



The Campaign for Tobacco-Free Kids

An RWJF national program

SUMMARY

The Robert Wood Johnson Foundation (RWJF) established the National Center for Tobacco-Free Kids in 1995 (renaming it the *Campaign for Tobacco-Free Kids* [CTFK] in 1996) and has provided continued support for CTFK since that time.

CTFK's mission from its start has been to promote policy and environmental changes that will prevent and reduce tobacco use and exposure to secondhand smoke, especially among children, as well as changes that will minimize the harm caused by tobacco.

This report covers the startup of CTFK and the results of its work through 2006. Since that time, RWJF has continued to support the work of CTFK. The results of these grants will be covered in subsequent Program Results Reports.

Key Results

From 1996 to 2006, CTFK:

- Advocated for regulation of tobacco products by the U.S. Food and Drug Administration (FDA) in collaboration with the American Cancer Society, the American Heart Association, the American Lung Association and others.
- Launched [Faith United Against Tobacco](#) in 2002 to mobilize faith communities of all denominations to support proven solutions to reduce smoking.
- Provided technical assistance to state and local coalitions working on three main tobacco-control goals: strong clean indoor air laws, tobacco tax increases and increased state funding of tobacco prevention and cessation programs.
- Became a national voice and brand for youth tobacco control. For example, CTFK:
 - Launched [Kick Butts Day](#) in 1996, an annual day of activism that empowers youth to speak up and take action against tobacco use at more than 2,000 events from coast to coast. The 14th annual Kick Butts Day was March 25, 2009.
 - Created [Youth Advocates of the Year](#) in 1998 to honor the work of young people from across the country who have made significant contributions to tobacco

prevention advocacy work at the local, state and federal levels, as well as internationally.

- Conducted communications activities to increase the awareness among media, policy-makers and national thought leaders of tobacco control as a pressing public health issue. According to CTFK's president Matt Myers, aggressive work by the campaign's communications arm to focus on tobacco as a public health issue has changed the way the media cover the subject.

Program Management

William Novelli, co-founder of the social marketing firm Porter Novelli, served as CTFK's first president. Matt Myers, a civil rights attorney and former executive director of the Coalition on Tobacco OR Health, joined CTFK at the same time as vice president; he became president in 1999 when Novelli resigned to become the CEO of AARP.

Funding

In January 1996 RWJF's Board of Trustees authorized \$20 million for five years for the start-up of the Center. In January 1999, the Board authorized an additional \$50 million for a five-year period to continue the work of the Center. In October 2003, the Board authorized an additional \$14 million for a three-year period to continue the work of the Center. Total authorizations have been up to \$84 million. Prior to the first authorization, RWJF provided startup funds through grants to Development Communications Associates (\$267,676) and the American Cancer Society (\$489,890).

Other sources of funding for the Campaign include the American Cancer Society, the American Heart Association and the Annie E. Casey Foundation. See [Appendix 1](#) for details.

THE PROBLEM

The Centers for Disease Control and Prevention (CDC) [report](#) that tobacco-related disease accounts for more than 400,000 deaths per year in the United States, and tobacco-related health care costs in the United States exceed \$80 billion each year. In fact, smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined.

Nationwide, tobacco contributes to a host of health problems, including lung and other cancers, heart disease, chronic lung disease and stroke. Its health effects reach beyond smokers themselves. According to a publication of the American Lung Association, each year nearly 50,000 Americans who do not smoke die from lung cancer and heart disease because of exposure to secondhand, or environmental, tobacco smoke.

In addition to the toll tobacco takes on the nation's health, smoking costs America nearly \$195 billion annually in both medical expenditures and lost productivity due to illness.

Tobacco Industry's Strategy: Target Kids

Research studies from the [CDC](#) have found that young people are three times as sensitive to tobacco advertising as are adults and are more likely to be influenced to smoke by cigarette marketing than by peer pressure. For example:

- Some one-third of underage experimentation with smoking is attributable to tobacco company advertising and promotion. Some 90 percent of all smokers tried their first cigarette as teenagers or younger.
- Every day, 4,000 youth ages 18 and younger try smoking for the first time; one in every four will become a regular, daily smoker.
- Of the roughly 416,000 kids who become new regular, daily smokers each year, almost a third will ultimately die from smoking or smoking-related causes.
- In 1995, when RWJF started funding CTFK, 71.3 percent of youth had tried smoking (even a few puffs), 34.8 percent had smoked at least one day in the past 30 days and 16.1 percent had smoked for 20 days in the past 30 days ([Youth Risk Behavior Survey 1991–2007](#)).

[Fact Sheets](#) about tobacco's toll on kids are available from the Campaign's website. The Fact Sheet data and statistics are drawn from the [CDC](#) and other federal agencies.

David and Goliath - the Tobacco Industry versus the Tobacco-Control Movement

The tobacco industry promotes its products aggressively, spending more than \$13.4 billion on marketing (see [Campaign Fact Sheet](#)). In comparison, the tobacco-control movement through the 1990s was underfunded and fragmented across numerous public health and public interest organizations, and opposition to the tobacco industry and tobacco lobby was not the sole mission of any of them. "Tobacco was just one more item on a long list of issues these organizations care about," said Joe Marx, RWJF senior communications officer.

William Novelli, the first president of CTFK, described the tobacco-control community as "full of good people, but not strongly directed." As major tobacco-control issues surfaced—such as the FDA regulation of tobacco products—turf battles rose up among the disparate voices in the community.

The one way that tobacco-control advocates were loosely organized was through the [Coalition on Smoking OR Health](#), a confederation of representatives of the American Cancer Society, the American Lung Association and the American Heart Association.

According to Michael Beachler, former program officer at RWJF, "The overriding weakness of the coalition was that it was limited in what it could bring to the table in terms of organizational and political muscle. What was needed was a big tent of people who could really push and mobilize on a specific issue." (See the [chapter](#) in the 2003 RWJF *Anthology* (Volume VI), "The Center for Tobacco-Free Kids and the Tobacco-Settlement Negotiations," for more information on this issue.)

CONTEXT

In 1990, Steven Schroeder, M.D., joined RWJF as president, bringing with him a belief that the Foundation had a unique opportunity to reduce the burden caused by substance abuse, including tobacco use.

Schroeder had his work cut out to convince the Board of Trustees, which expressed concern about the tremendous weight of the tobacco industry, with its annual sales of more than \$45 billion. "Fortunately," according to Schroeder in an interview in February 2002, "the congruence of the tremendous toll that tobacco takes plus the spirit of our mission prevailed. Ultimately, our Board became very proud of our work in tobacco control."

When the Foundation entered the field of tobacco control in the early 1990s, its focus was on reducing tobacco use among children and adolescents. (There was also a focus on pregnant women.) Children and youth were chosen as a target audience primarily because tobacco use was illegal for minors, so policy work in that area was relatively "safe" politically. In the early 1990s, there also was an unprecedented rise in smoking rates among 8th- to 12th-graders. According to Senior Communications Officer Joe Marx, focusing on reducing smoking rates among youth was a public health goal that was "clear, based on the evidence and palatable politically because it was illegal to sell tobacco to kids."

Since the early 1990s, RWJF has worked to help reduce the prevalence of tobacco use—funding research to learn which policies and programs are most effective, as well as focusing public attention and fostering action on policies aimed at preventing people from starting to smoke and helping current smokers quit.

The Foundation's efforts have concentrated on strengthening and expanding policy changes that have been shown to reduce the prevalence of tobacco use, including higher tobacco prices, comprehensive clean indoor air policies, the coverage of tobacco cessation treatments by Medicare and Medicaid and systems changes necessary for physicians to engage in tobacco cessation efforts with their patients.

