



Annual Report 2025

April 2024 - March 2025



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The **Campaign for Tobacco-Free Kids** is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world.

Through our **Global Health Advocacy Incubator**, we tackle other critical public health challenges across the globe – including food and nutrition policy, injury and overdose prevention, and building resilient and equitable health systems.

Our vision is a healthier and more equitable future for all.





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Letter from the President and CEO

It is my honor to present our annual report for fiscal year 2025, covering the period from April 2024 to March 2025. We have continued to make tremendous progress in advancing policies that protect children, improve health and save lives even during an extraordinarily challenging time for public health in the United States and around the world.

For nearly three decades, the Campaign for Tobacco-Free Kids has used the power of policy advocacy to drive down tobacco use. In 2014, we created our Global Health Advocacy Incubator (GHAi) to tackle other critical public health challenges by improving nutrition and access to healthy foods, reducing preventable deaths and injuries, and advocating for greater investment in lifesaving medicines and programs.



The landscape for public health and for our work has changed dramatically in the past year. Cuts in funding to the CDC, specifically the Office on Smoking and Health, will slow our ability to continue driving down tobacco use. Globally, governments are continuing to recover from the fallout of the COVID-19 pandemic. The U.S. decision to withdraw from the World Health Organization will hamper the ability of governments to deal with future threats.

In the face of these challenges, the work of the Campaign for Tobacco-Free Kids and the Global Health Advocacy Incubator is more critical than ever. And we have redoubled our efforts to support partners and advance proven public health policies across the U.S. and around the world. This report showcases progress across our major programs.

Tobacco Control: Tobacco use remains the leading cause of preventable disease and death, killing over eight million people worldwide and nearly half a million people in the U.S. each year. During the period of this report, we continued to make significant progress, with youth tobacco use falling to record lows in the U.S. and lifesaving policies adopted across the globe. We had a long-sought victory in Indonesia, where we supported local partners in passing strong tobacco control regulations – a huge accomplishment in a country with some of the world’s highest smoking rates.





Food and Nutrition: Unhealthy diets remain one of the world's leading drivers of preventable disease and death and are responsible for about eight million deaths globally each year. Our Food and Nutrition Program supports the adoption of policies that reduce the consumption of ultra-processed foods and increase access to nutritious foods. During the period of this report, we supported advocacy campaigns in 26 countries across Central and South America, the Caribbean, Africa and Asia. In one notable win, Colombia enshrined the right to food as a constitutional right, reinforcing protections for vulnerable communities.



Health Systems Strengthening: We work with governments and civil society organizations in low- and middle-income countries to champion policies and investments that support equitable and resilient health systems. Our advocacy and technical assistance help countries secure sustainable domestic financing for health, strengthen data systems for decision-making, and improve access to essential services. In an important breakthrough, we supported advocacy in Uganda to secure \$14.5 million in national funding for COVID-19 and emergency preparedness, leading to the development of a five-year national plan for health security.



Injury Prevention: Injuries and violence – including drowning, drug overdose and road crashes – take the lives of 4.4 million people globally each year. Our Injury Prevention Program works to advance policies that save lives on the road and reduce deaths from drowning and drug overdoses. During the period of this report, notable wins include advancing an inland water safety framework in Uganda, which has one of the world's highest drowning rates; speed limit reforms in Bangladesh, Uganda and Ukraine; and expanded access to medications for opioid use disorder in the U.S.

During these challenging times, I couldn't be more grateful for the support of our Board of Directors, staff, donors and partners who make our lifesaving work possible. And I am so inspired to be part of a resilient public health community. Together, we are strong, steadfast and united in our commitment to public health and resolute in our mission to create a healthier and more equitable future for all.

Yolonda C. Richardson
President and CEO

Tobacco Control

U.S. Tobacco Programs

In the United States, the Campaign for Tobacco-Free Kids advocates at the federal, state and local levels for proven policy solutions that reduce tobacco use, protect kids and save lives.

During the period of this report, we continued to make extraordinary progress, with youth tobacco use falling to record lows in 2024. From city councils to state legislatures to the U.S. Supreme Court, we had significant victories to advance, strengthen and defend effective tobacco control policies.

We also faced unprecedented challenges as the new U.S. administration proposed devastating cuts to, and even the elimination of, critical public health programs that have driven our progress, including those at the Centers for Disease Control and Prevention and the Food and Drug Administration. We are committed to defending these lifesaving programs.

We can't let up as tobacco use remains the leading cause of preventable disease and death in the U.S., claiming nearly half a million lives and costing over \$600 billion in health care expenditures and lost productivity each year.



Youth Tobacco Product Use Falls to Record Lows in the U.S.

In terrific news for the nation's health, rates of youth tobacco product use fell to record lows in 2024, according to results of the 2024 National Youth Tobacco Survey:

- Cigarette smoking among high school students fell to 1.7%, compared to over 36% when the Campaign for Tobacco-Free Kids launched in 1996.
- E-cigarette use among high school students fell to 7.8%, a sharp decline from a peak of 27.5% in 2019.

These results demonstrate the effectiveness of evidence-based strategies that have been implemented at the national, state and local levels. These include tobacco tax and price increases, comprehensive smoke-free policies, mass media campaigns to educate youth about the harmful effects of tobacco products, and regulations

governing the manufacturing, marketing and sale of tobacco products, including restrictions on the sale of flavored products.

Tobacco-Free Kids has worked—and continues to work—to support the adoption and effective implementation of these policies, and to defend them against tobacco industry attacks.

