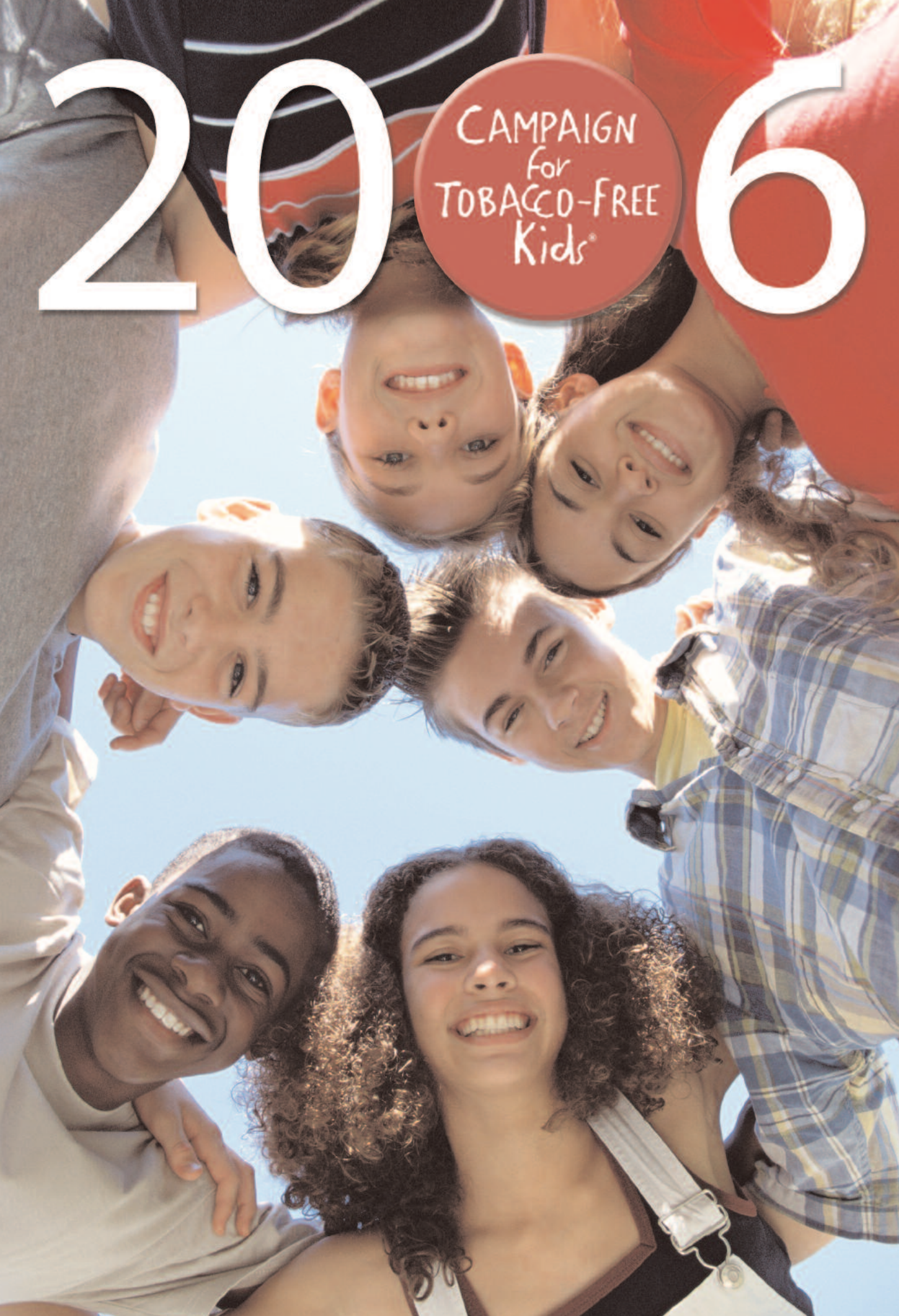


2016

CAMPAIGN
for
TOBACCO-FREE
Kids®



CELEBRATING 10 YEARS OF MAKING TOBACCO HISTORY

A

Decade

of

Unprecedented

Progress ...

Letter from the Leadership

Dear Friends,

It is our great honor to present the Campaign for Tobacco-Free Kids 2006 Annual Report to you — our valued friends, supporters and partners.

This year, as the Campaign for Tobacco-Free Kids celebrates our 10th anniversary, we are pleased to report on the progress of the past year as well as to recall the remarkable accomplishments in tobacco control over the past 10 years.

As a leader in the fight to reduce tobacco use and its devastating consequences, the Campaign for Tobacco-Free Kids works closely with our many public health partners, including the American Cancer Society, American Heart Association, American Legacy Foundation, American Lung Association and Americans for Non-Smokers' Rights.

When the Campaign for Tobacco-Free Kids opened its doors in 1996, youth smoking rates were at record levels and adult smoking rates were stagnant. Just 10 short years later, we are confident we have an antidote to this epidemic. The science-based policies and programs that the Campaign and our partners fight for every day have proven effective time and time again.

The past year has brought additional and accelerated progress in our efforts to spread our proven tobacco control solutions to every corner of the nation and the world, as you will read in the following pages.

Because of what we have accomplished together, today we have the potential to achieve one of the greatest public health victories in our nation's history. We know how to win the fight against tobacco use, but we will only succeed if we keep up the pressure for progress.