RWJF has supported more than 1,350 grants related to tobacco use in four main strategic areas:

- **Policy Research**—RWJF helped build the field of tobacco policy research. That research identified the most effective public policies that reduce tobacco use. Programs in this area are:
 - *Tobacco Policy Research and Evaluation Program*. See [Program Results](#).
 - *Substance Abuse Policy Research Program*. For more information, see [Program Results](#).
- **Policy Advocacy**—RWJF has developed and supported community-based and state-level advocacy efforts that built support for tobacco-control policies. RWJF also provided technical assistance to advocates working for tobacco-control policies. Programs in this area include:
 - *SmokeLess States[®]: National Tobacco Policy Initiative*. See [Program Results](#).
 - *National Tobacco Control Technical Assistance Consortium*. See [Program Results](#).
 - *Tobacco Control Legal Consortium* (funded through grant ID#s 055425 and 061100).
 - *Policy Advocacy on Tobacco or Health*. See [Program Results](#).
 - *Tobacco Policy Change: A Collaborative for Healthier Communities and States*. This program provides resources and technical assistance for community, regional and national organizations and tribal groups advocating for effective tobacco prevention and cessation policy initiatives.
- **Communications and Public Education**—RWJF supported media campaigns and other public education efforts that helped build support for tobacco-control policies. These include:
 - *Audience Research and Communications to Increase Public Awareness and Action for Tobacco Control*.
 - Campaigns to support its program *Smoke-Free New Jersey*.
 - Campaigns in support of its *SmokeLess States* program.
 - *The Campaign for Tobacco-Free Kids*, the subject of this report.
- **Tobacco Cessation**—Funding has focused on identifying the most effective tobacco cessation treatments and disseminating those treatments to health care practitioners, supporting health and health care policy changes to boost access to and use of treatments and building consumer demand for effective quitting services and treatment.

Work in this area includes:

- *Addressing Tobacco in Managed Care*, a national program. See [Program Results](#) and the [Capstone Meeting Report](#).
- *Innovations in Building Consumer Demand for Tobacco-Cessation Products and Services*. See the national conference [report](#).
- *Smoke-Free Families: State of the Science Capstone Meeting*.

For more information on Foundation's strategy in this area, see "[Taking on Tobacco](#)," by James Bornemeier in the 2005 RWJF *Anthology*.

PRELUDE TO THE CAMPAIGN

In 1994, former RWJF Vice President Nancy Kaufman and others at the Foundation and in the tobacco-control field recognized the need for an organization that could function as a national voice, advocate and command post for the various, fragmented tobacco-control forces in the country.

"The American Heart Association, the American Cancer Society and the American Lung Association were the only counterweights to the tobacco industry then," explained Marx. "What was needed was a dedicated presence in Washington, D.C.—a center with an experienced, professional, full-time staff waking up every day to take on the tobacco industry and relentlessly pursue tobacco control."

According to Marx, structuring an organization with policy and media advocacy at its very heart was a deliberate strategy. "The Foundation understood that in the area of tobacco control, changing public policy rather than individual behavior could have a broader impact," he said.

Exploring the Feasibility of a National Center for Tobacco Control

The seeds of the National Center for Tobacco-Free Kids were first planted in May 1995 when RWJF awarded a one-year grant to Development Communications Associates (ID# 027066). The Boston-based consulting firm explored the concept of a national tobacco-control and media resource center, secured matching funds for such a center and designed a long-term fund-raising strategy.

During the grant period, Development Communications Associates accomplished the following:

- Developed recommendations for the structure, location and functions of a public education program and concluded that it should be as "free-standing as possible" and "located in Washington, D.C."

- Developed a recommended structure for partnering with key organizations (e.g., the American Cancer Society), encouraging partners to take ownership of activities, get credit for their results and yet distance themselves from tactics outside of their comfort zone.
- Identified individuals and organizations with the capability and interest to provide significant funding to the proposed center and conducted initial outreach to them.
- Tracked funding commitments and solicitations. As of May 1996, CTFK had funding commitments from the American Cancer Society (\$10 million total over five years), the Conrad Hilton Foundation (\$200,000 in 1996), the Annie E. Casey Foundation (\$400,000 in 1996), the American Medical Association (\$50,000 in 1996) and the Henry Ford Health System (\$25,000 in 1995). See [Appendix 1](#) for a complete list of other funders.

Development Communications Associates' 1996 final report to RWJF concluded: "A new free-standing, non-profit organization, the Center for Tobacco-Free Kids, has been planned... with a \$20 million Robert Wood Johnson Foundation grant and \$10,925,000 in funding commitments from other private sources. The resource development process has also helped lead to working partnerships with national organizations that are expected to provide the Center with access to major constituencies, staff and volunteer support and future funding."

The combined commitment of RWJF, the American Cancer Society and the American Heart Association—organizations that had been the nucleus of the Coalition on Smoking OR Health—shored up the public perception that the public health community had a great interest in tobacco control, and thus the effort could move forward aggressively. (See list of funders in [Appendix 1](#).)

Planning and Startup of the *Campaign for Tobacco-Free Kids*

From September 1995 to June 1996, RWJF provided grants for planning and startup activities to two key national partners: the American Medical Association (AMA) and the American Cancer Society.

The first grant for about \$450,000 went to the AMA in September 1995 to establish the Coordinating Committee to Prevent Tobacco Use by Youth. (See [Program Results](#) on ID# 028086.) In addition to the AMA, the coordinating committee brought together the American Cancer Society, the American Heart Association, the American Lung Association and the Advocacy Institute (a nonprofit tobacco-control institute).

In March 1996, RWJF awarded a second grant (ID# 028989), this time to the American Cancer Society, for \$489,890 to fund startup activities for CTFK. After the four-month planning period ended, RWJF authorized an initial grant of \$20 million (Grant ID# 029600) to the *Campaign for Tobacco-Free Kids*, the new name for the center. It was

launched as a freestanding organization at an inaugural reception on June 17, 1996. A list of board members is on the [website](#).

Campaign Management

The National Center for Tobacco-Free Kids was announced in February 1996 to national media and partners. It officially opened for business as the *Campaign for Tobacco-Free Kids* in June 1996 under the leadership of William Novelli, who, with Marx of RWJF, hired the first staff. Novelli, founder of the social marketing firm Porter Novelli and a self-described social marketing practitioner, was on sabbatical at the Annenberg Center at the University of Pennsylvania when the Foundation approached him about heading up the center. In a 2008 interview for this report, Novelli said he was immediately drawn to the challenge because of the "potential for a big social payoff if we could reduce tobacco use."

Matt Myers, a former civil rights attorney and executive director of the Coalition on Tobacco OR Health, became the center's vice president.

CAMPAIGN DESIGN AND EVOLUTION

Since the beginning, the mission of the CTFK has been to promote policy and environmental changes that will prevent and reduce tobacco use and exposure to secondhand smoke, especially among children, and that will minimize the harm caused by tobacco. Initially, the four main objectives were to:

- Develop a national strategy for reducing youth tobacco use.
- Serve as a media center to develop national information strategies to prevent youth tobacco use and to counter the promotional efforts of the tobacco industry.
- Provide intensive technical assistance to state- and community-level public education efforts to improve their effectiveness.
- Broaden the base and depth of public support to reduce youth tobacco use.

In 1997, CTFK expanded these objectives to reflect two more priorities:

- To build support for the enactment of comprehensive national tobacco-control legislation.
- To increase relationships with tobacco growers, their communities and their allies.

An Early Controversy: The Campaign's Role in the 1997 Tobacco Settlement Negotiations

Shortly after it was established, the Campaign became involved in the legal settlement being negotiated between the tobacco industry and a group of states that, in 1995, had

filed suit against it. In taking on "big tobacco," their aim was to recoup for the states the costs to state Medicaid budgets of treating people who had developed cancer, emphysema and other diseases as a result of smoking.

In 1997, as discussions between the tobacco industry and the state attorneys general moved toward a financial settlement, Bruce Lindsay, special counsel to President Clinton and Mississippi Attorney General Mike Moore asked the Campaign's staff to join the conversation (which mostly took place behind closed doors). Although they understood the Campaign staff's message that no one group could represent the public health community, they still asked the Campaign staff to advise the attorneys general during the discussions about public health issues.

The Campaign staff had previously worked with the White House staff and the state attorneys general as public health advisors and as a liaison with others in the public health community with regard to the pending litigation and the previous settlements between the states and Liggett & Myers. The White House staff members told the Campaign staff that they wanted to be sure that public health issues were a priority in any discussions and asked the Campaign staff to participate for this purpose.

The Campaign's involvement in the negotiations thrust it into a role far different from the one it played previously or subsequently. Although staff was often "the only public health voice in the room," according to Myers, the tobacco-control community remained fragmented. Its members disagreed about the role the Campaign should play in the negotiations, the wisdom of sitting down with the tobacco companies and the terms of the settlement itself.

On June 20, 1997, the agreement between the state attorneys general and the tobacco industry was announced, requiring the industry to make annual payments to the states of \$368.5 billion in the first 25 years. The settlement contained a substantial number of public health-related provisions, including some that would have required that more than \$2 billion be spent annually by the states and the federal government on tobacco prevention and cessation. One major provision in the agreement included full FDA authority over tobacco.