Despite this progress, youth tobacco use remains a serious public health problem. Over 2.2 million middle and high school students still use some form of tobacco, including over 1.6 million who use e-cigarettes. It is also concerning that, while overall rates remain low, there has been an increase in youth use of nicotine pouches – products sold with appealing flavors and high levels of nicotine.

We have the tools to effectively prevent youth use of tobacco products and must fully implement them.

Defending Lifesaving CDC and FDA Programs

While we have made great strides against tobacco, that progress is at risk because of the U.S. administration's attack on critical public health programs, including the elimination of the CDC's Office on Smoking and Health and staff reductions at the FDA's Center for Tobacco Products.

These agencies are on the front lines of the nation's fight against tobacco-related disease and death. The CDC supports state tobacco prevention and cessation programs, runs the highly successful Tips from Former Smokers media campaign, and helps conduct the National Youth Tobacco Survey and other surveys that track trends in tobacco use. The FDA regulates the manufacturing, marketing and sale of tobacco products to protect public health. Only the tobacco industry benefits from curtailing these efforts.

The Campaign for Tobacco-Free Kids jumped into action to defend these critical programs:

- We issued multiple public statements criticizing these actions and helped generate media coverage about the devastating impact. We also placed advertising in the states and districts of key members of Congress urging their support of these programs.
- We developed fact sheets about the impact of the CDC cuts in every state and worked with public health advocates across the country to provide this information to members of Congress.
- We rallied a coalition of over 100 public health and other organizations to contact the administration and Congress in support of these CDC and FDA programs.
- We generated over 85,000 emails from constituents to their members of Congress urging support for these programs.
- We supported litigation to block harmful and illegal administration actions.

These efforts are ongoing, and we will continue to make the case for these lifesaving programs.





Denver Ends Flavored Tobacco Sales

During the period of this report, the Campaign for Tobacco-Free Kids continued working to enact state and local laws ending the sale of flavored tobacco products, including flavored e-cigarettes and menthol cigarettes. We achieved a significant victory in December 2024 when the Denver City Council voted 11-1 to approve a strong ordinance.

Our team helped lead a three-year effort to enact the Denver law, persevering after a former mayor vetoed a similar measure in 2021. We supported a diverse coalition of over 100 community organizations that advocated for the policy, emphasizing its impact in protecting kids and advancing health equity.

Youth and educators played a critical role, speaking out at press conferences and testifying before the City Council about the tobacco industry's targeting of young people. The campaign also involved extensive outreach to and leadership from communities targeted by the tobacco industry, including the Black, Latino and LGBTQ+ communities.

Showing how far they will go to continue targeting kids, tobacco and e-cigarette interests subsequently gathered enough signatures for a ballot referendum to overturn the law. In November 2025, Denver voters upheld the law by a margin of 70% to 30%.





U.S. Sen. Dick Durbin and Tobacco-Free Kids Youth Ambassador Josie Shapiro

Getting Illegal E-Cigarettes Off the Market

To continue reducing youth e-cigarette use, Tobacco-Free Kids has pushed for strong enforcement action by federal and state authorities to address the many illegal e-cigarettes that are for sale and putting kids at risk.

To date, the FDA has authorized the sale of only 39 e-cigarette products, most of which are tobacco-flavored. But e-cigarette makers continue to flood the market with illegal products that lure kids with candy and fruit flavors, colorful packaging, and even built-in video games. These products are more addictive than ever, with some containing as much nicotine as 200 cigarettes or more.

During the period of this report, we advocated for stronger enforcement against these illegal products:



- In June 2024, our President and CEO Yolonda Richardson and youth ambassador Josie Shapiro testified at a Senate Judiciary Committee hearing on “Combating the Youth Vaping Epidemic by Enhancing Enforcement Against Illegal E-Cigarettes.” Josie spoke powerfully about her struggle with nicotine addiction from using e-cigarettes and the role of flavors in attracting youth.
- We led 78 public health and other organizations in urging the FDA, the U.S. Department of Justice, U.S. Customs and Border Protection, and other agencies to utilize all the enforcement tools at their disposal to take action against illegal e-cigarettes. The federal government subsequently created a multi-agency task force to address the problem and announced the seizure of millions of illegal products.

- To focus public attention on the problem, we conducted a “back-to-school” media tour with television and radio stations across the country to highlight the latest e-cigarette products targeting kids. We also launched a digital advertising campaign featuring video testimonials from a pediatrician and a parent about the disruptive impact of e-cigarettes on kids’ lives and education.
- At the state level, we supported action by state attorneys general to crack down on illegal products. We also led efforts to strengthen enforcement of California’s law prohibiting the sale of flavored tobacco products.





Victory at the U.S. Supreme Court

In April 2025, the U.S. Supreme Court delivered a major victory for public health by ruling unanimously that the FDA had acted appropriately in denying marketing applications for flavored e-cigarette products. The case involved e-cigarettes with blatantly kid-friendly flavors including “peachy strawberry,” “iced lemonade” and “killer kustard blueberry.”

The Campaign for Tobacco-Free Kids led 11 national public health, medical and community organizations in filing an amicus brief supporting the FDA in the case. Our brief helped ensure that the court was fully informed about the severity of the youth e-cigarette problem and the role of flavored products in attracting kids.

The Supreme Court’s ruling was a landmark step in efforts to protect kids from e-cigarettes. To date, the FDA has denied marketing applications for over 26 million flavored e-cigarette products based on the clear evidence that flavored products appeal to kids and pose significant risks to their health. The court’s ruling affirmed that the FDA’s decisions have been scientifically and legally sound.