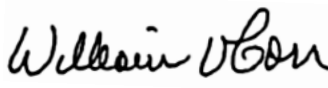
That is why we not only invite you to join with us in celebrating what we have already accomplished, but also to join with us in our vision for what lies ahead for our work tomorrow and beyond.

Thank you for standing with us as we prepare to launch the Campaign for Tobacco-Free Kids' second decade. Working with our supporters and partners, we look forward to conquering the tobacco epidemic once and for all.

Sincerely,



Matthew L. Myers
President



William V. Corr
Executive Director

1996

Then

Between 1997 and 2005, youth smoking in the United States declined by 37 percent, from 36.4 percent to 23 percent.

Between 1995 and 2004, adult smoking in the United States declined by 15 percent, from 24.7 percent to 20.9 percent.

In 1996, only one state — California — had passed a smoke-free law that included restaurants, and eventually bars. In 2006, 14 states, the District of Columbia, Puerto Rico and hundreds of cities and counties have such laws. In 2006, one-third of the U.S. population lives in a city or state with a strong smoke-free law.

1996

Campaign for Tobacco-Free Kids is formed and holds the first Kick Butts Day.

1998

State tobacco settlement is reached, and Campaign for Tobacco-Free Kids launches initiative to press states to use settlement money for tobacco prevention.

1999

Campaign for Tobacco-Free Kids launches initiative to expose continued tobacco industry wrongdoing and to counter claims by the industry that it has reformed.

2001

With strong support from Campaign for Tobacco-Free Kids and partners, Washington state voters overwhelmingly approve a 60 cents per pack tax increase, setting the stage for 42 other states and the District of Columbia to increase cigarette taxes in coming years.



2006

Now

In 1996, only three states spent money on well-funded tobacco prevention and cessation programs. In 2006, 15 states have well-funded programs (at least 50 percent of the minimum amount recommended by the U.S. Centers for Disease Control and Prevention).

In 1996, tobacco companies spent \$5.2 billion to market their products. By 2003, tobacco company marketing had nearly tripled to \$15.4 billion.

In 1996, tobacco companies faced few obstacles as they sought new markets and customers around the world. In 2006, more than 130 countries are fighting back by ratifying the international tobacco treaty, the Framework Convention on Tobacco Control.

In 1996, the average state cigarette tax was 32.7 cents per pack. Now, the average state cigarette tax is 96.1 cents per pack, and five states have cigarette tax rates at or above \$2.00 per pack.

2003

Campaign for Tobacco-Free Kids participates in negotiations that lead to agreement on international tobacco treaty, the Framework Convention on Tobacco Control.

2003

New York City goes smoke free, setting an example for cities, states and countries that follow. Campaign for Tobacco-Free Kids strongly supports effort to protect the right to breathe clean air.

2004

Campaign for Tobacco-Free Kids and partners succeed in winning first-ever U.S. Senate vote to grant the FDA authority over tobacco products, but House leaders block bill.

2005

Tobacco-Free Kids Action Fund and five public health partners intervene in federal government's lawsuit against tobacco companies after government weakens its proposed remedies.



Mission **Statement**



The Campaign for Tobacco-Free Kids is the nation's largest advocacy and education organization working to prevent kids from smoking, help smokers quit, and protect everyone from secondhand smoke. We are building a healthier future for our children by changing public attitudes and public policies regarding tobacco use.

More help and encouragement for smokers who want to quit, more people protected from secondhand smoke.

Preventing Kids from Smoking, **Helping Smokers Quit**

Preventing kids from smoking and helping current smokers quit is at the core of reducing tobacco's deadly toll. Drawing on a decade of experience, the Campaign for Tobacco-Free Kids champions scientifically proven solutions to meet these two critical goals.

Keeping Tobacco Prevention Strong

The facts are indisputable. Well-funded tobacco prevention and cessation programs that are based on proven approaches dramatically reduce tobacco use.

States that follow the guidelines of the U.S. Centers for Disease Control and Prevention (CDC) by investing in tobacco prevention programs are successful in reducing tobacco-related disease and death and saving millions of dollars in healthcare costs.

And there is a steady stream of money that is supposed to be used just for this purpose — the 1998 tobacco settlement funds.

Unfortunately, most states have failed to keep their promise to spend this money on tobacco prevention. This year, only four states — Colorado, Delaware, Maine and Mississippi — are funding tobacco prevention programs at minimum levels recommended by the CDC.

That's why the Campaign for Tobacco-Free Kids works in states across the country to make sure that proven tobacco prevention programs get the funding they deserve. One of our top priorities is to educate state lawmakers and the public about the benefits of increasing tobacco

prevention and cessation funding to the levels recommended by the CDC.

In the past year, we've helped obtain critical funding increases in eight states — Alaska, Colorado, Connecticut, Iowa, Kentucky, Maryland, New Mexico, and New York — and in Washington, D.C. In total, these gains represent almost \$70 million in additional tobacco prevention and cessation funding.

And we've continued to fight an ongoing battle to save the Partnership for A Healthy Mississippi, one of the strongest tobacco prevention programs in the country. Sadly, the Partnership is under almost constant attack by political forces, despite its success in reducing smoking by 48 percent among middle school students and by 32 percent among high school students between 1999 and 2004.