The settlement needed federal legislation to become effective. The public health community did not back this legislation, based on the original settlement. Although many public health groups did support the legislation that Senator John McCain drafted in March 1998, some public health groups did not—and after weeks of delay and more than \$100 million of advertising and lobbying by the tobacco industry, the bill died in June 1998.

For a more detailed account of the Campaign's controversial involvement with the settlement negotiations, see the [article](#) by Digby Diehl in the 2003 RWJF *Anthology*.

Campaign Evolution in the Aftermath of the Defeat of the 1997 Tobacco Settlement

After the defeat of the legislation that was prompted by the June 1997 settlement, the attorneys general for 46 states and the tobacco industry, with no public health representatives participating, agreed on a weaker Master Settlement on November 23, 1998. (See [Appendix 2](#) for a comparison of the terms of the June 20, 1997, agreement and the Master Settlement Agreement.) One major difference was that the November 1998 Master Settlement Agreement no longer required the states to spend any of the money they received on tobacco prevention or cessation.

In response, the Campaign increased its support and technical assistance to state tobacco-control coalitions to advocate that settlement dollars be allocated to tobacco-control efforts.

In the Campaign's increasing focus on building a broader and more active nationwide grassroots movement and raising the level of media attention focused on tobacco industry behavior, Matt Myers saw an affirmation of the original mission:

From the beginning, [we] saw our role as encouraging federal and state activities in tobacco control and using our communications skills to broaden the movement. The first two years were focused on the settlement and legislation. But over the [next] four to five years, our attention ... focused on becoming a resource for state and local efforts and to make sure they are as integrated as possible.

Marx at RWJF agreed with Myers's characterization of this changing role, which he saw becoming more focused over time. "From about 2002 forward, the Campaign [began] supporting state-based advocacy groups and coalitions working to advance tobacco control through cigarette tax increases, clean indoor air laws and cessation programs."

An Early Evaluation of the Effectiveness of the National Campaign for Tobacco-Free Kids

In 1998, RWJF contracted with three independent journalists at Rocky Run Publishing, based in McLean, Va., who conducted an evaluation of the National *Campaign for Tobacco-Free Kids* (ID# 035251). Through in-depth interviews with more than 40 leaders and participants in the tobacco-control community, they examined:

- The effectiveness of the Campaign in meeting its original strategic objectives.
- How and whether the existence of the Campaign is making a difference in the tobacco-control movement.
- The potential role of the Campaign in coming years.

In a December 1998 report to RWJF, the evaluation team concluded that "The [Campaign], with its strong knowledge of the issues, its ability to lead and react rapidly to ever-changing developments in the tobacco wars, is well suited for the challenges ahead in advancing tobacco control."

THE CAMPAIGN

When the *Campaign for Tobacco-Free Kids* (CTFK) was launched in 1996, it became the nation's largest advocacy and education initiative working to prevent kids from smoking, help smokers quit and protect youth and adults from secondhand smoke. Matt Myers became president in 1999 when Bill Novelli resigned to head AARP.

Since 1996, the Campaign has been the public face, "brand name" and umbrella for these activities. President Myers stressed the significance of the name: "We started our work as the center—a think tank. We do business now under the name of the Campaign. A campaign is action oriented. We are a doer. We are a perpetual campaign."

Following the initial \$20 million authorization, RWJF awarded two additional grants of \$50 million (ID# 035929) and \$14 million (ID# 047346) to support Campaign activities. The Campaign accepts no government or tobacco industry funding; it relies on contributions from individuals, philanthropic foundations, nonprofit organizations and corporations. No RWJF funds are used to support lobbying activities of any kind.

The Campaign's Four Areas for Tobacco-Control Action

- **Advocacy work for national tobacco-control legislation:** Staff provided resources, tools and strategies to empower those working at the national level to reduce tobacco use, increase funding for tobacco prevention and cessation and promote regulation of tobacco products by the federal Food and Drug Administration (FDA). One example is:
 - Creating an interfaith policy network to mobilize the faith community to support proven solutions to reduce smoking. Beginning in 2002, the Campaign helped bring together leaders from multiple religious denominations to launch a national mobilization against tobacco. Although fighting big tobacco was a priority of most faith communities, their dwindling staff and shrinking budgets prevented many from taking action. The Campaign filled this gap by providing technical expertise and financial resources.
- **Support and advocacy work for local/state tobacco control:** In 1999, the Campaign shifted to a deliberate state tobacco-control strategy as CTFK staff members understood that was where the Campaign could achieve the most impact. The advocacy communication and outreach strategies used during the federal campaign were put into play in the states. CTFK staff provided technical assistance to state and local coalitions, prioritizing three main tobacco-control goals: strong clean indoor air

laws, tobacco tax increases and increased state funding of tobacco prevention and cessation programs.

CTFK's resources for state and local efforts include:

- Grants it has awarded to state and local tobacco-control initiatives.
- Technical assistance and tools. Staff provided on-site assistance in market research, polling, message development, advertising and promotional materials; it also assisted with coalition building. Staff members provided background data, state-specific fact sheets and policy reports, and they organized conferences for state-based advocates to share experiences, successful strategies and information materials and developed a moderated Internet listserv to enable tobacco-control advocates to engage in a dialogue in real time in order to share experiences and assist one another.
- ***Assistance with building the youth tobacco-control movement:*** Staff at CTFK has worked to draw committed and talented youth into the tobacco-control movement by providing them with the skills, tools and opportunities to become engaged in advocacy efforts.
- ***Communications activities to increase awareness of tobacco control as a public health issue include:***
 - Campaign staff developed and staffed a Communications Department to help organizations and individuals around the country working on tobacco-related issues shift the voice of tobacco control in the media to a public health stance.
 - Campaign staff worked aggressively to get the public health message about tobacco use out to the media through advertisements, press releases, model letters to the editor, video news release and assistance with press conferences. The Campaign's [Media Center](#) was a one-stop shop for reporters, editors, producers and other journalists. The media relations staff helped arrange interviews and verify facts.

The Key Role of Partnerships in the Campaign's Work

CTFK works in partnership with the American Cancer Society, the American Heart Association, the American Lung Association, the American Legacy Association and more than 130 other organizational members, including public health, medical, educational, civic, corporate, youth and religious organizations.

According to Matt Myers, "We do everything in partnership with other organizations. In this way, we can help increase the power and impact of others while we move the agenda of tobacco control forward. At the national level, we are a leader or co-equal partner. With state and local efforts, we are a supportive resource and catalyst. For building the youth tobacco-control movement, we are a generator of new ideas and a convener of

groups. With the media, we are a catalyst and spearhead for larger groups of organizations."

Funding for Special Projects

Outside of CTFK's general authorization, RWJF provided funding for a number of special projects, including:

- The first International Policy Conference on Children and Tobacco. A \$225,000 grant (ID# 035124) funded a March 1999 conference to begin developing a global approach to youth tobacco use. Policy-makers from more than 30 countries, representing about 75 percent of the world's population, attended the conference.
- Advancing domestic and international tobacco-control policies through support for the World Health Organization (WHO) Framework Convention on Tobacco Control. From March 2000 through October 2004, Campaign staff worked on the WHO Framework, the first international public health treaty on curbing tobacco use. RWJF supported this project with three grants totaling \$3,991,235 (ID#s 038818, 041035 and 042060). For more information, see [Program Results](#) on this project.
- Organizing and hosting a two-day national meeting October 19-20, 2006, to raise awareness of the need for tobacco prevention funding and to create strategies to make the most of available funds. For more information, see [Program Results](#) on ID# 059058.
- Producing educational materials for the public and policy-makers on the benefits of tobacco tax increases and clean indoor air policies (ID# 041041).

See [Appendix 3](#) for details on these special projects.

CHALLENGES

- **Lack of a Unified Voice on Some Issues.** Despite more than a decade of work by CTFK that has helped produce consensus on many issues, the tobacco-control field sometimes lacks a unified voice. A strong degree of consensus among major groups has not been strong enough to create a public perception of agreement because of the vocal dissenters within the tobacco-control community. According to former CTFK president, William Novelli, the field is full of committed individuals, but lots of different agendas and perspectives.

On the one hand, there is a unified voice on issues such as tobacco tax increases, smoke-free air laws and funding for tobacco prevention and cessation when there is convergence on message and strategy. On the other hand, even when the vast majority of public health organizations are supportive of an issue, such as FDA regulation of tobacco products (more than 900 national and local groups support it), there are individual voices of dissent that lead to a perception that the community struggles with egos and turf battles.