Our legal team similarly works to defend other federal, state and local policies against legal attacks by the tobacco industry.



In 2024, we were honored to present our Champion Award to Derrick Johnson, President and CEO of the NAACP, for his unyielding leadership in working to eliminate menthol cigarettes and end the tobacco industry’s predatory marketing to kids, Black Americans and other communities. President Johnson and the NAACP have worked tirelessly to support the FDA’s proposed rules to prohibit menthol cigarettes and flavored cigars, providing a powerful voice of support for the rules to the FDA, Congress, the media and the public. When the Biden administration delayed issuing the final menthol rule, President Johnson called on the administration to “put people above profit” and to “stay focused on the main issue here—and that’s the health of the African American community.” He has demonstrated extraordinary leadership, commitment and courage in this fight.

Tobacco Control

Global Tobacco Programs

During the period of this report, our global tobacco control program supported lifesaving progress in enacting, implementing and defending laws to drive down tobacco use and save lives in low- and middle-income countries. Our strategy focused on passing sustainable tobacco control policies and closing policy gaps in countries with the highest burden of tobacco use, fighting tobacco industry interference and partnering with those most affected.

Our work is supported by the Bloomberg Initiative to Reduce Tobacco Use and the Gates Foundation, which funds our tobacco control efforts in Africa.

Advancing Comprehensive Tobacco Control Laws

In **Indonesia**, President Joko Widodo signed important tobacco control regulations mandating much-needed measures to curb tobacco use in a country with some of the world's highest smoking rates. The regulations are a significant step forward in Indonesia, which has long been known as Big Tobacco's playground.

The regulations mandate restrictions on tobacco and e-cigarette marketing, large, pictorial warnings on tobacco products, and bans on the sale of tobacco products and e-cigarettes near schools and playgrounds. Social media sales and advertising, and the sale of single sticks—two tactics used by tobacco companies to addict youth—are also restricted in the regulations. With technical support from Tobacco-Free Kids, advocates from across Indonesia worked tirelessly to ensure that Big Tobacco could not derail these desperately needed public health measures.

In **Peru**, the country's Congress approved a landmark law to reduce tobacco use and save lives. The law was approved after a decade of tireless advocacy by a strong public health community in Peru—with technical support from Tobacco-Free Kids—despite intense opposition from tobacco companies.

The new law bans tobacco advertising, promotion and sponsorship; increases the size of pictorial health warning labels on tobacco products, including cigarettes and heated tobacco products; and prohibits the use of cigarettes, heated tobacco products and e-cigarettes in many public spaces.



Indonesian Youth Council For Tactical Changes members participate in World No Tobacco Day activities in Yogyakarta.



Fighting Back Against Tobacco Marketing

Each year, the tobacco industry spends tens of billions of dollars around the globe to market its harmful and addictive products, increasingly using technologies like social media and artificial intelligence platforms. Tobacco-Free Kids supported our partners around the world to effectively counter industry efforts to hook customers, including youth.

In **Nigeria**, the government introduced landmark regulations restricting depictions of smoking and other tobacco use by the country's large film industry, known as Nollywood. Under the new rules, any film or other video production depicting tobacco or nicotine use must include health warnings at the beginning and end of the production, as well as on screen during scenes depicting tobacco use. The regulation also bans the display or promotion of tobacco and nicotine brands in films and music videos. These regulations are a significant victory for public health given Nigeria's large population, over 40% of which is under 15, and the reach of Nollywood entertainment across Africa.

In **India**, the Ministry of Health and Family Welfare issued a policy prohibiting tobacco and alcohol advertising at all cricket tournaments, including the Indian Premier League, which attracts almost 550 million viewers. This high-visibility move, supported by advocacy and technical assistance from Tobacco-Free Kids, sends a powerful message to the public about the dangers of tobacco use.

Raising Tobacco Taxes: A Win-Win Strategy to Save Lives and Generate Revenue

The single most effective strategy to reduce tobacco use is to significantly increase the price of cigarettes and other tobacco products by raising tobacco taxes. Higher tobacco prices encourage cessation among current tobacco users and prevent initiation among new users,

especially among price-sensitive consumers like youth and lower-income people. Tobacco-Free Kids has provided technical support for important tobacco tax wins around the world.

In **Brazil**, the Tax Administration Agency approved an increase in the tax rate and the minimum retail price on cigarettes, the first increase in eight years. This new policy is projected to reduce cigarette smoking, while raising over \$500 million per year in revenue.

In **Ukraine**, the country's Parliament passed a law that increases taxes on cigarettes starting





Regulating Tobacco Packaging and Labeling

Tobacco-Free Kids supported breakthroughs in requiring large, picture-based health warnings on tobacco packages, which effectively communicate the health risks of tobacco use and are an essential component of national tobacco control strategies.

In **Côte d'Ivoire**, the country's health minister signed a landmark order implementing graphic health warnings and plain packaging, another critical step to reduce the appeal of tobacco products. All tobacco products must now be sold in standardized packaging and with health warnings that cover 70% of the front and back of packs.

In **Brazil**, a new regulation required rotating pictorial health warnings including messages on tobacco's environmental impact. Nine rotating health messages cover 100% of the back of packs, and misleading terms such as "smooth" and "light" are prohibited.