It's a constant battle, but the Campaign for Tobacco-Free Kids will remain vigilant, year after year, to protect and increase funding for these vital programs with the proven power to save lives.

Victory in the Heart of Tobacco Country: The North Carolina Cigarette Tax

Increasing cigarette taxes is a WIN, WIN, WIN solution for states — a health win that reduces smoking and saves lives; a fiscal win that raises revenue and reduces health care costs; and a political win that is popular with the public.

It's no wonder that 43 states and the District of Columbia have increased cigarette taxes since January 1, 2002.

Not surprisingly, some of the slowest progress has been in the tobacco-growing states. But that has changed as a result of the efforts of the Campaign in partnership with state advocates. Even states like Kentucky and Virginia have joined the tobacco tax trend in recent years. One of the last tobacco states to increase its tax was North Carolina, which until August 2005 had the lowest tobacco tax in the country at a mere five cents per pack.

The Campaign for Tobacco-Free Kids was proud to provide support for the creative advocates at the North Carolina Alliance for Health and all its partner organizations in an effective media and advocacy campaign to fight for a tobacco tax increase.

The Campaign issued a report that was a critical education piece for state legislators by documenting the health savings and revenue growth that would result from a higher tax. We helped rally the faith community through a series of

We could not possibly have done what we did without the assistance and support of CTFK. You were full of great ideas and always available. We really appreciate all that you gave to assisting us in NC.

Pam Seamans, North Carolina tobacco control activist

community events that encouraged faith leaders to speak out in support of the tax. We also helped the advocates produce and air a compelling radio ad that alerted residents about the critical role the tax would play in driving down smoking rates and raising much-needed revenue to pay for North Carolina's high tobacco-related healthcare costs.

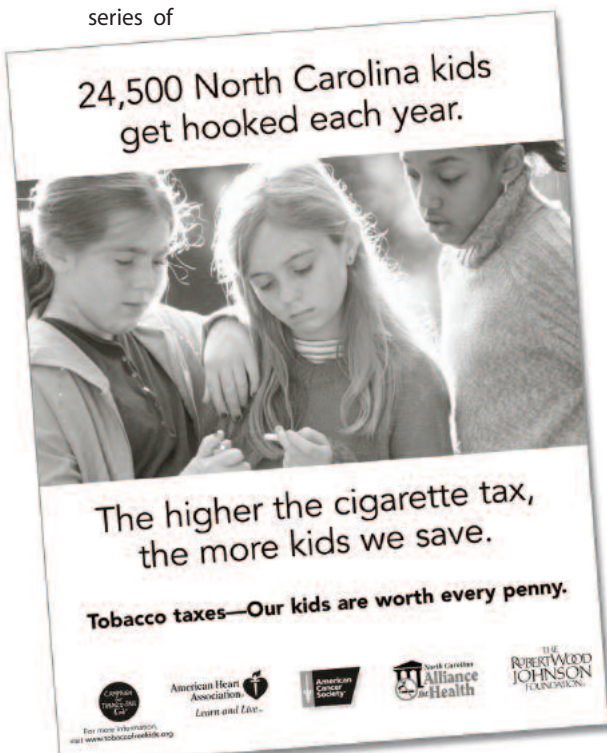
Our efforts paid off when state legislators voted to increase North Carolina's tobacco tax by 30 cents per pack. North Carolina still has a long way to go to reach the national average of 96.1 cents per pack, but even in the heart of tobacco country, legislators finally realized that increasing the tobacco tax is a win-win-win solution.

Quit to Live

In the wake of Peter Jennings' tragic death from lung cancer, ABC News wanted to alert the public about the terrible toll of tobacco and inform smokers about the most effective tools to help them quit. In November 2005, it launched *Quit to Live*, a month-long series focusing on the tobacco epidemic, its causes and solutions.

The Campaign for Tobacco-Free Kids was honored to support the high-quality reporting that shaped the series through our research, expertise, and commentary. Campaign President Matthew Myers and Vice President for Research Danny McGoldrick appeared in several segments and shared their insights on tobacco marketing and proven solutions for reducing tobacco use.

The Campaign's work on *Quit to Live* is a perfect example of how we serve as an essential resource to the media on the tobacco problem and its solutions. Our work both behind-the-scenes and in front of the camera helps make sure that tobacco stays in the public eye and gets the attention it deserves as America's number one public health threat.





Kick Butts Day 10th Anniversary

On April 13, 2005, the Campaign for Tobacco-Free Kids proudly celebrated our 10th annual Kick Butts Day with more than 2,000 events for young people in all 50 states.

At special highlight events in 10 U.S. cities, the Campaign and tobacco control advocates rallied around the tenth anniversary of Kick Butts Day — the perfect forum to highlight youth passion and draw attention to important policy campaigns in cities from Boston to Cleveland to San Francisco.

Kick Butts Day began in 1996 as a creative way to involve kids in addressing the serious problem of youth tobacco use in our country. At that time, youth smoking rates had been rising alarmingly for several years and reached a decade high in 1997.

With its “for kids, by kids” approach, Kick Butts Day harnesses the awesome energy and power of youth. Young people in communities large and small use the Campaign’s Kick Butts Day Guide to reach out to their peers, neighbors, and parents with activities to raise awareness and help young people speak out against tobacco use.