Joe Marx, senior communications officer at RWJF suggests, however, that "the lack of a unified voice, where everyone is always in lock step, may in fact be a positive situation at times, creating a healthy level of debate and analysis that can move tobacco control forward."

- **Limited Funds to Sustain the Work.** RWJF provided significant grant funding from the outset so that the organization could concentrate on tobacco-control advocacy as quickly and effectively as possible without needing to think about funding. This respite from financial concerns meant that staff members were not initially thinking about their long-term existence.

With the end of major RWJF funding, the CTFK staff has had to seek other funding sources to sustain its tobacco-control work. CTFK hired a director of corporate relations and a director of major gifts, implemented an online fund-raising plan and engaged the board in fund-raising efforts. "This is a jarring shift culturally," said RWJF's Marx. "It has meant that CTFK staff has had to change the way it thinks and works—and do so relatively quickly." The Foundation began this discussion with CTFK two years prior to the decrease in funding to allow it time to plan. RWJF also provided significant resources for CTFK to hire and engage consultants and staff to develop and implement a long-term strategic development plan.

EVALUATION

The [Lewin Group](#), in Falls Church, Va., conducted an assessment of the Campaign's operations from 1999 through mid-2002. Through nearly 70 interviews, Lewin staff examined how the campaign was viewed by key audiences that use its information, products and services; the strengths and weaknesses of its strategies for reducing tobacco use; and its contributions to the national tobacco-control effort.

The assessment, which was jointly developed by RWJF and Lewin, used interviews with key experts in a variety of domains central to tobacco-control issues. These "domain leaders" as they were called, included senior federal officials working on tobacco-control issues, journalists covering tobacco issues, national and state tobacco-control advocates and tobacco-control researchers, as well as RWJF and Campaign staff members.

The Evaluation Exchange of the Harvard Family Research Project in its [Spring 2007 issue](#) showcased the assessment's methodology for its ability to "capture the qualitative influence that advocacy activities have on policy leaders' thinking and positions." According to the Evaluation Exchange, evaluation of advocacy campaigns is challenging because it must take into account the "broad range of audiences and domains that advocates target to inform policy."

OVERALL CAMPAIGN RESULTS

Advocacy Work for National Tobacco-Control Legislation

In this area, CTFK:

- **Worked with its partners—the American Cancer Society, the American Heart Association and the American Lung Association—to advocate for regulation of tobacco products by the FDA.** In 2007, Campaign president Matt Myers testified before the Senate Health Education, Labor and Pensions Committee that 77 percent of voters favor FDA regulation.
 - The Campaign played a leading role in the development of model legislation giving the FDA authority over manufactured tobacco products. In addition, Campaign staff members informed the public, the media and other public health organizations about the legislation by drafting educational materials and convening meetings in the Washington area to discuss the issue.
- **Created the Partners for Effective Tobacco Policy Coalition, known as the PARTNERS Coalition, the leading coalition of public health groups working with Congress and the Bush administration to pursue effective tobacco-control policies at the federal level.** The PARTNERS Coalition was instrumental in the effort to introduce a bipartisan bill on FDA regulation of tobacco products in the House and the Senate in February 2007. See [Appendix 4](#) for a complete list of PARTNERS organizations.
- **Launched a national campaign, Faith United Against Tobacco, to mobilize the faith community to support proven solutions to reduce smoking.** This initiative, which began in 2002, brings together leaders from Christian, Jewish and Muslim denominations. Faith United Against Tobacco has urged national and state leaders to support funding increases for tobacco prevention and FDA regulation of tobacco products. It has become a respected voice for policy change and the social justice brand for tobacco control.

For more information on Faith United and a profile of one of its leaders, Jim Winkler, general secretary of the United Methodist Board of Church and Society, see the [Sidebar](#).

- **Awarded grants to national organizations to mobilize their state and local memberships to support tobacco control at the federal, state and local levels.** The Campaign made grants to the American Cancer Society, the American Heart Association, the American Lung Association and other national organizations to help them communicate with and mobilize members and affiliates to promote tobacco control. These grants supported special meetings and mailings on tobacco-control issues, major events at annual conferences and development of tobacco-control components on Web pages.

For a list of grants awarded in 2004 and 2005, see [Appendix 5](#).

- **Conducted a national advertising campaign to educate the public about the dangers and allure of candy-flavored cigarettes and to promote FDA regulation of tobacco products.** According to Campaign president Matt Myers, its paid policy ads were a first. "We recognized the power of issue advertising. Our early actions with advertising changed the face of public policy advocacy," he said. Samples of these advertising campaigns are available [online](#).
- **Provided leadership for a presidential commission that searched for common ground between tobacco growers and public health.** In 2000, Matt Myers and the president of the Burley Tobacco Growers Association co-chaired a new commission appointed by President Bill Clinton—the Commission on Improving Economic Opportunity in Communities Dependent on Tobacco Production While Improving Public Health.
 - In 2001, the commission issued a unanimous [report](#), *Tobacco at a Crossroad: A Call for Action*, that included both recommendations for helping tobacco growers and substantial public health recommendations (including support for giving the FDA jurisdiction over manufactured tobacco products). It was endorsed by a host of major public health groups, as well as most major tobacco-growing groups.
 - In 2002, 2003 and 2004, the Campaign worked with the tobacco growers to support a bill to give FDA broad authority over manufactured tobacco. According to Myers, "It was a genuinely historic partnership."
- **Received the Luther L. Terry Award for Exemplary Leadership in Tobacco Control presented by the American Cancer Society at the 13th World Conference on Tobacco OR Health in 2006.** The award honors exemplary individual and organizational achievements in the field of tobacco control and prevention throughout the world.

Support and Advocacy Work for Local/State Tobacco Control

In this area, the Campaign:

- **Helped states increase the average cigarette tax to \$1.14 a pack.** As of April 2008, the average state cigarette tax was \$1.14 a pack—a dramatic increase from the beginning of 2002 when it was only 44.6 cents per pack. Since 2002, a total of 43 states and the District of Columbia have increased their cigarette tax rates more than 75 times.
- **Contributed to passage of smoke-free laws covering restaurants and bars in 24 states, the District of Columbia and Puerto Rico.** As of May 2008, they had all passed smoke-free laws that covered restaurants and bars. See [Appendix 6](#) for a list. In addition, Florida, Idaho, Louisiana and Nevada have smoke-free laws that cover

restaurants only. Hundreds of cities and counties across the country are also smoke free.

- **Helped increase state support for tobacco prevention and cessation.** When the *Campaign for Tobacco-Free Kids* was created, only three states had tobacco-control programs. Advocacy after the Master Settlement Agreement brought about a fundamental change in the amount of money being spent by the states on tobacco control. Yet, the recession in 2001 led to sharp cuts in state tobacco-control funding. Continued advocacy helped reverse the downward trend. Total state tobacco prevention and cessation spending increased from \$542.8 million in fiscal year 2004 to \$551 million in fiscal year 2006. This represented the first increase since states cut total funding for tobacco prevention and cessation by 28 percent between fiscal year 2002 and fiscal year 2004.
- **Conducted multiple issue-based and integrated communications campaigns that paved the way for increases in cigarette taxes, clean indoor air laws and state funding for prevention and cessation.** Examples of these campaigns include:
 - Promoting clean indoor air in Arizona, Arkansas, Colorado, Connecticut, Idaho, Illinois, Indiana, Maryland, Michigan, Montana, New Hampshire, New Jersey, New Mexico, Pennsylvania, Tennessee and Washington.
 - Supporting increased cigarette taxes in Illinois, Maryland, Massachusetts, Missouri, New Mexico, New York, Pennsylvania, Rhode Island, South Carolina, Texas, Washington and Virginia.
 - Promoting guaranteed funding for tobacco prevention programs in Minnesota, Ohio and Washington.
 - Exposing Big Tobacco's efforts to hook kids on tobacco by marketing candy-flavored cigarettes and calling for support of federal legislation requiring the FDA to block such tactics.
 - Urging legislators in Indiana, New Mexico, Virginia and many other states to increase their use of tobacco settlement funds as promised—for tobacco prevention programs.
 - Calling attention to political contributions from Big Tobacco that totaled \$8.3 million in the 2000 election.

Examples of these and more than 50 other communications campaigns around the country are available [online](#).