In **Kenya**, after four years of sustained advocacy with our partners, the government introduced larger, more comprehensive graphic health warnings. The warnings cover 50% of the front and 80% of the back of tobacco packs and include rotating images and health messages. The policy covers a full range of products including cigarettes, e-cigarettes, heated tobacco products and nicotine pouches, making Kenya the first country in its region to regulate emerging tobacco products.

in 2025, with continued increases through 2028 that total more than 50% over four years. The win was achieved despite aggressive lobbying against the measure from Philip Morris International and the American Chamber of Commerce.

In **Georgia**, the government increased tax rates on cigarettes, e-cigarette liquids and heated tobacco products. The new rates are projected to reduce tobacco use and generate significant revenue for government priorities.





Defending Tobacco Control Laws in Court

Tobacco-Free Kids supported legal interventions to defeat tobacco industry efforts to weaken tobacco control policies, and to hold the industry liable for its harmful and even illegal actions:

- In **Mexico**, we provided legal support to defend tobacco control regulations against more than 2,000 lawsuits, helping achieve a Supreme Court ruling upholding the country's law requiring smoke-free environments. We also supported defense of the ban on point-of-sale advertising through amicus briefs and judicial engagement.
- In **Brazil** continues its efforts to hold the tobacco industry liable via its landmark healthcare cost recovery lawsuit against Philip Morris International, British American Tobacco and their subsidiaries. In March 2025, a federal court ruled that the Attorney General's Office can proceed with the lawsuit, a crucial step that strengthens the government's position.
- In **Colombia**, Tobacco-Free Kids provided legal support to our partner Red PaPaz, which filed a complaint to stop Philip Morris International from advertising its heated tobacco product IQOS in violation of the country's tobacco control law.

Advancing Global Tobacco Control Policy at COP10

Around the world, the legal basis for most tobacco control policy is guided by the WHO Framework Convention on Tobacco Control, a landmark public health treaty adopted by more than 180 parties.

Technical guidance on the tobacco control policies contained in the treaty is debated and set every two years at Conferences of the Parties, or COPs. The Tobacco-Free Kids delegation—led by our International Legal Consortium and consisting of staff from our research, communications and country teams—played an important role at COP10 held in Panama City in 2024. Our contributions included legal input on key agenda topics, media and social media activities including a workshop for reporters, monitoring of tobacco industry interference, and mobilization of our youth advocate network.

As a result, and despite interference from delegations echoing tobacco industry talking points, the COP passed strong guidelines to ban tobacco advertising on social media platforms and reduce tobacco depictions on streaming platforms. It also called on Parties to monitor changes in technology and marketing strategies for tobacco and nicotine products.



JUDY WILKENFELD AWARD FOR INTERNATIONAL TOBACCO CONTROL EXCELLENCE **LILIA OLEFIR**

Lilia Olefir is Director of the Smoke Free Partnership (SFP), a coalition of over 55 European organizations that works to mobilize decision-makers to implement the WHO Framework Convention on Tobacco Control in Europe. Prior to leading SFP, Lilia served as Executive Director of LIFE Advocacy Center in **Ukraine**, her home country. One of Lilia's most significant achievements is the advocacy campaign leading to Ukraine's comprehensive 2022 tobacco control bill, which was signed into law just a month before Russia's invasion. The law includes 100% smoke-free public places, larger pictorial health warnings and a ban on advertising of all tobacco products. We were thrilled to present Lilia with the 2024 Judy Wilkenfeld Award for International Tobacco Control Excellence, recognizing her perseverance, creativity and drive—which have served as an inspiration to tobacco control advocates in Ukraine, Europe and around the globe.



“I was fascinated by the idea that by changing legislation, you can change cultural norms. Changes happen because there is a big group of people who work tirelessly to pass the legislation that will save thousands and thousands of lives.” - **LILIA OLEFIR**

GLOBAL FACTS

Countries with comprehensive smoke-free laws.

79

Countries that require graphic health warnings on cigarette packs.

110

Countries that ban tobacco advertising, promotion and sponsorship.

25

Food and Nutrition

Defending the Right to Nutritious Food

Unhealthy diets remain one of the world's leading drivers of preventable disease and death and are responsible for about eight million deaths globally. Our Food and Nutrition Program works to combat rising rates of obesity and noncommunicable diseases worldwide and improve food systems and diets. We support the adoption of policies that reduce the consumption of ultra-processed foods and increase access to nutritious foods.

Food Policy

During the period of this report, we supported advocacy campaigns to create healthy, sustainable food systems and reduce the demand for unhealthy foods in 26 countries across Central and South America, the Caribbean, Africa and Asia, with funding from Bloomberg Philanthropies. Our work expanded with a new project with the London School of Hygiene & Tropical Medicine to assess opportunities for food systems transformation in eight African countries.

Significant progress has been made. **Colombia** enshrined the right to food as a constitutional right, reinforcing protections for vulnerable communities. In **Indonesia**, the government issued a regulation enabling the establishment of sugar, salt and fat limits in processed foods, along with the option to impose excise taxes including on sugary drinks. **Brazil** passed a tax reform law introducing excise taxes on sweetened beverages, while setting reduced or zero tax rates for healthy foods. The government also issued a regulation reducing the portion of school food budgets that can be used for ultra-processed products.

Elsewhere, **Barbados** implemented a 20% tax on salty snacks and removed duties on select fruits, promoting healthier food choices across the population. **Kenya** became the first country in East Africa to finalize a national Nutrient Profiling Model, a tool that helps governments identify less-healthy packaged foods so they can design policies to limit their consumption. **Pakistan** adopted a best practice policy to eliminate industrially produced trans fatty acids, and **Nigeria's** Ministry of Health passed National Guidelines to reduce sodium in processed food.