Kick Butts Day’s extraordinary growth from dozens of events in 1996 to a nationwide day of awareness generating press coverage that reached over 20 million viewers and listeners on its tenth anniversary is proof of Kick Butts Day’s power and popularity.

Young people are clearly doing far more than tuning in to Kick Butts Day. They are taking its messages to the streets and holding events across the country. Thanks to efforts like this, as well as the other proven solutions championed by the Campaign, we’ve reduced smoking rates among high school students by 37 percent since 1997 — a greatly improved picture.

Personal Spotlight: Eric Myers, Alaska Tobacco Control Advocate

One of the Campaign’s most important roles is making sure that on-the-ground activists have the tools they need to succeed.

Eric Myers is one of those frontline activists. Over the past 10 years, he has worked passionately on every major tobacco control victory in his home state of Alaska. And the Campaign is proud to have supported his efforts.

Like many advocates, Eric began this work because of tobacco’s tragic toll on his own family. He watched his mother suffer from emphysema, throat cancer, and eventually a stroke. But Eric turned his sense of helplessness into something positive by pouring his time and energy into efforts to prevent others from suffering the same fate.

Eric feels that, “Policy change is where you can have the most impact. By changing one law, you have the potential of literally saving hundreds or thousands of lives.”

The list of gains in Alaska is long and impressive — including three tobacco tax increases that have helped reduce youth smoking by nearly 50 percent. Time and time again, Eric has turned to the Campaign for polling, in-depth analysis of the issues, strategic advice and media assistance. “With TFK’s support, we were always ready with the best argument, the best evidence, to win the allies we needed.”

We know that Eric will be working hard in Alaska for many years to come. Most recently, he and his colleagues have been working on a smoke-free workplace law for his hometown of Anchorage. In whatever battle comes next, the Campaign for Tobacco-Free Kids will be proud to be by his side.

Protecting Everyone Worldwide **From** **Secondhand Smoke**

Across the United States and around the world, people are speaking up for their right to breathe clean, smoke-free air, free from the proven dangers of secondhand smoke. The result has been a surge in the number of laws that require all workplaces and public places to be smoke free.

A Tale of Two Washingtons – Going Smoke-Free From Coast to Coast

Washington State Smoke Free

Smoke-free laws are sweeping the nation because the vast majority of people are willing to stand up and be counted to protect everyone's right to breathe clean air.

On election day 2005, the voters of Washington state went to the ballot box and did just that. In fact, 63 percent of Washington voters, including a majority of voters in every county throughout the state, approved the measure to make all workplaces, including restaurants and bars, smoke free.

Once again, the Campaign for Tobacco-Free Kids was a pivotal partner in the ballot initiative, working to support the strong coalition led by the American Cancer Society. Just like a statewide race for governor or U.S. Senate, the smoke-free ballot initiative required a comprehensive campaign, complete with television ads and efforts to ensure that voters got out to the polls on election day.

The Campaign provided strategic advice, technical support and messaging expertise to help build strong public support. Perhaps most importantly, we leveraged every dollar we invested in Washington state by helping connect the smoke-free coalition with

concerned Washington state donors to provide critical, home-grown support for the multi-million dollar campaign.

Breathe Easy D.C.

The smoke-free momentum hit our nation's capital in January 2006 when Washington, D.C. joined the ranks of the growing number of states and communities that have passed strong smoke-free workplace laws that include restaurants and bars.

It was a long and hard-fought victory that the Campaign for Tobacco-Free Kids helped spearhead and secure. Starting in 2003, the Campaign worked closely with the American Cancer Society and more than 80 local partner organizations to explore every possible option to pass a strong smoke-free law. The closer we came to success, the harder the Restaurant Association of Metropolitan Washington and other opponents of smoke-free laws fought us.

The Campaign and our partners stepped up our efforts to educate D.C. Council members, Mayor Anthony Williams and the residents of the District about the mountain of evidence that smoke-free laws protect health without harming business. We conducted a poll which found that

Citizens Speak Out for a Smoke-Free DC!



"So many of my daughter's friends already have asthma and I've heard secondhand smoke is a proven cause of cancer and heart disease. I don't want anyone smoking around me or my kid."

Tell the D.C. Council to Pass a Comprehensive Smoke-Free Law.

Sign our electronic petition and send an email to your Councilmember that you want to breathe easier in Washington, D.C.



74 percent of D.C. voters supported a strong smoke-free workplace law. We also made sure that key Council members heard their constituents' voices on the issue, with grassroots community events, call-in campaigns, extensive media coverage and organized face-to-face visits at DC Council headquarters.

In January 2006, the Campaign and our partner organizations were finally able to celebrate our years of hard work when the D.C. Council passed the smoke-free bill and Mayor Anthony Williams allowed the bill to become law without his signature. The District's smoke-free law went into effect for many workplaces in April 2006 and will extend to all workplaces, including restaurants and bars, beginning on January 1, 2007.

Toward a Smoke-Free World

Led by the pioneering example of Ireland, the movement to protect everyone's right to breathe clean air is also spreading around the world. The most recent countries to implement or adopt smoke-free workplace laws include Uruguay, Scotland, England and Bermuda.

To build on this momentum and promote the need for smoke-free policies around the world, the Campaign for Tobacco-Free Kids in March 2006 teamed up with the Harvard University School of Public Health and other researchers to publicize a St. Patrick's Day study comparing the levels of indoor air pollution in Irish pubs across the nation and around the world.