- **Developed software that allows states to predict the impact of increases in cigarette taxes on tobacco use, health care costs and government revenue.** It is the primary tool used by tobacco-control advocacy organizations and is *even used by the tobacco industry*.

- **Established an ongoing monitoring and assistance program to promote the use of tobacco settlement funds for prevention programs.** The Campaign has worked with every state to help it decide how to spend tobacco settlement funds and establish tobacco control programs.
 - The Campaign [website](#) features a state-by-state analysis showing the extent to which Master Settlement dollars are being used for tobacco prevention programs. Annual reports analyzing state spending generate significant media interest: The release of the November 2005 report resulted in some 273 stories and a total audience reach of 8.52 million people.
- **Released an annual report highlighting that year. In November 2008, the campaign released *A Decade of Broken Promises: The 1998 State Tobacco Settlement Ten Years Later*.** The report, an assessment of states' use of tobacco settlement funds for prevention, was a joint effort with the American Heart Association, the American Lung Association and the American Cancer Society Cancer Action Network. The Campaign publicized the report with press releases, fact sheets, briefings for advocates and advertising templates. The report was co-branded by RWJF and is also available on the Foundation's [website](#).
 - The report found that "ten years after the November 1998 state tobacco settlement ... most states have failed to keep their promise to use a significant portion of the settlement funds to reduce tobacco's terrible toll on America's children, families and communities." The states have spent just 3.2 percent of their total tobacco-generated revenue on tobacco prevention and cessation programs.
 - Although it would take just 15 percent of tobacco settlement money to fund tobacco prevention programs in every state at CDC-recommended levels, in fiscal year 2009, no state is funding tobacco prevention programs at this level. Only nine states are funding tobacco prevention at even half the CDC's recommended amount. In order of ranking, these states are Alaska, Delaware, Wyoming, Hawaii, Montana, Maine, Vermont, South Dakota and Colorado.
 - The tobacco companies spend nearly \$19 to market tobacco products for every \$1 the states spend to prevent kids from smoking and help smokers quit. And, despite the settlement's restrictions on tobacco marketing, annual tobacco marketing expenditures increased by 94 percent from \$6.9 billion in 1998 to \$13.4 billion in 2005.
 - Although the nation has made significant progress in reducing smoking among both youth and adults over the past 10 years, smoking declines have slowed and further progress is at risk without aggressive efforts at all levels of government.
 - States are expected to face significant budget shortfalls in 2009 as a result of the weak economy. The last time the states faced budget shortfalls, they cut funding for tobacco prevention programs by 28 percent between 2002 and 2005.

- **Provided 92 grants in support of state and local coalitions.** The Campaign awarded grants totaling more than \$2.9 million between April 1, 2004, and December 31, 2006. These grants laid the groundwork for tobacco-control accomplishments in 36 states.
 - For a look at how one state coalition—Maryland Citizen's Health Initiative—used its Campaign support to leverage tax increases, see the [Sidebar](#).
- **Created a Web-based communications link called Smart Talk, for those working on tobacco control at the state and local levels.** Through Smart Talk, advocates could share information and get answers from their peers quickly so they were not working in isolation. Smart Talk continues to be a members-only listserv moderated and maintained by the Campaign in which state and local advocates share information and get answers from their peers as issues arise.

Assistance With Building the Youth Tobacco-Control Movement

In this area, the Campaign:

- **Began the "Initiative on Tobacco Marketing to Children" in 1996 to jumpstart youth tobacco-control advocacy.** This initiative called on members of the marketing and communications industries to join a new effort to confront the issue of tobacco marketing to youth.
 - It included a press conference in 1996, an advertising campaign and a survey that revealed that 80 percent of respondents approved of restrictions on cigarette advertising and 71 percent thought that cigarette advertising increases smoking among youth.
- **Established Kick Butts Day in 1996, an annual day of activism that empowers youth to speak up and take action against tobacco use at more than 2,000 events from coast to coast.** A special [website](#) for the event helps individuals, organizations and communities plan and promote their events. Each year, the Campaign publishes a [Kick Butts Day guide](#), a step-by-step informational book for participants. In 2009, Kick Butts Day was March 25.
 - The Campaign has received numerous awards for the media and public relations activities associated with Kick Butts Day.
 - In 2006, Kick Butts Day media reached more than 20 million viewers and listeners, up from 9 million in 2005.
- **Created the Youth Advocates of the Year program in 1998 to honor achievements by young people across the country in advocating for tobacco prevention at the local, state and federal levels, as well as internationally.** Youth advocates have worked for local and state clean indoor air policies and increased funding for tobacco prevention programs. Youth advocate winners serve as

spokespersons with the media, participate annually in Kick Butts Day and represent the Campaign at workshops and conferences.

- Winners are recognized at a ceremony each year in Washington and receive scholarships and grants ranging from \$2000 to \$5,000.
- See the [sidebar](#) on youth tobacco-control advocates.
- **Sponsored an annual youth symposium to provide education and training for a new generation of tobacco-control leaders.** Session topics include working with the media and developing advocacy strategies and presentation skills. Participants meet with members of Congress to participate in a hands-on experience discussing tobacco-control issues. Participants also develop and work with the Campaign to use these skills in a yearlong campaign when they return home.
- **Hosted the first Global Youth Advocacy Training for nearly 100 young adults from more than 30 countries.** Sponsored by a grant from GlaxoSmithKline, the event was held in conjunction with the 13th World Conference on Tobacco OR Health, (August 2006) and included two days of workshops, training and networking sessions on how to promote tobacco prevention and cessation.

Communications Activities to Increase the Awareness of Tobacco Control as a Public Health Issue

In this area, the Campaign:

- **Conducted communications activities to increase the awareness of tobacco control as a public health issue.** According to Campaign president Matt Myers, aggressive work by the Campaign's communications arm to focus on tobacco as a public health issue has changed the way the media cover the subject and the way target audiences and policy-makers perceive the issue.
- **Developed and disseminated a [Communications Toolkit](#) for tobacco-control advocates.** The toolkit includes template press materials that can be adapted easily by state advocates and tobacco-control program staff as they make the case to the public and policy-makers for increased funding for tobacco prevention and cessation programs.
- **Created a comprehensive [website](#) that informs the public, policy-makers and the media about tobacco control and ways for groups to become involved in the effort.** The website features the full text of the Campaign's fact sheets, press releases, advertisements and special reports. From 2005 to 2007, total annual visitors to the website increased from 857,303 to 958,303.

- **Reached 135.5 million viewers and listeners on television and radio between April 1, 2004, and December 31, 2006.** During this time period, the Campaign issued 513 press releases and produced 15 major media projects (video news releases, satellite media tours and radio interview tours) that resulted in 3,195 stories in 1,058 markets.
 - Also during this period, the Campaign developed and placed 60 print and radio ads nationally and in selected states; the Campaign was mentioned in more than 1,200 print news stories each year by major wire services and newspapers.
- **Developed a [Research Center](#) to respond to specific requests for information from state and local advocates, the news media and policy-makers.** The Research Center provides online access to fact sheets with data and analysis on a variety of tobacco-related issues and special reports that include background materials, charts, web links, related fact sheets, press releases and court records on topics ranging from Internet tobacco sales to advertising by the tobacco industry.
 - From April 1, 2004, through December 31, 2006, the Campaign conducted more than 80 polls on local, state and national tobacco-control issues and helped groups disseminate the findings through press releases and media outreach.
 - State-specific information on the toll of tobacco on health and health care costs also is available. Advocates have used these materials in almost every effort to raise tobacco taxes, expand clean indoor air protection or increase funding for tobacco prevention at the state and local levels.
 - In addition, the Campaign translates state-of-the-art tobacco research by disseminating materials on the findings and implications to the media, policy-makers, advocates and the public.
- **Launched new websites to support the public and help citizens take an active role in the fight against tobacco use.** Examples include:
 - www.whatareyousmoking.org (no longer available), launched in conjunction with Kick Butts Day 2007, provides information on the harmful chemicals in cigarettes and links visitors to online activism opportunities that support FDA regulation of tobacco products.
 - www.voicesagainsttobacco.org is an online memorial to those whose lives have been touched by tobacco. Visitors to the website can share their stories, read others' stories and honor a loved one by lighting a memorial candle.
- **Established a network of more than 300,000 volunteer online activists, called E-Champions, who use the Internet to contact local officials about tobacco-control issues.** From April 1, 2004, through December 31, 2006, the Campaign sent out 1,145 action alerts and more than 208,135 E-Champions took 589,829 actions on behalf of tobacco control.