GLOBAL HEALTH ADVOCACY CHANGEMAKER AWARD YESSIKA HOYOS MORALES

As we marked 10 years of our Global Health Advocacy Incubator, we presented the inaugural Global Health Advocacy Changemaker Award to Yessika Hoyos Morales of **Colombia**. This award honors a public health leader from a low- or middle-income country who is advancing public health policies that save lives, reduce disease and prevent injuries.

“Our work is a commitment to all children and future generations for whom we work to build a sustainable future.”

- YESSIKA HOYOS MORALES



Yessika is a human rights lawyer and president of the José Alvear Restrepo Lawyers Collective (Cajar), one of the most respected human rights organizations in Colombia. Working with GHAI's food policy team and partners, they have challenged unethical practices of the food industry and advocated for the adoption and implementation of healthy food policies without industry interference. Even amid security threats and smear campaigns from powerful entities, Yessika and Cajar, along with other civil society organizations, have successfully advocated for policies including front-of-package warnings and health taxes on ultra-processed products and sugary drinks. Yessika's commitment to justice and her courage in confronting violence make her an inspiring leader for future generations.

Countering Industry Interference

We released the publication [*Sweetened Profits: The Industry Playbook to Fight Sweetened Beverage Taxes*](#), shedding light on the sweetened beverage industry's tactics to undermine health taxes and offering solutions for policymakers, advocates and civil society organizations to anticipate these tactics and reinforce the integrity of public health policies.



Health Systems Strengthening

Investment for Equitable and Resilient Health Systems

We work with governments and civil society organizations in low- and middle-income countries to champion policies and investments that support equitable and resilient health systems.

Our advocacy and technical assistance help countries secure sustainable domestic financing for health, strengthen data systems for decision-making and improve access to essential services. By building local capacity for budget advocacy and policy reform, we help our partners drive lasting improvements in public health and accountability.



Data for Health

How do we know how many people die of tobacco-related illnesses, cardiovascular diseases, drowning or overdoses? The Data for Health program seeks to improve the ways countries record and track births, deaths and causes of deaths and stillbirths, which then informs government policy decisions and funding allocation for health programs.

To do this, we strengthen civil registration and vital statistics systems to ensure everyone has a legal identity and is counted in population statistics, especially marginalized people who may be statistically invisible. This work resulted in new civil registration laws adopted

in 2024 in **Cambodia, Cameroon** and **Papua New Guinea**, where we continue to assist with drafting and implementing regulations. In three states in **India**, our work led to significant improvements in access to civil registration and vital statistics services of non-binary people, streamlining the issuance of gender-aligned birth certificates to transgender persons.

We worked closely with international partners to prioritize civil registration systems, including as a co-organizer of the Third Ministerial Meeting on Civil Registration and Vital Statistics in the Asia Pacific. We also partnered with UNICEF to organize an event at the 79th UN General Assembly on how country-level advocacy can turn global commitments for children's health into action.



Noncommunicable Diseases

Noncommunicable diseases (NCDs) cause 74% of all global deaths, claiming 41 million lives annually from cardiovascular diseases, cancers, diabetes and chronic respiratory diseases. The burden falls disproportionately on low- and middle-income countries, which experience 73% of all NCD deaths.

GHAH worked with governments, civil society organizations and media to support advocacy for comprehensive services to prevent and treat NCDs. In **Bangladesh**, we engaged with the interim government to relaunch the hypertension program, focusing on strengthening treatment access. **India** recognized our expertise by inviting us to join high-level government committees for hypertension control and prevention and awareness. The GHAH-supported National NCD Screening Drive in India achieved a historic milestone, screening 329.5 million people for hypertension and 328 million for diabetes, demonstrating the importance of primary health care in NCD prevention.

In **Nigeria**, through advocacy with civil society partners, we supported the Kano State government in launching a hypertension program, reinstating the NCD steering committee and establishing an NCD Technical Working Group, crucial mechanisms for developing and executing NCD prevention, treatment and control policies.

Prevent Epidemics

Strong national health systems are the first line of defense against pandemics. That's why GHAH and its partners have championed sustainable domestic resource mobilization for lasting health outcomes.

Through targeted advocacy, GHAH and our local partners achieved significant breakthroughs across Africa. In **Uganda**, advocacy efforts

secured a historic \$15.4 million for COVID-19 and emergency preparedness in 2024, leading to the development of a five-year national plan for health security. **Nigeria** reached a milestone when Kano State passed the Center for Disease Control Bill, becoming the first state to establish a subnational public health body with regulatory authority over disease outbreaks.

In May 2024, GHAH launched its first Health Security Budget Advocacy Academy, a 10-month capacity strengthening program

that brought together 14 representatives from seven African countries. The results of this effort are already evident across the continent. In **Nigeria**, following advocacy by Academy trainees, Kano State adopted a health security accountability framework, which provides a roadmap to protecting public health and responding to emergencies. In **Ethiopia**, trainees successfully advocated for the Kalu Woreda government to allocate funds specifically for epidemic preparedness, the first time such funding has been designated.

Immunization

More than 12 million children in lower-income countries do not receive a single vaccine shot each year. Two-thirds of these children live below the international poverty line, underscoring the urgent need for sustainable immunization financing.

