

About the American Legacy Foundation®

The **American Legacy Foundation®** (Legacy) is a 501(c)(3) not-for-profit organization dedicated to **building a world where young people reject tobacco and anyone can quit**. Established in March 1999 and located in Washington, D.C., Legacy was created as a result of the November 1998 Master Settlement Agreement (MSA) reached between attorneys general from 46 states, five U.S. territories and the tobacco industry. As a national, independent public health foundation, Legacy develops national programs that address the health effects of tobacco use through grants, technical assistance and training, youth activism, strategic partnerships, counter-marketing and grassroots marketing campaigns, public relations, research, and community outreach to populations disproportionately affected by the toll of tobacco.

The foundation has two goals that guide its work toward creating tobacco-free generations: to arm all young people with the knowledge and tools to reject tobacco and to eliminate disparities in access to tobacco prevention and cessation services.

PREVENTING YOUTH FROM SMOKING

The American Legacy Foundation's work to reduce tobacco use among young people includes a major national tobacco youth prevention and education effort known as the **truth®** campaign. **truth®** is a multi-dimensional, constantly evolving campaign, featuring advertising; a highly interactive Web site; social networking sites and interactive elements; events; and grassroots outreach through a summer tour. All campaign elements are designed to educate teens with facts about the health effects, social costs and marketing tactics of the tobacco and the industry, so they can make informed decisions about tobacco use.

The **truth®** campaign has won more than 300 awards for its effective advertising, and has been applauded by leading Federal and state public health officials, the U.S. Centers for Disease Control and Prevention, the U.S. Department of Health and Human Services, and former President George Bush. Additionally, through a 3.6 million matching grant from the Centers for Disease Control and Prevention (CDC), the foundation is increasing **truth®** advertising in 18 states and 41 cities, as well as issuing grants to support community-based tobacco use prevention efforts.

Beyond the **truth®** campaign, the foundation also interacts with youth through its Youth Advisory Panel and internship program, both of which seek to develop future leaders in tobacco control.

SMOKING IN THE MOVIES

Research shows more than one-third of youth smoking initiation can be traced to exposure to smoking in films. The MSA recognized the enormous impact film has on our culture and banned paid tobacco product placement in movies. Despite those efforts, however, smoking in movies continues to influence nearly 400,000 youth smokers each year. As a result, Legacy is committed to reducing youth exposure to smoking in movies. We have joined prominent health and parents organizations around the country to urge the Motion Picture Association of America (MPAA) and major media companies to adopt four evidence-based policies that would help counter the impact of smoking in movies on youth starting to smoke. The American Legacy Foundation endorses the policies developed by the Smoke Free Movies Project at the University of California San Francisco; The foundation believes that – if implemented – the policies will save thousands of young lives from tobacco addiction and disease.

HELPING ADULTS TO QUIT SMOKING

Local and state governments, nonprofits and other organizations have joined with the American Legacy Foundation to form the National Alliance for Tobacco Cessation. The Alliance was created in order to provide a unified public health voice and national media campaign to help smokers struggling to quit. **EX**[®] is a comprehensive cessation program that shows smokers that quitting is possible and arms them with essential, evidence-based tools to help them beat their addiction to tobacco. Based on extensive research with ex-smokers and input from experts at the Mayo Clinic Nicotine Dependence Center, our clinical partner, the campaign is designed to reach smokers and show them about quitting as to “re-learning” life without cigarettes. Moreover, **EX**[®] helps smokers establish a plan to address all aspects of their addictions: physical, emotional, psychological and social. It also encourages smokers to reach out for help from BecomeAnEx.org where they can develop their own quit smoking plan and link to local resources.

GRANTS

Grants from the American Legacy Foundation play an essential role in decreasing tobacco dependency and disparity. Since the foundation’s inception in 1998, Legacy has proudly supported community-based efforts by awarding more than \$200 million through a variety of grantmaking initiatives. The foundation’s Small Innovative Grants program supports novel, community-based projects that address the serious public health issue of tobacco use.

PRIORITY POPULATIONS

Tobacco is addictive across all populations and cultural backgrounds. However, smoking disproportionately impacts the poor, the less educated and socially marginalized – these same communities are targets of tobacco industry marketing tactics. Addressing disparities in patterns of tobacco use is a social justice issue. The American Legacy Foundation’s Priority Populations Initiative (PPI) aims to reduce tobacco use and address health disparities for vulnerable populations across the nation, including: African American; Asian American/Pacific Islander; Gay/Lesbian/Bisexual/Transgender (LGBT); Hispanic/Latino; American Indian/Alaska Native; and people of low socioeconomic means. The programs allow the foundation to communicate tobacco prevention messages through culturally-tailored initiatives.

RESEARCH

The American Legacy Foundation is committed to conducting and disseminating research on the impact tobacco has on the nation’s health, and continues to make important contributions to the scientific, health and policy debate surrounding tobacco. The foundation has an extensive research and evaluation program that conducts national surveys of teens and adults to monitor attitudes, beliefs and behaviors relating to tobacco use. Results from foundation surveys are disseminated through peer-reviewed journals, and the foundation reports on topics including tobacco prevention, cessation and policy issues. Legacy will also increase its research capacity through the establishment of the Steven A. Schroeder National Institute for Tobacco Research and Policy Studies which will collaborate with Johns Hopkins University Bloomberg School of Public Health in its efforts to advance the science behind social marketing, smoking cessation and tobacco control policy.

The American Legacy Foundation is also responsible for the creation and endowment of the Legacy Tobacco Documents Library (LTDL), a digital library hosted by the University of California, San Francisco. The library contains more than seven million previously secret tobacco documents related to the tobacco industry’s advertising, manufacturing, marketing tactics, sales and research.

For more information about the American Legacy Foundation, please visit www.americanlegacy.org.