- E-Champions provided the leadership for a "virtual protest," in which volunteers flooded the White House and the Department of Justice with repeated telephone calls regarding the federal government's lawsuit against the tobacco companies.
- E-Champions receive a free monthly E-Champion newsletter, Action Alerts, about new campaign initiatives and invitations to local events.
- The Tobacco-Free Action Network, dubbed TFAN, converts online activists (E-Champions) into community-based activists. TFAN activists in Massachusetts, Nebraska, New Hampshire, New Mexico, Ohio and Wisconsin participated in local events, informational meetings with policy-makers and other tobacco-control activities. In Ohio, TFAN helped pass local smoke-free laws that paved the way for the entire state becoming smoke free in December 2006.
- **Launched the 1,200 wristband campaign in 2004.** By disseminating red wristbands with the number 1,200 on them, the Campaign emphasized the fact that every day 1,200 people in the United States die from tobacco use.
- **Created the Accountability Project as a watchdog over the tobacco industry.** Working with partner organizations, the Campaign exposes and counters tobacco industry marketing and public relations practices. For example, through the Accountability Project, the campaign spearheaded an effort to stop the Web-based medical and health information source, [WebMD](#), from advertising [QuitAssist®](#), Philip Morris's tobacco prevention program.
 - The CEOs of the American Cancer Society, the American Lung Association, the American Legacy Foundation and the Campaign all wrote formal letters of protest. More than 5,200 Campaign E-Champions wrote protest e-mails, and in March 2006, WebMD removed the QuitAssist® banner ad and severed its relationship with Philip Morris.
- **Established the Tobacco-Free Kids Action Fund, a 501(c)(4) independent sister organization of the Campaign, that can use a broader range of lobbying and advocacy tools to support tobacco control.** When allowed by law, the Action Fund educates voters about candidates' and elected officials' positions and actions on tobacco issues and endorses and supports specific candidates. For example, the fund:
 - Spearheaded a grassroots effort to make telephone calls to thousands of constituents of key senators to promote FDA regulation of tobacco products. In addition, the fund placed pro-regulation ads in key states (e.g., Iowa, North Carolina and Virginia) and conducted polling in tobacco-growing states to demonstrate public support for FDA regulation even in these settings.
 - Provided financial and strategic support to state ballot initiatives to increase tobacco taxes (e.g., in Colorado and Oklahoma).
 - Led a coalition of public health organizations—including the American Cancer Society, the American Heart Association, the American Lung Association,

Americans for Nonsmokers' Rights and the National African American Tobacco Prevention Network—that petitioned and won the right to become official parties to the Department of Justice lawsuit against the tobacco companies.

- Partnered with Common Cause to publish annual reports on tobacco industry contributions to federal candidates, political parties and political action committees.

Findings From the Lewin Group's 2002 Evaluation

- **"The Center for Tobacco-Free Kids undisputedly plays a major, positive role in the tobacco-control field in the United States."** Interviews with leaders in state and national tobacco advocacy, government, the media and tobacco research found enthusiasm and positive acknowledgment of CTFK's role, accomplishments and effectiveness in promoting tobacco control in the United States.
- **CTFK has been "quite effective" in sustaining the visibility of tobacco issues among the American public through the use of various media.**
- **Tobacco-control advocates and government officials view CTFK as an "important resource, supporter and player" in the tobacco-control public policy arena.**
- **"State/grassroots advocacy groups have come to value and rely on the Center."**

Evaluation Recommendations

The Lewin Group recommended that CTFK increase its work in the following areas:

- **Collaboration and coordination with other tobacco-control organizations.**
- **Work with state and local advocacy initiatives.**
- **Outreach to and involvement with cultural and ethnic communities.**

SIGNIFICANCE TO THE FIELD

In summing up the advocacy work of CTFK, President Matt Myers observed that "the Campaign brought a level of sophistication, aggressiveness and strategic thinking to tobacco control that was not there before." Although the Campaign did not succeed fully in becoming a unified voice for tobacco control, it made progress in certain areas, such as youth tobacco control. According to Myers, "There was no real national voice for youth tobacco control before the Campaign...we helped build it beyond a small, zealous, grassroots movement."

Myers concludes, "In the end the real measure of the Campaign's success is the drop in use rates for tobacco and changes in norms around tobacco use." Although CTFK cannot

and does not directly take credit, tobacco use rates for youth have dropped dramatically since 1996, and, says Myers, "As the result of the full range of tobacco-control projects funded by RWJF, today there is both a scientific basis for key tobacco-control measures and widespread societal acceptance of those measures. For example, in 2009 tobacco taxes are widely viewed as promoting public health, being an effective way to raise revenue and politically popular. As a result, tax increases—the quickest way to reduce tobacco use—have grown in frequency, size and impact.... With RWJF funding we have developed messages, resources, tools and strategies to empower those working to reduce tobacco use and with RWJF co-branding we have succeeded in disseminating those messages in a manner that has changed knowledge, attitudes and behavior. That's our area of greatest achievement and greatest norm change."

LESSONS LEARNED

- 1. Nurture partnerships to leverage a national advocacy organization's effectiveness at the state and local levels.** To maximize their effectiveness, the Campaign tapped into the expertise and resources of partners such as the American Cancer Society, the American Lung Association and the American Heart Association. Collaboration with public health groups, from local coalitions to local chapters of national groups, is essential to the success of the Campaign because it often can provide additional personnel, connections and influence. (Director/Myers)
- 2. National issues come and go—and compete for the public's attention—so look for ways to keep the focus on tobacco control as a significant public health issue.** The war in Iraq, Hurricane Katrina in 2005 and the economic melt down of 2008 have dominated the public agenda, pushing tobacco control to the side. The Campaign both capitalizes on and creates opportunities to keep attention on tobacco control, such as the release of *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General* in 2006 to remind the public of the critical nature of its work. (Director/Myers)
- 3. Continuously evaluate staffing resources and needs to ensure that your organization can react quickly and proactively in the dynamic field of tobacco control.** The Campaign conducted periodic evaluation and reevaluation of staff responsibilities and priorities to maximize people resources in order to have the greatest possible influence on tobacco control. Cross-departmental meetings and task forces were very productive and beneficial, enabling the Campaign to utilize fully the skills and experience of staff. (Director/Myers)
- 4. Make sure to find the right name for your advocacy effort.** Very early, the center's name was switched to the *Campaign for Tobacco-Free Kids*. This was important, contended former center president Bill Novelli. "Something with some action and verve was vital," he said. (Former Director/Novelli)

AFTERWARD

Although the authorization funding the Campaign has ended, the Campaign has continued to receive project-by-project funding out of grants for specific projects and the Public Health Team's communications authorization. RWJF is managing state polling, advocacy and media work for the Campaign. "We are making a close strategic partnership and co-branding with them, as we have done before. It's a joint effort," explained RWJF's Joe Marx.

The Foundation funds the following Campaign activities:

- As part of a national program, *Supporting Advocacy to Reduce Tobacco Use and Direct Tobacco-Related State Revenue to Health Priorities*, support for tobacco-control advocacy efforts of local and state coalitions and education for policy-makers and other key audiences about the need for tobacco control, supported by \$3 million in funding from August 2007 through October 2009 (ID#s 062020 and 064346).
- As part of a national program, *Tobacco Policy Change*, three grants:
 - A grant of \$450,000 (May 2008 to November 2008; ID# 064035) to develop a business plan to maximize fund-raising opportunities, integrate the fund-raising model throughout the organization and create a strong organizational brand to attract new partners. The plan also sought to strengthen the board of directors' current role in strategic oversight, budgeting and revenue assessment and to initiate a reorganization of the board to create a priority focus on cultivation of new partners and fund raising.
 - A campaign to educate the public and policy-makers (through polling, advertising, media relations and grassroots organizing) about the need for FDA regulation of tobacco products, supported by a total of \$1,093,464 (ID#s 060382 and 064348) from May 2007 to November 2008. If such legislation is passed, the Campaign will convene key public health organizations to work with the FDA to implement the new policy fully.
 - Provision of communications support (e.g., educational media campaigns, research, message development and advocacy training) to the Foundation's Public Health Team (ID# 062547, Communications Authorization).

The Campaign is also expanding its international tobacco-control efforts. In 2006, the Campaign partnered with the CDC, the Johns Hopkins Bloomberg School of Public Health, the World Health Organization and the World Lung Foundation in a \$125-million global initiative launched by New York City Mayor Michael Bloomberg to reduce tobacco use in low- and middle-income countries.