Our immunization advocacy project, led in partnership with the Global Alliance for Vaccines and Immunizations (Gavi), achieved meaningful progress in securing government co-financing commitments to Gavi-supported vaccines and in increasing domestic immunization funding across Africa and Asia. **Ghana** made significant strides, paying \$15 million (100%) of their co-financing commitment. The country increased its total immunization budget by 44% and fully met its budgetary plans for investments in traditional vaccines—those that are on the list of routine vaccines but not supported by Gavi funds. **Nigeria** nearly doubled its immunization budget and cleared its outstanding co-financing



commitments. **Madagascar** and **Kenya** both achieved 100% payment of their Gavi co-financing obligations. Following these successes, Gavi expanded our work to six additional countries: **Cameroon, Côte d'Ivoire, Laos, Liberia, Sierra Leone** and **Zambia**.



Injury Prevention

Proven Solutions to Reduce Death and Injury

Injuries and violence—including burns, drowning, falls, gun violence, intimate partner violence, overdose and road crashes, among others—take the lives of 4.4 million people globally each year, and tens of millions more experience non-fatal injuries. Whether intentional or unintentional, injuries are not inevitable and can be prevented. We support advocacy campaigns that advance policies to save lives on the road and reduce deaths from drowning and drug overdoses.



Road Safety

Road crashes are the leading cause of death among young people worldwide. GHAI partners with governments and civil society in nine countries to advance policies that prevent injuries and save lives.

Speed reforms set important precedents. **Bangladesh** issued the region's first WHO-aligned national speed limit guidelines. West Bengal became the first state in **India** to pass a data-driven speed management policy. **Uganda** adopted the first speed reform in 20 years.

And **Ukraine** reduced speeding tolerance even during wartime. Child protections improved as **China** strengthened national car seat standards and **Vietnam** mandated child restraints for the first time.

Motorcycle and e-bike safety also made significant progress. **China's** e-bike helmet laws now cover 57% of its population, while Vietnam's Road Traffic Safety and Order Law mandated helmets for riders of two- and three-wheelers and reaffirmed zero tolerance for drink driving.

In response to growth in the use of motorcycles and the increase in motorcycle-related fatalities,

GHAI also launched the [*Motorcycle Safety Imperative*](#) to promote affordable helmets, safer vehicles and stronger protections. State-level policy progress for the General Law on Mobility and Road Safety in **Mexico** added seven states, bringing the total to 21, extending life-saving protections to most of the country's population. **Colombia's** Constitutional Court confirmed the country's commitment to international vehicle safety standards, an important step toward safer cars. Evidence-based policy progress, supported by GHAI, advocates and government partners, is paving the way toward safer roads for all.

Drowning Prevention

According to the World Health Organization (WHO), more than 300,000 people drown each year, making it the third leading cause of unintentional death worldwide. Over 90% of drowning deaths occur in low- and middle-income countries. GHAI supports governments to implement proven drowning prevention interventions and works with local communities to create awareness and demand for drowning prevention programs.

Uganda has one of the highest drowning rates globally, and young adult males in lakeside communities who carry out boating-related activities are most at risk. In a significant step forward, the country has advanced its inland water safety framework with completion of the draft Inland Water Transport Regulations. Developed with technical support from GHAI, the draft outlines practical enforcement tools for vessel licensing, passenger safety and emergency response.



In **Vietnam**, children ages 6-15 are most at risk. Since 2019, GHAI has supported Vietnam's Child Drowning Prevention Program in 12 provinces with the highest child drowning rates. At the end of 2024, the Prime Minister approved the National Program on Strengthening Child Drowning Prevention in the Educational System, which will provide critical water safety education and swim training to children in schools over the next ten years. As Vietnam prepares to take full ownership of its drowning prevention program at the end of 2025 with the conclusion of the co-financing from Bloomberg Philanthropies, the government is well positioned to sustain this program and reduce the overall national drowning burden.



Overdose Prevention

25%

Reduction in U.S. overdose deaths in the past year.

According to the **United States** Substance Abuse and Mental Health Services Administration, in 2024, 48.4 million Americans aged 12 or older had a substance use disorder, and approximately 7.8 million people misused opioids in the past year. Since launching in 2021, the Overdose Prevention Initiative at GHAI has become a leading resource for advocates seeking to advance federal measures to prevent overdose fatalities and reduce substance use disorders.

Our primary focus is increasing access and reducing barriers to medications for opioid use disorder, the gold standard of care. Federal policy changes that we championed are delivering results. For example, rules finalized in April 2024 made permanent several pandemic-era flexibilities to expand access to medications, the most significant reforms to opioid treatment regulations in more than 50 years. Final rules published in January 2025 permit practitioners to prescribe buprenorphine, a highly effective medication, via telemedicine.

60%

Overdose deaths that could be prevented through timely intervention or earlier access to care.

80%

Reduction in overdose deaths when people have access to FDA-approved medications for opioid use disorder.

These expansions are working. According to CDC data, overdose deaths in the U.S. dropped by nearly 27% between May 2024 and May 2025. However, recent cuts to key federal agencies, the elimination of more than \$1 billion in federal grant programs, and proposed reductions to Medicaid services and eligibility threaten to reverse hard-won gains and jeopardize the lives of millions of Americans struggling with substance use disorders.

Youth Advocacy Around the World

Since our inception, the Campaign for Tobacco-Free Kids has empowered youth leaders to take action against tobacco and create meaningful change. In the United States and around the world, young people remain a target of the tobacco industry, making them critical and powerful voices in the fight for a healthier future.

