

# **Tobacco Prevention Team National Public Education Campaign “Call to Action”**

*The C-Change Tobacco Team invites C-Change members to indicate their support for a national, tobacco prevention public education campaign. A national campaign will ensure that every generation in America is protected from tobacco’s devastating consequences and counter the more than \$42,000,000 spent by the Industry every day promoting tobacco products.*

The American Legacy Foundation’s **truth®** campaign has demonstrated that these kinds of campaigns can make a major difference in reducing youth tobacco use. A 22% overall decline in youth smoking rates from 2000-2002 is directly attributed to the **truth®** campaign; a national, public education campaign geared to provide tools that allow teens to make informed choices about tobacco use. Research has demonstrated youth exposed to the greater number of **truth®** ads were less likely to smoke.

Tobacco kills more Americans than any other cause and is the leading cause of preventable death. Tobacco use accounts for more than 30% of all cancer deaths. Yet approximately 4,000 Americans every day become smokers; most of them under 18 years of age.

Please indicate your organization’s willingness and interest in supporting the Tobacco Team’s call to action to *Support a National, Tobacco Prevention Public Education Campaign:*

<b>C-Change Member</b>	
<b>Organization</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Contact person in your organization</b>	
<b>Phone</b>	
<b>Email</b>	

***Thank you for your collaboration and support of a national, public education campaign on tobacco prevention.***