In conjunction with the initiative, the Campaign launched an International Resource Center to provide grants and other assistance to help governments and nongovernmental

organizations promote, adopt and implement public policies proven to reduce tobacco use. The Campaign has begun working in countries in which nearly two-thirds of the world's smokers live, including Bangladesh, China, India, Indonesia and Russia.

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APPENDIX 1

Other Sources of Support for the *Campaign for Tobacco-Free Kids*

American Cancer Society

\$10 million, paid in annual installments of \$2 million over five years beginning in 1996

American Heart Association

\$1 million paid in annual installments of \$250,000 over four years beginning in 1996

Annie E. Casey Foundation

\$1.2 million paid over six years beginning in 1996, including a \$600,000 renewal grant paid in annual installments of \$150,000 beginning in 1999

Everett Foundation

\$125,000 paid in installments 1996–99

Conrad N. Hilton Foundation

\$200,000 paid in \$100,000 installments over two years beginning in 1996

David B. Gold Foundation

\$100,000 paid in 1997

American Medical Association

\$50,000 paid in 1996

Weaver Family Foundation

\$50,000 in \$25,000 installments over two years beginning in 1996

Wellmark Foundation

One-time donation of \$50,000 in 2000 to support state activities in Iowa

Thoracic Foundation

\$30,000 paid in 1999 and \$40,000 in 2000

SmithKline Beecham

\$20,000 paid in 2000

Joyce Foundation

\$10,000 paid in 1996

Henry J. Kaiser Foundation

\$10,000 paid in 1996

Hirsch Foundation

\$5,000 paid in 2000

APPENDIX 2

Comparison of Terms of June 20, 1997, Agreement and November 23, 1998, Master Settlement Agreement

June 20, 1997, Agreement Terms

The agreement required the tobacco industry to make annual payments estimated to total \$368.5 billion in the first 25 years and to continue indefinitely.

Tobacco-control provisions in the agreement included:

- Full Food and Drug Administration (FDA) authority over tobacco, including the power to curtail tobacco marketing and to reduce and/or eliminate harmful ingredients and components, including nicotine.
- Significant curtailment of tobacco marketing that included but exceeded restrictions proposed by the FDA in 1996.

- A ban on all outdoor and Internet advertising.
- The elimination of all human images and cartoon characters in tobacco ads.
- Restrictions on point-of-sale advertising and vending machines.
- A ban on all brand-name sponsorship; the use of tobacco brand names on nontobacco items, such as hats and t-shirts; and a ban on free giveaways of nontobacco items based on the purchase of tobacco products.
- Severe limits on tobacco ads in magazines with large youth readership.
- Nationwide restrictions on youth access to tobacco products.
- The adoption of tougher, more visible health warnings on packs and ads.
- Nationwide standards to curtail exposure to secondhand smoke.
- Penalties of up to \$2 billion a year if youth smoking rates did not fall by 50 percent in 7 years and 60 percent in 10 years.
- A total of \$1.5 billion a year to be used for tobacco cessation and \$1 billion a year for tobacco prevention efforts.

In exchange, the companies won freedom from class action lawsuits and from the award of punitive damages based on prior acts by tobacco manufacturers, as well as a \$5-billion annual ceiling on the total amount of damages the tobacco industry would be required to pay to successful litigants.

November 23, 1998, Master Settlement Agreement

The Master Settlement Agreement includes the following provisions:

- Elimination of most but not all outdoor advertising.
- Termination of cartoon images in marketing—Joe Camel was gone, but the Marlboro man lives on.
- Dissolution of the Tobacco Institute, the Council on Tobacco Research, and the Center for Indoor Air Research.
- Prohibition of youth targeting in marketing.
- Prohibition of product placement in films and television.
- Curtailment of vending machines to adults-only facilities.

Matt Myers commented that the Master Settlement Agreement was far weaker and narrower than either the June 1997 agreement or the June 1998 bill. "It did not provide the FDA with authority over tobacco. It did not penalize tobacco companies if youth smoking rates did not decline. It did not set standards for protection against secondhand

smoke. It did not strengthen or revise health warnings on tobacco products or ads. There was nothing in the agreement that required retailers to be licensed, that ingredients in tobacco products be disclosed or that harmful ingredients in tobacco products be removed. It did not require that any money be used for tobacco prevention or cessation."

APPENDIX 3

RWJF Grants to CTFK for Special Projects

Grants for CTFK

Outside of RWJF's authorization to support the work of CTFK, RWJF provided funding for a number of special projects, including:

- \$225,000 (October 1998 to March 1999) ID# 035124. "Policy Makers' Conference on International Tobacco Control." Support for an international conference to bring together legislators and policy-makers from numerous countries to develop a global policy agenda to protect children from tobacco.
- \$390,000 (November 2001 to October 2002) ID# 041041. "Educating the Public and Policy Makers about the Benefits of Clean Indoor Air Policies and Tobacco Tax Increases." A *solicited* project to develop comprehensive educational materials on the benefits and popularity of clean indoor air policies and tobacco tax increases, based on market research, and to disseminate those materials to statewide coalitions.
- \$3,991,235 for three grants (March 2001 through October 2004) to build support for the United Nations' World Health Organization (WHO) International Treaty on Tobacco Control.
 - \$724,054 (March 2000 to February 2001) ID# 038818. Building Support for the Framework Convention on Tobacco Control.
 - \$745,187 (March 2001 to November 2001) ID# 041035. Building U.S. Support for the Framework Convention on Tobacco Control.
 - \$2,521,994 (November 2001 to October 2004) ID# 042060. Educating the U.S. Public About the Framework Convention on Tobacco Control.

For more information, see [Program Results](#) on this project.

- \$140,000 (October 2006 to December 2006) ID# 059058. "Raising Awareness of the Need for Tobacco Prevention Funding and Strategizing on Moving the Issue Forward." To promote the use of tobacco settlement dollars for state tobacco prevention. For more information, see [Program Results](#) on this project.

APPENDIX 4

Partners for Effective Tobacco Policy Coalition (PARTNERS) Organizations

The following organizations comprise the Partners for Effective Tobacco Policy Coalition, known as the PARTNERS Coalition, the leading coalition of public health groups working with Congress and the administration to pursue effective tobacco-control policies at the federal level.

Action on Smoking or Health	American Thoracic Society
American Academy of Family Physicians	Association of Teachers of Preventive Medicine
American Academy of Nurse Practitioners	Campaign for Tobacco-Free Kids
American Academy of Pediatrics	Center for Tobacco Cessation
American Association for Respiratory Care	General Board of Church and Society of the United Methodist Church
American Cancer Society	National Association of County and City Health Officials
American College of Cardiology	National Association of Local Boards of Health
American College of Chest Physicians	National Latino Council on Alcohol and Tobacco Prevention
American College of Physicians	National Research Center for Women & Families
American College of Preventive Medicine	Oncology Nursing Society
American Dental Association	Oral Health America
American Dental Hygienists' Association	Partnership for Prevention
American Heart Association	Society for Public Health Education
American Lung Association	
American Psychological Association	
American Public Health Association	
American School Health Association	
American Society of Addiction Medicine	

APPENDIX 5

Grants Awarded by the Campaign to Local and State Tobacco-Control Efforts

GRANTS AWARDED IN 2004	
Organization	Amount of Grant
National Synergy Center Atlanta, Ga.	\$10,000
Sisters of Mercy Ministries Jackson, Miss.	\$24,000
American Lung Assoc. Atlanta, Ga.	\$4,500
Coalition for a Tobacco-Free Arkansas	\$40,000

Little Rock, Ark.	
American Cancer Society–New England Division	\$30,500
American Heart Assoc. Mid-Atlantic Affiliate Morrisville, N.C.	\$15,000
American Cancer Society–Eastern Division Albany, N.Y.	\$10,000
American Lung Assoc. Denver, Colo.	\$75,000
American Cancer Society–Florida Division Tampa, Fla.	\$50,000
American Heart Assoc.–Mountain Affiliate Seattle, Wash.	\$22,000
American Heart Assoc.–Atlantic Affiliate Baltimore, Md.	\$30,000
GRANTS AWARDED IN 2005	
Organization	Amount of Grant
American Cancer Society Williston, Vt.	\$25,000
American Cancer Society Austin, Texas	\$50,000
American Lung Assoc. Ridgeland, Miss.	\$50,000
Tobacco Free Coalition of Ore. Milwaukee, Ore.	\$60,000
American Cancer Society Albuquerque, N.M.	\$60,000
American Lung Assoc. Louisville, Ky.	\$5,300
American Cancer Society Framingham, Mass.	\$40,500
American Heart Assoc. Camp Hill, Pa.	\$15,000
Minnesota Smoke-Free Coalition St. Paul, Minn.	\$2,000
National Heritage Foundation New Orleans, La.	\$30,000
American Lung Assoc. Providence, R.I.	\$2,000
American Cancer Society Portland, Ore.	\$31,000
American Lung Assoc. Smyrna, Ga.	\$5,500
N.C. Pediatric Society Foundation Raleigh, N.C.	\$5,000