During the period of this report, we expanded our Global Young Ambassador program by hosting the Second Latin American Youth Summit on Tobacco Control in Argentina, while continuing to support youth leadership in the U.S. through our National Youth Ambassador program and other initiatives. We also celebrated the accomplishments of exceptional young leaders at the 2024 Youth Advocates of the Year Awards.



Empowering the Next Generation of Global Tobacco Control Leaders

Launched in 2022, our Global Young Ambassador program is ensuring the sustainability of the tobacco control movement by empowering the next generation of advocacy leaders worldwide. Through this program, Tobacco-Free Kids supports youth advocacy organizations and networks across the globe, ensuring that youth and young adult voices remain central to tobacco control efforts.



Since the program's launch, we have organized six youth summits, including in Africa, Asia and Europe. In early 2025, we hosted the Second Latin American Youth Summit on Tobacco Control in Neuquén, Argentina. The summit brought together over 20 young leaders from eight countries for three days of training in advocacy, communications and policy engagement. Participants met with provincial and city leaders – securing commitments to advance new tobacco control measures – and engaged the public through an open discussion at the National Museum of Fine Arts and a creative street activation exposing tobacco industry tactics.

These efforts are building a new generation of engaged, motivated advocates ready to defend public health and drive lasting impact across the world.



Take Down Tobacco National Day of Action

Each year, on Take Down Tobacco National Day of Action, young people from across the U.S. unite to stand up to the tobacco industry and urge elected leaders to take action.

This year's event again embraced an April Fools' theme, empowering advocates to expose the industry's tricks and lies through creative events, social media activation and direct outreach to legislators. We also encouraged participants to use our Advocacy Action Map, a digital tool that connects advocates to local, state and national policy campaigns. In total, more than 200 Take Down Tobacco events took place, showcasing the strength, creativity and leadership of youth committed to holding the tobacco industry accountable and protecting the next generation from addiction.



National Youth Ambassadors

In 2024, we welcomed our new class of National Youth Ambassadors, a group of 20 high school and college students who have demonstrated exceptional leadership in the fight against tobacco. Selected through a competitive application process, these ambassadors represent their states and communities as youth leaders in tobacco prevention.

Throughout the year, ambassadors receive comprehensive advocacy training, participate in national and local campaigns, and build lasting connections with fellow advocates. Together, they play a critical role in advancing federal, state and local tobacco control efforts – inspiring their peers and strengthening the movement for a healthier future.



“

Advocacy allows me to transform my community beyond what I could ever imagine.
– Mỹ Linh Nguyễn, National Youth Ambassador

Barrie Fund

The Barrie Fiske Youth Leadership Fund is dedicated to empowering the next generation of leaders in our movement. Each year, the Barrie Fiske National Youth Advocate of the Year Award honors an exceptional youth leader at our annual awards gala. The Barrie Fund also provides support for advocacy and leadership training and invests in young people from communities most affected by tobacco-related disparities. Additionally, the fund fosters connections among youth and young adult leaders, enabling them to share ideas and build a lifelong community of advocates.





Our 2024 Youth Advocates of the Year Awards was a moment of reflection and renewal, celebrating a year of transition, progress and global impact. The event highlighted new beginnings under the leadership of President and CEO Yolonda C. Richardson, reaffirming our commitment to protecting future generations and advancing health. It also marked several milestones, including the introduction of two new honors – the Global Young Ambassador of the Year Award and the Global Health Advocacy

Changemaker Award – recognizing the breadth of our global work.

We also celebrated 10 years of our Global Health Advocacy Incubator, which applies our advocacy experience and expertise to addressing other urgent public health challenges. The evening honored exceptional young leaders and public health champions from the U.S. and around the world, showcasing the commitment, vision and collaboration driving our movement forward.



JASMIN
HERNANDEZ KSENIA
MILLER SAUMYA
SIKHVAL



The #iCANendthetrend Youth Advisory Board is a passionate group of **Kentucky** high school students who share a vision for ending youth tobacco use. In 2024, group members organized and led an advocacy summit at the Kentucky State Capitol, where over 100 youth came together to push for stronger enforcement of Kentucky's law prohibiting the sale of tobacco products to anyone under the age of 21. Students met with state legislators, engaged with the media, and joined together to make their voices heard. Their impact went well beyond the walls of the state Capitol, influencing public opinion and policy discourse statewide.



BARRIE FISKE NATIONAL YOUTH ADVOCATE OF THE YEAR AWARD CONNOR LAM

Since age 11, Connor Lam has used his voice and memories of his grandfather to take on Big Tobacco. He recalls spending hours playing chess with his grandfather, whose persistent cough from a lifetime of smoking left a lasting impression.

Angered by the tobacco industry's targeting of kids, Connor took action. In 2020, he rallied fellow students to testify before the City Council of Pleasanton, CA, resulting in a local law that prohibited sales of flavored tobacco, banned tobacco retailers near schools, and established tobacco retailer licenses. He was also active in the statewide campaign to pass the 2020

California law ending flavored tobacco sales and

the subsequent ballot referendum to uphold it. At the federal level, Connor met with members of Congress to urge their support for the FDA's rules to prohibit menthol cigarettes and flavored cigars. To reach peers, he created Deception, a video game exposing Big Tobacco's tactics. Next, Connor aims to expand his advocacy globally, starting with his grandfather's village in the Philippines.