The study measured air pollution levels in 128 Irish pubs in 15 countries and found that the average level of air pollution inside Ireland's smoke-free pubs was 91 percent lower than inside Irish pubs located in countries and cities that still permit smoking in bars and restaurants.

The study findings were used to support efforts to pass smoke-free workplace laws across the United States and abroad. It also emphasized the significant health benefits of smoke-free policies.

To generate media around the study, the Campaign created and distributed a video news release that included commentary from Harvard's Dr. Greg Connolly, the Campaign's Danny McGoldrick, and the owner of a smoke-free Irish Pub in Boston. We also wrote and distributed template press releases which advocates throughout the world used to increase local press coverage of the study.

The study was an excellent, creative tool to help local communities considering smoke-free laws draw attention to the serious health hazards of secondhand smoke while demonstrating that smoke-free restaurants and bars are overwhelmingly popular and do not harm business.



**Personal
Spotlight:
Dee Stickley-Miner
Ordained Deacon,
West Ohio Conference
United Methodist Church**



Dee Stickley-Miner grew up in a family where both her parents smoked. Like in so many other families, she'd witnessed tobacco's devastating health effects firsthand — from the regular coughing that never went away to serious health conditions.

But for Dee, standing up to Big Tobacco is more than just a matter of common sense. It's a matter of faith. Dee is one of the growing number of advocates who see tobacco use as contrary to the core principles of their faiths and are working with the Campaign through our innovative initiative, *Faith United Against Tobacco*.

Dee first got involved in tobacco control advocacy as part of the Campaign's efforts to rally the faith community around the smoke-free workplace campaign in Columbus, Ohio. She instantly embraced the opportunity to help educate Methodist congregations about how smoke-free workplaces and other tobacco issues intersected with the church's social principles.

"To me, it's a big injustice," she said. "Why would we want people to get hooked on something that's going to kill them?"

With the faith community and a diverse coalition of citizens' groups standing behind it, SmokeFree Columbus won final approval in a special ballot initiative in May 2005. Throughout the campaign, Dee was involved in everything from planning and speaking at press conferences, to grassroots organizing and passing out yard signs everywhere she went.

Dee and her colleagues in the faith community are now working on new challenges, including a statewide smoke-free ballot initiative in Ohio. Dee has also been very involved in creating Ohio Faith United Against Tobacco. With the Campaign for Tobacco-Free Kids, they reached out to members of the Ohio Congressional delegation to urge them to work for U.S. Food & Drug Administration regulation of tobacco products, one of the Campaign's key policy goals.

Now that public understanding of these facts has grown, it's not surprising that every year, more and more communities, states, and even nations are defending their right to breathe smoke-free air.

Holding Big Tobacco **Accountable**

From the court of law to the court of public opinion, the Campaign for Tobacco-Free Kids is constantly working to expose the tobacco industry's efforts to market to children and mislead the public. In addition to spotlighting Big Tobacco's cynical, irresponsible marketing practices, the Campaign, through its Tobacco-Free Kids Action Fund, has taken legal action to ensure that the tobacco industry is forcefully held responsible for its deceptive and deadly behavior.

Big Tobacco on Trial

For decades, the tobacco industry has lied to the American people about the health risks of its products and shamelessly marketed to children. The U.S. Department of Justice's historic lawsuit against the tobacco industry has been one of the most important — and most perilous — opportunities to hold Big Tobacco accountable for its past wrongdoing and keep it from continuing in the future.

Since the day the lawsuit was filed in 1999, the Campaign for Tobacco-Free Kids has worked hard to keep the case on track. Our prominent role in ensuring a fair, untainted trial was never needed more than in the past year.

When the Justice Department needed expert witness testimony on how to rein in the industry, they turned to Matthew Myers, President of the Campaign for Tobacco-Free Kids.

When the press needed a reliable source to analyze and comment on the legal arguments and evidence presented, they turned to the Campaign for Tobacco-Free Kids.

When political interference resulted in the Justice Department dramatically reducing the remedies sought against the tobacco industry in the closing days of the trial, the Campaign for

Tobacco-Free Kids led the charge to expose the interference and prevent a sweetheart deal for Big Tobacco.

We alerted the media at the first sign of political tricks and rallied public opinion by working to generate news coverage and strong editorials from coast to coast. To make sure the public's outrage was heard, we launched a virtual, Internet-based protest that bombarded the Justice Department and White House with thousands of phone calls demanding strong remedies.

And when we realized that the risk of ongoing political interference was simply too high, our sister organization, the Tobacco-Free Kids Action Fund, worked with five other public health champions and successfully petitioned the judge to be added as official parties to the lawsuit. You can read more about the Tobacco-Free Kids Action Fund activities on pages 14 and 15.



Big Tobacco & WebMD – Ending an Unhealthy Match

The tobacco companies are notorious for promoting weak, ineffective tobacco “prevention” efforts under the guise of being responsible corporate citizens. And none is better at this trick than Philip Morris.

That’s why the Campaign was outraged to learn that WebMD, the widely known online health resource, was advertising Philip Morris’ Quit Assist web page in January 2006.