American Heart Assoc. Glen Allen, Va.	\$5,000
American Lung Assoc. Louisville, Ky.	\$10,000
American Lung Assoc. Seattle, Wash.	\$28,000
American Lung Assoc. Tallahassee, Fla.	\$90,000
American Lung Assoc. Chicago, Ill.	\$15,000
Tobacco-Free Coalition of Oregon Milwaukee, Ore.	\$15,000
Clarian Health Partners Parish Nursing & Health Indianapolis, Ind.	\$20,000

APPENDIX 6

List of States That Have Passed Clean Indoor Air Laws Covering Bars and Restaurants

(Current as of the time of the grant; provided by the grantee organization; not verified by RWJF.)

Laws Effective July 1, 2008

Arizona
California
Colorado
Connecticut
Delaware
Hawaii
Illinois
Iowa
Maine
Maryland
Massachusetts
Minnesota
Montana (extends to bars Sept. 1, 2009)
New Hampshire
New Jersey

New Mexico
New York
Ohio
Rhode Island
Utah (extends to bars Jan. 7, 2009)
Vermont
Washington

Laws effective January 1, 2009

Oregon

Laws effective June 1, 2009

Nebraska



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Tobacco Taxes: Overview of Public Opinion and Effective Messages. Washington: Campaign for Tobacco-Free Kids, June 2006.

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Warning! Big Tobacco Targets Women and Girls. Washington: Campaign for Tobacco-Free Kids. May 2007.

Year in Review: 2000. Washington: Campaign for Tobacco-Free Kids.

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Media Memorandum: Cigarette Tax Increases Remain a Reliable and Fair Source of Revenue for States, Campaign for Tobacco-Free Kids, Media Memorandum. May 29, 2003. Available online.

"Membership Kit," Washington: *Campaign for Tobacco-Free Kids*. January 1999 and regularly updated.

"Kick Butts Day 2000," a guide for Kick Butts Day activities. Washington: *Campaign for Tobacco-Free Kids*. 2000.

"Save Lives: Take Action Against Tobacco," a manual for youth advocates. Washington: *Campaign for Tobacco-Free Kids*. January 2000.

"Youth Advocates of the Year Awards 2000: Call for Nominations," Washington: *Campaign for Tobacco-Free Kids*. Also published in 1997, 1998 and 1999.

The center produced 160 fact sheets presenting data and analysis on a range of tobacco-related issues; all are available [online](#). Fact sheets are available in the following categories:

- Cessation: Helping Smokers and Other Tobacco Users Quit
- FDA Regulation of Tobacco Products and Marketing
- For Parents and Schools
- Internet Sales of Tobacco Products
- Other Tobacco Industry Bad Acts
- Secondhand Smoke Harms
- Smokeless Tobacco Harms
- State Tobacco Prevention Programs
- Tobacco and Kids
- Tobacco Farming Issues
- Tobacco Marketing to Kids
- Tobacco Prevention Programs Saves Lives and Money
- Tobacco Products and Health Harms
- Tobacco Settlement Payments to the States
- Tobacco Taxes: U.S. Federal Taxes
- Tobacco Taxes: U.S. State and Local Taxes
- Tobacco's Toll in the USA
- Tobacco's Toll in U.S. States
- Toll of Tobacco Around the World
- Toll of Tobacco on African Americans
- Toll of Tobacco on Other Populations
- Toll of Tobacco on Women and Girls
- Understanding the State Tobacco Settlements

Survey Instruments

"Tobacco Survey." Market Facts' TeleNation, conducted June 12–15, 1998.

"Taking Tobacco Money and Voting Against Kids Imperils Candidates: Findings from a National Survey." Market Facts' TeleNation, conducted July 6–8, 1998.

"Support for FDA Regulation of Tobacco Products." Market Facts' TeleNation, conducted February 2–4, 2001.

"Pennsylvania Tobacco Prevention Survey." Market Strategies, conducted February 27–March 1, 2001.

"Kick Butts Day Survey of Youth." ICR, conducted March 7–11, 2001.

"Tennessee Tobacco Prevention Survey." The Mellman Group, conducted August 3–5, 2001.

Grantee Websites

www.tobaccofreekids.org provides information on the National Center for Tobacco-Free Kids to guide the public, policy-makers and the media on tobacco issues and ways to get involved in tobacco control. Washington: *Campaign for Tobacco-Free Kids*. Estimated 50,000 visits per month.

www.kickbuttsday.org provides information on this annual event. Washington: *Campaign for Tobacco-Free Kids*.

Audio-Visuals and Computer Software

Campaign for Tobacco-Free Kids, a four-minute marketing video for the organization. Arlington, VA: ZGS Communications, 1997.

FDA Rule, a 30-second television advertisement urging viewers to contact their legislators in support of FDA tobacco regulations. Aired on national political programs in the Washington, DC market during inauguration day weekend, January 19–20, 1997. Arlington, VA: Smith & Harroff, 1996.

Kick Butts Day, four-minute video with advice on how to get involved in annual Kick Butts Day activities. Washington: *Campaign for Tobacco-Free Kids*, 1997.

Kids and Tobacco: The Real Story, 15-minute CD-ROM on why the tobacco industry's claims of change are untrue and what really needs to be done. *Campaign for Tobacco-Free Kids*, 2001.

Nationwide radio feed and video news release (60 seconds) produced by the *Campaign for Tobacco-Free Kids* for television stations featuring C. Everett Koop, Matthew Myers and factual information showing the need for FDA tobacco rule. More than 1,672 radio stations accepted the feed; 99 news stories using the video were broadcast, August 19–25, 1996.

Pack of Lies, one-hour video highlighting research on cigarette addiction and tobacco industry practices. London: Diverse Productions for BBC Television. Aired in 1993.

Saving Lives, a 9.58-minute video describing how states can develop effective teen tobacco-prevention programs using a portion of their settlement funds. MCarthy, Marcus & Hennings, 2001.

Smoke Alarm: The Unfiltered Truth About Cigarettes, 30-minute video. Washington: Consumer Reports Television and Home Box Office (HBO). The program aired on November 21, 1996 and was shown eight times on HBO in November and December.

Presentations and Testimony

Matthew L. Myers. "States' Use of Revenue from the 1998 State Tobacco Settlement," to the U.S. Senate Commerce Committee, November 12, 2003, Washington. Written invitation from the Committee Chairperson and Ranking Minority Member.

Matthew L. Myers. "Tobacco Quota Buyout and Related Issues Testimony," to the U.S. House Agriculture Committee, July 24, 2003, Washington. Written invitation from the Committee Chairperson and Ranking Minority Member.

Matthew L. Myers. "Can Tobacco Cure Smoking—A Review of Tobacco Harm Reduction," to the U.S. House Energy and Commerce Committee, June 3, 2003, Washington. Request of W.J. "Billy" Tauzin, Chairman, House Committee on Energy and Commerce. Text available [online](#).

Matthew L. Myers. "Courts, the Internet and Intellectual Property on Internet Sales of Tobacco Products," to the U.S. House Judiciary Committee/Subcommittee on Courts, the Internet and Intellectual Property, May 1, 2003, Washington. Written invitation from the Committee Chairperson and Ranking Minority Member.

Matthew L. Myers. "Tobacco Quota Buyout and Related Issues," to the U.S. Senate Committee on Agriculture, April 13, 2004, Washington. Written invitation from the Committee Chairperson and Ranking Minority Member.

SIDEBAR LIST

- [Faith United: Disparate Faith Groups Come Together Against Big Tobacco](#)
- [Maryland Citizen's Health Initiative Tackles Health Care Coverage With Higher Cigarette Taxes](#)
- [Look Out Big Tobacco: The Power of Youth Advocacy](#)