LULAC)
- YWCA
- And others



NAACP



National Hispanic Medical Association



THE CENTER FOR
BLACK HEALTH & EQUITY



Linked in Friendship, Connected in Service



BLACK WOMEN'S
HEALTH IMPERATIVE



National
Medical
Association



AATCLC
The African American Tobacco
Control Leadership Council
Saving Black Lives



eliminating racism
empowering women

ywca





Cultural Conversation

Featured leaders from:

- National Medical Association
- YWCA
- National Association of Secondary School Principals
- The Center for Black Health and Equity
- Public Health Law Center
- NAACP
- The Links, Inc
- Black Women's Health Imperative
- National PTA
- National Association of School Nurses



GET YOUR ADVOCACY IN SHAPE

A Cultural Conversation Series Webinar

Tuesday, February 8th • 7:00 - 8:00 PM EST

RSVP for this virtual webinar at TFK.org/C4TC



Host
Dr. Jennifer Hawkins
Global Strategist and
Public Policy Leader



Tammy Boyd
Chief Policy Officer & Sr. Counsel
Black Women's Health Imperative



Phillip S. Gardiner, Dr. P.H.
Co-Chair
African American Tobacco Control
Leadership Council



Gabe Glissmeyer
Project Specialist
National LGBT Cancer Network



Delmonte Jefferson
Executive Director
The Center For Black Health
& Equity



Deidre Sully
Sr. Director of Health Policy and
Community Affairs
Public Health Solutions



Gustavo Torrez
Director of Youth Advocacy
Campaign for Tobacco-Free Kids



Allyssa Williams
Tobacco-Free Kids Ambassador
Howard University



The Take Down

A series of candid interviews about tobacco use and advocacy within communities most impacted by Big Tobacco's tactics.

Featured conversations with:

- Bryce Moore – CTFK National Youth Advocate of the Year
- Laphonza Butler – President, EMILY's List
- Dr. Elena Rios – President and CEO, National Hispanic Medical Association
- Lincoln Mondy – Director of Black Lives, Black Lungs, Executive Director of Win Black, A/B
- Dr. Patrica Nez Henderson – President, Society for Research on Nicotine and Tobacco





HBCU Listening Tour

- Howard University
- Clark Atlanta University
- Spelman College
- Morehouse College
- National Black Nurses Association students

PRESENTS: **CAMPAIGN FOR THE CULTURE**

HBCU LISTENING TOUR

CLARK ATLANTA UNIVERSITY • SPELMAN COLLEGE • MOREHOUSE COLLEGE

SEPTEMBER 22ND 7 - 8 PM EST

The HBCU Listening Tour is intended to provide an innovative way to engage and hear from HBCU students on the role tobacco plays in setting cultural norms and behaviors. We will create small curated listening sessions to allow for honest and open dialogue around the impact and influence of tobacco in young multicultural communities.

Dinner is on us.
Uber Eats Gifts Cards will be provided to participants.

If you would like to join the conversation, please RSVP to india@theburnsbrothers.com by September 17th, 2021

A photograph of four diverse young adults, two men and two women, smiling and standing outdoors. They are wearing backpacks, suggesting they are students.

GA
CLARK ATLANTA UNIVERSITY

Spelman College
A Choice to Change the World

MOREHOUSE COLLEGE

Special Reports

- Stopping Menthol, Saving Lives: Ending Big Tobacco's Predatory Marketing to Black Communities
- A Lifetime of Damage: How Big Tobacco's Predatory Marketing Harms the Health of Women and Girls