Through our Accountability Project, we spearheaded a formal letter of protest from the CEOs of the American Cancer Society, American Lung Association, American Legacy Foundation and the Campaign. We briefed other partners including the American Medical Association and the American Hospital Association, who also joined in the protest.

Most important, we made sure WebMD knew where the American public stood on the issue. Our online activists (or E-Champions) responded passionately to the Campaign’s alerts and inundated WebMD with more than 5,200 protest emails.

By March 2006, barely two months after we snapped into action, WebMD took the Quit Assist banner ads down from its web page and formally ended its partnership with Philip Morris.

RJR: Buying America’s Best Known Pageant

Miss America. The name conjures images of wholesome beauty and all-American values. No wonder the R.J. Reynolds Tobacco Company (RJR) thought that partnering with Miss America State Pageants would be a great way to take some of the tarnish off its dirty image. In RJR’s scheme, the company that brought us Joe Camel could sneak into schools by having pageant winners promote the company’s so-called “youth smoking prevention” program, cutting out more effective approaches.

The Campaign for Tobacco-Free Kids and our partners were committed to keeping RJR from hiding behind Miss America state pageant winners.

In March 2006, the Campaign and our partners mounted public pressure on RJR and the National Association of Miss America State Pageants to end their partnership.

The campaign included a letter to the Association’s Board of Trustees, a field kit distributed to state and local partner groups, and a press release signed by the Campaign for Tobacco-Free Kids, American Cancer Society, American Lung Association, Americans for Nonsmokers’ Rights and the National African American Tobacco Prevention Network that generated significant media attention.

While the National Association of Miss America State Pageants has yet to take action, several state pageant winners have refused to do RJR’s dirty work. The Campaign will continue to work to stop this and other harmful tobacco industry efforts to whitewash its well-deserved negative image.





Targeting Latino Youth

Always keen to find the next “growth market,” Big Tobacco is increasingly targeting Latino youth with slick ad campaigns and promotional events. R.J. Reynolds is one of the worst offenders, with a Kool cigarettes campaign featured in publications popular with Latino youth. The Kool campaign also included 14 concerts that featured popular Latino artists.

The Campaign for Tobacco-Free Kids joined with the National Latino Council on Alcohol and Tobacco (LCAT) to demand that tobacco companies stop targeting the Latino community. Together, we released a special online report calling attention to blatant marketing schemes tobacco companies are using to target Latino youth and held a joint press conference in Miami in November 2005.

These activities generated significant media coverage of the tobacco industry’s efforts to target Latino youth, including in cities such as Miami and Houston. With such strong media attention, the Campaign and LCAT helped raise awareness of the tobacco problem among Latino parents and teens in communities across the country.

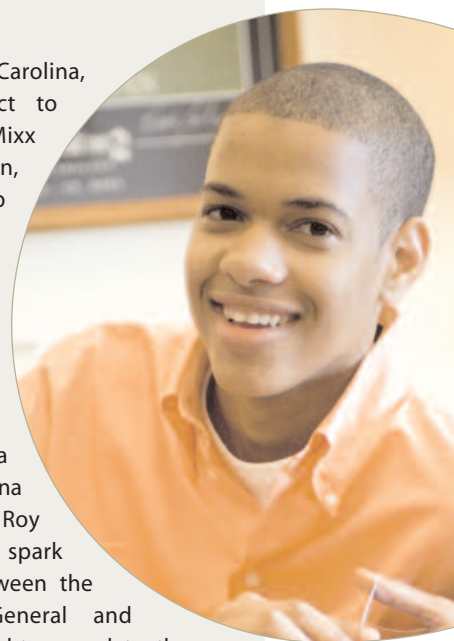
Personal Spotlight: Chad Bullock, Youth Advocate

Chad Bullock is part of the Campaign’s army of energetic youth advocates. From helping push for stronger local, state, and national tobacco control policies to standing up to Big Tobacco, youth advocates like Chad stand shoulder to shoulder with the Campaign in all of our toughest fights.

At home in North Carolina, Chad led a project to oppose the Kool Mixx marketing campaign, which utilized hip-hop images and music to market cigarettes to African-American youth. In addition to collecting examples of Kool advertisements and promotions, Chad wrote a letter to North Carolina Attorney General Roy Cooper and helped spark the joint effort between the State Attorneys General and advocates that brought an end to the Kool Mixx campaign.

Most recently, Chad has been working to build support for smoke-free workplaces in his community. He has reached out to Golden Corral, a major restaurant chain, and has met with the CEO of the company to discuss the entire chain becoming smoke free.

We are proud of all the creativity and passion that Chad — and every one of our youth advocates — brings to every effort to stand up to Big Tobacco.



Tobacco-Free Kids Action Fund



The Tobacco-Free Kids Action Fund is an independent sister organization of the Campaign for Tobacco-Free Kids. As a 501(c)(4) organization, the Action Fund works to reduce the devastating toll of tobacco use and exposure to secondhand smoke by mounting advocacy and electoral campaigns to support tobacco control policies.

The Tobacco-Free Kids Action Fund's hard-hitting advocacy focuses on core initiatives including tobacco tax increases, smoke-free workplaces, funding for tobacco prevention programs and other policies that keep kids from smoking and help smokers quit. The Action Fund also educates voters about candidates' positions on tobacco issues and endorses and supports specific candidates who share our views on tobacco.

