



ABOUT US.

Disadvantaged populations in our society suffer the most from tobacco-related disease and death. Break Free Alliance is a national network of states, national organizations, researchers and community based agencies working to change this. We advocate for policies and programs that help vulnerable populations quit tobacco* and prevent youth from starting. Our goal is to ensure that every person lives in smoke-free environments and has access to tobacco prevention, education and treatment regardless of education level, income or occupation.

WE EDUCATE.

Break Free Alliance gets the word out about ending the cycle of tobacco and poverty. We educate local and state health departments, service providers and Federal agencies about the importance of focusing their resources to reduce tobacco use and exposure among socially disadvantaged groups, including people suffering from mental illness and substance use disorders, the homeless, the incarcerated, ex-inmates and the uninsured. We disseminate much-needed cessation resources to help these groups quit tobacco. We also inform policymakers that the 96 billion dollars spent by the U.S. each year to treat tobacco-related illnesses could be greatly reduced by addressing tobacco use among these high prevalence populations.

WE ADVOCATE.

Break Free Alliance actively works to ensure that clean air policies reach all people. We believe that everyone, from casino workers to bartenders, has a right to environments free of tobacco smoke. We encourage agencies to adopt tobacco non-use policies and we support statewide, comprehensive clean indoor and outdoor air laws. Additionally, we promote the appropriation of tobacco tax revenues to fund tobacco treatment and prevention programs for those who are most in need of these services.

WE UNITE.

Break Free Alliance connects state health departments, community-based organizations and public health advocates in a shared mission to reduce the burden of tobacco use in disadvantaged populations. We also convene national conferences and expert panels to highlight promising programs and strategies that are proving effective in reducing tobacco use in specific communities. We are dedicated to connecting stakeholders, generating shared knowledge and building a shared-learning community to continue national and global efforts to reduce tobacco use prevalence rates in the U.S. and beyond.

Break Free Alliance is a program of the Health Education Council and has been funded by the Centers for Disease Control and Prevention and others since 2001.

**Let's work together! Get involved by joining the Alliance as a partner.
Visit our website to learn more: www.breakfreealliance.org**

*The term tobacco in this fact sheet pertains to commercial tobacco and is in no way intended to mean sacred or traditional tobacco.