GLOBAL YOUNG AMBASSADOR OF THE YEAR AWARD GIVEN KAPOLYO

Given Kapolyo is a passionate advocate at the forefront of the battle against tobacco use in Africa. Widely known as "the tobacco control warrior," she has recruited, trained and mentored youth throughout her home country of **Zambia**. Given has played a leading role in advancing Zambia's comprehensive tobacco control bill, which includes 100% smoke-free public places, pictorial health warnings, regulation of emerging tobacco products, and a ban on tobacco advertising. Given's dedication to creating a healthier future for all makes her an inspiration to young advocates across Zambia and all of Africa.



Financials

Campaign for Tobacco-Free Kids (C3) Statement of Activities Year Ended March 31, 2025

SUPPORT AND REVENUE

Grants Income	65,909,280
Contributions	1,539,424
Other Revenue	4,843,572
Total Support and Revenue	72,292,276

EXPENSES

Program Services

Public information and communications	1,823,406
Research advocacy and technical assistance	4,430,089
Youth services	2,109,777
Global programs	35,589,888

Supporting Services

Administrative	2,715,235
Fundraising	1,315,960
Total Expenses	47,984,355

Change in Net Assets	24,307,921
Beginning Net Assets	38,618,016

Ending Net Assets	62,925,937
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Campaign for Tobacco-Free Kids (C3) Statement of Financial Position March 31, 2025

ASSETS

Cash and cash equivalents	24,869,441
Investments	19,119,255
Due from the Action Fund	1,126,491
Grants and contributions receivable, net	28,869,126
Accounts and contracts receivable	697,056
Prepaid expenses and other assets	1,882,639
Right-of-use operating lease assets, net	9,806,998
Right-of-use finance lease assets, net	33,735
Property and equipment, net	2,556,049
Total Assets	88,960,790

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable	1,277,797
Accrued liabilities	777,064
Refundable advances	11,516,443
Operating lease liabilities, net	12,428,407
Finance lease liabilities, net	35,142
Total Liabilities	26,034,853

Net Assets

Without donor restrictions	15,995,822
With donor restrictions	46,930,115
Total net assets	62,925,937

Total liabilities and net assets	88,960,790
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The Campaign for Tobacco-Free Kids maintains the highest standards of accountability, transparency and fiscal responsibility. We have received the highest possible rating from Charity Navigator (Four Stars) and the GuideStar Gold Seal of Transparency. View our FY25 audited financials at tobaccofreekids.org/fy2025-c3-financials.

Board of Directors

For Fiscal Year 2025

William D. Novelli

Board Chair
Professor, McDonough School of Business
Georgetown University
Washington, D.C.

Yolonda C. Richardson

President & CEO
Campaign for Tobacco-Free Kids
Washington, D.C.

Christopher Conley

Former President
Nonprofit Capital, LLC
Stamford, CT

Patrice A. Harris, MD, MA, FAPA

CEO & Co-Founder, eMed
Former President, American Medical
Association
Miami, FL

Lisa A. Lacasse, MBA

President
American Cancer Society
Cancer Action Network
Washington, D.C.

Connor Lam

2024 Barrie Fiske National Youth
Advocate of the Year
Campaign for Tobacco-Free Kids
San Ramon, CA

Mike Moore

Mike Moore Law Firm, LLC
Former Attorney General of Mississippi
Flowood, MS

Neena Prasad, MD, MPH

Lead, Food Policy Program and Global
Reproductive Health Program
Bloomberg Philanthropies
New York, NY

Tim Riester

Founder & CEO
RIESTER
Phoenix, AZ

Mark Schoeberl

Executive Vice President of Advocacy
American Heart Association
Dallas, TX

Melissa Schulman

Senior Vice President,
Government & Public Affairs
CVS Health
Washington, D.C.

Jonah Shacknai

Chief Executive Officer
Skinbetter Science
Chief Strategic Officer
L'Oréal (USA)
Phoenix, AZ

DJ Yearwood

2023 Barrie Fiske National Youth
Advocate of the Year
Campaign for Tobacco-Free Kids
Independence, MO

Your Support Makes a Difference

The Campaign for Tobacco-Free Kids is deeply grateful for every contribution we receive. Your gift—no matter the amount—supports our work to protect kids and save lives in the U.S. and around the world.

There are numerous ways you can support our work:

- Make a monthly or one-time donation. All donations to the Campaign for Tobacco-Free Kids 501(c)(3) are tax-deductible.
- Support our Youth Advocacy programs by contributing to the Barrie Fiske Youth Leadership Fund.
- Support our Global Health Advocacy Incubator, which works to tackle critical public health challenges across the globe – including food and nutrition policy, injury and overdose prevention, and building resilient and equitable health systems.
- Ask your company to consider a corporate sponsorship or matching gift. There are a number of ways for corporations and organizations to support our work, such as being a sponsor for our annual Youth Advocates of the Year Awards.
- Donate stock. You can transfer stock shares that you have owned for one year or more to the Campaign for Tobacco-Free Kids, giving you an immediate income tax deduction.
- Include a bequest to the Campaign for Tobacco-Free Kids in your will, either unrestricted or directed to a specific program or event. The gift can be a specific amount or a percentage of an estate.
- Support our 501(c)(4) Action Fund and help us advocate for lifesaving tobacco control laws. Visit our website at TobaccoFreeAction.org/Donate for more information. Contributions to the 501(c)(4) are not tax-deductible.



To learn more or make a donation, please visit TobaccoFreeKids.org/get-involved/ways-to-give or email us at advancementinfo@tobaccofreekids.org.



Campaign for Tobacco-Free Kids
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