Big Tobacco on Trial– The Department of Justice Law Suit



The Tobacco-Free Kids Action Fund led the coalition of public health organizations — including the American Cancer Society, American Heart Association, 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 in the Department of Justice lawsuit against the tobacco companies.

It was a dramatic and unorthodox step, but the threat of political interference in the case called for a strong response. The stakes were simply too high — we could not afford to take a chance that political tampering would lead to a weak settlement of the case.

As “plaintiff-interven-ers” in the case, the Action Fund and our allies were able to submit our own recommendations on what remedies the judge should impose to stop tobacco industry wrongdoing and address the harm the companies have caused. We recommended a range of remedies that focused on significant funding for smoking cessation and prevention programs, limits on tobacco marketing practices and penalties if the tobacco companies continue to addict children.

At the close of the 2006 fiscal year, Judge Gladys Kessler had not made a final ruling in the case.

Election Day Victories

On November 8, 2005, voters in several states stepped forward to show the world that smoke-free workplace laws not only make great sense for public health, they’re also a winning campaign issue.

The Tobacco-Free Kids Action Fund was proud to endorse Michael Bloomberg in his reelection as Mayor of New York City and Jon Corzine in his successful bid for New Jersey Governor.

Mayor Bloomberg has championed proven measures to reduce smoking, including the city’s comprehensive smoke-free workplace law and higher cigarette taxes. His efforts have inspired other cities, states and even entire countries to go smoke free. Jon Corzine was the only candidate for New Jersey Governor to take a strong stance in support of the state’s proposed comprehensive smoke-free workplace law.



The Action Fund also endorsed a bipartisan group of candidates for the Virginia House of Delegates who have been supporters of tobacco prevention policies. Virginia voters elected 14 of these candidates from both parties, underscoring the strong and growing public support for

measures that reduce smoking and exposure to secondhand smoke, even in the heart of tobacco country.

The Action Fund was proud to lend its endorsement to these candidates, true champions of smoke-free laws and other tobacco-control policies.

Monitoring Tobacco Campaign Contributions

The Action Fund, in partnership with Common Cause, issued four reports analyzing more than \$1.1 million in campaign contributions to federal candidates and political committees so far in the 2005-2006 election cycle.

The report documents that the tobacco industry continues its decades-long effort to purchase political influence with campaign contributions. The Action Fund issued a strong press statement with the report, pointing out that, “Members of Congress are still taking millions of dollars from the tobacco industry and failing to take action to protect kids, despite the fact that the tobacco industry spends \$15.4 billion a year marketing its products, nearly one quarter of high school kids smoke and more than 400,000 Americans die every year from tobacco use.”

Our Health at a Crossroads

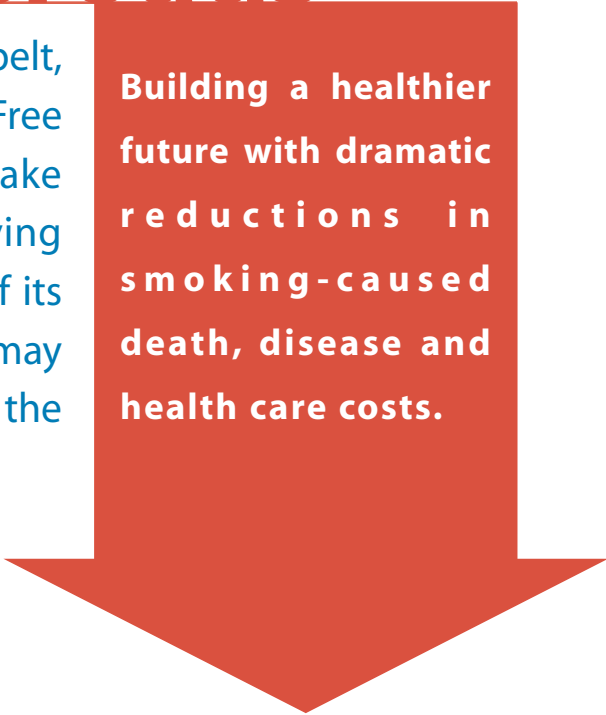
With one decade under our belt, the Campaign for Tobacco-Free Kids has helped make significant strides in driving down tobacco use and all of its deadly health effects. It may seem to some like now is the time to sit back and relax.

But our experience tells us otherwise.

Take Florida for example. The dramatic gains the state made by significantly investing in a comprehensive tobacco prevention program have slowed because of the virtual elimination of funding for the program.

And Florida is far from the only example. A recent study by the CDC found that the significant progress our nation has made in reducing youth smoking since the mid-1990s has either slowed considerably or stalled completely.

The Campaign for Tobacco-Free Kids sees these emerging trends as a wake-up call that we cannot be complacent in our fight against tobacco. Here are just a few of the ways we will keep up the pressure in the years to come:



Building a healthier future with dramatic reductions in smoking-caused death, disease and health care costs.

Secure Food & Drug Administration Authority Over Tobacco Once and For All

It is one of the most critical goals we have: tobacco must be effectively regulated by the Food & Drug Administration. If the food you feed your pets warrants FDA regulation, there is no doubt that tobacco — an addictive product that kills people when used as intended — should be.

We will continue to work with public health champions in the U.S. Senate and House for as long as it takes to make this common sense addition to the law of the land.

