



Dear Colleagues and Partners,

Building on the successes of two national conferences, the Health Education Council's Break Free Alliance is proud to once again host the only conference dedicated to addressing tobacco-related health disparities in low socioeconomic status (SES) populations. Considering your organization's mission, we are inviting you to join us in supporting the April 17 – 18, 2012 conference in New Orleans, Louisiana, *Promising Practices to Eliminate Tobacco Related Disparities: The Power of Communities*.

This conference is for those working to reduce tobacco-related health disparities and chronic disease. It has a specific focus on low socioeconomic status populations and is designed to provide the opportunity to exchange and disseminate the latest information and practices in the delivery of programs at the community and systems level. More specifically, the objectives of the conference are to:

- ❑ Build or further strengthen the capacity and leadership within communities that are affiliated with or serve low SES communities to reduce tobacco use and chronic disease in that population;
- ❑ Influence policy leaders and decision-makers to publicly endorse the improvement of health in low SES communities as one of their very highest priorities;
- ❑ Accelerate tobacco and chronic disease prevention policy adoption, cessation service expansion, chronic disease prevention and the replication of promising practices over the next two years to impact a greater number of low SES communities; and
- ❑ Build momentum towards setting a national agenda to reduce tobacco use prevalence rates and chronic disease in low SES populations.

Our goal for those supporting the conference as sponsors and exhibitors is to provide you with enhanced visibility, the ability to showcase your services and products and to offer exclusive networking opportunities with public health leaders at the community, state and national levels.

Together we can eliminate the burden of tobacco-and chronic disease-related health disparities and we look forward to your support!

Sincerely,

A handwritten signature in black ink, appearing to read "Janet Porter".

Janet Porter, MPH  
Program Director, Break Free Alliance  
Health Education Council