A New Chance for State Prevention Programs

Starting in 2008, the District of Columbia, U.S. territories, and 46 states that were part of the Master Settlement Agreement signed with the tobacco companies in 1998 will begin receiving annual bonus payments under the terms of that agreement.

These additional payments, about \$900 million total each year for at least 10 years, will be a critical second chance for the states to honor the true intent of the settlement and use the money to at least fund tobacco prevention and cessation programs at the CDC-recommended minimum level.

The Campaign for Tobacco-Free Kids is launching a national campaign to energize and organize tobacco control advocates to begin working state by state in the 2007 legislative sessions to increase or protect tobacco prevention funding so this golden opportunity is not lost.

Implementation of the Framework Convention on Tobacco Control

Countries large and small, from all corners of the globe, have ratified the Framework Convention on Tobacco Control, the world's first public health treaty. The treaty holds great promise for helping reduce the global toll of tobacco.

The Campaign for Tobacco-Free Kids is working with our public health partners from more than 90 countries to ensure that nations effectively implement the treaty, which calls for implementing scientifically proven measures to reduce tobacco use and save lives.

The Campaign will also continue to work with our domestic partners to pressure our own government to ratify the treaty. It is unacceptable that the world's wealthiest and most powerful nation is standing on the sidelines on this important global public health initiative.

Maximizing the Smoke-Free Momentum

Every year, the popularity of smoke-free laws continues to surge. The Campaign for Tobacco-Free Kids believes the momentum we have built is unstoppable.

We will continue to work with cities and states from coast to coast to bring smoke-free workplaces and public places to an ever-growing number of Americans. Until we reach the day that nobody has to sacrifice his or her health to earn a paycheck or enjoy a night on the town, we will continue to advocate for strong smoke-free laws.



79%
OF NEW HAMPSHIRE
VOTERS AGREE
AIR IS BEST SERVED
SMOKE-FREE

Campaign for Tobacco-Free Kids

Statements of Activities and Changes in Net Assets Year ended March 31, 2006

	Unrestricted	Temporarily Restricted	Total
REVENUE			
Grant Income	\$ 6,600,000	282,905	6,882,905
Contributions	685,713	—	685,713
Event/admissions	330,036	—	330,036
Release of restrictions	7,000,000	(7,000,000)	—
TOTAL REVENUE	14,615,749	(6,717,095)	7,898,654
EXPENSES			
Outside professional services	4,633,898	—	4,633,898
Salaries and benefits	4,761,334	—	4,761,334
Travel and meetings	665,356	—	665,356
Office services	1,477,801	—	1,477,801
TOTAL EXPENSES	11,538,389	—	11,538,389
INCREASE (DECREASE) IN NET ASSETS BEFORE OTHER INCOME			
	3,077,360	(6,717,095)	(3,639,735)
OTHER INCOME			
Investment return	184,421	—	184,421
Other income	427,620	—	427,620
TOTAL OTHER INCOME	612,041	—	612,041
INCREASE (DECREASE) IN NET ASSETS			
	3,689,401	(6,717,095)	3,027,694
NET ASSETS, beginning of year	5,931,427	9,304,834	15,236,261
NET ASSETS, end of year	9,620,828	2,587,739	12,208,567

Tobacco-Free Kids Action Fund

Statements of Activities and Changes in Net Assets Year ended March 31, 2006

	Unrestricted	Temporarily Restricted	Total
REVENUE			
Contributions	\$ 2,055,823	262,588	2,318,411
Membership dues	8,070	—	8,070
Interest income	25,448	—	25,448
Other	37,322	—	37,322
TOTAL REVENUE	2,126,663	262,588	2,389,251
EXPENSES			
Outside professional services	598,651	—	598,651
Office services	58,009	—	58,009
Travel and meetings	4,043	—	4,043
Salaries and benefits	167,504	—	167,504
TOTAL EXPENSES	828,207	—	828,207
INCREASE IN NET ASSETS	1,298,456	262,588	1,561,044
NET ASSETS, beginning of year	746,752	—	746,752
NET ASSETS, end of year	2,045,208	262,588	2,307,796

Thanks to Our Donors

The Campaign accepts no government or tobacco industry funding and relies on contributions from individuals, philanthropic foundations, corporations and non-profit organizations.

"I am a pediatrician and neonatologist who takes my oath to promote health seriously. I don't have a lot of personal time to devote to marching in the streets, but I feel strongly about the need for effective tobacco control. We must protect children from the marketing tactics of Big Tobacco and ensure that all individuals have the right to breathe clean air. Through my online activism and my contributions, I am glad to help in any small way I can."

Dr. Arthur Strauss, Campaign for Tobacco-Free Kids Donor, Irvine, CA

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This company does far more than sell a product — Free and Clear has been recognized by major health authorities, including the Centers for Disease Control, the Robert Wood Johnson Foundation, and the American Association of Health Plans, for its innovative and highly effective treatment programs. The Campaign for Tobacco-Free Kids looks forward to continuing our strong partnership with Free and Clear in the years to come and to finding new, exciting ways to work together.

“For Free and Clear, supporting Tobacco-Free Kids is natural. Educating public officials about the need to invest in tobacco prevention and cessation is truly saving lives which supports both of our goals.”

Dr. Tim McAfee, Chief Medical Officer, Free and Clear, Seattle, Washington

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