



# BREAK FREE ALLIANCE FACT SHEET

## ENDING THE CYCLE OF TOBACCO AND POVERTY

### MISSION

Our mission is to reduce the burden of tobacco use in low socioeconomic status (low SES) populations.

#### Why?

Tobacco use remains the single most preventable cause of death. The greatest predictor of tobacco use is socioeconomic status and, as a result, low SES populations suffer more from tobacco-related disease and death.

### WHO WE SERVE

We reach populations that have high tobacco use rates, including the incarcerated, the chemically dependent, individuals experiencing homelessness, individuals in workforce development settings, individuals living in rural communities and other low SES populations.

### WHAT WE DO

The Alliance partners with organizations that serve low SES populations to implement the following strategies:

- Build partners' institutional capacity in tobacco control
- Assist states with tobacco control education, activities and policy recommendations
- Disseminate expertise through conferences, materials and services.

## BREAK FREE ALLIANCE STRUCTURE

### COORDINATING COUNCIL

This elected body governs the Alliance. It is composed of national organizations that provide services in low SES communities, state tobacco control programs, national tobacco control programs, regional and community-based agencies, and research partners.

### STAKEHOLDERS

Partners that are involved in Alliance activities may serve on committees, help plan conferences and assist with special events. Stakeholders can be elected to serve on the Coordinating Council.

## BREAK FREE ALLIANCE COMMITTEES

### NETWORK DEVELOPMENT COMMITTEE

- Recruits new Stakeholders to the Alliance
- Fills vacancies and expands representation on the Break Free Alliance Coordinating Council
- Works to improve state quitline services to promote cross referral to better reach low SES communities

### COMMUNICATIONS COMMITTEE

- Develops recommendations on policy and cessation programming in correctional facilities
- Documents and disseminates the impact of gaps in data among the poor through national surveys
- Convenes expert panels to develop recommendations for cessation programming
- Advocates for policy interventions and cessation services for low SES populations

### SUSTAINABILITY COMMITTEE

- Partners with researchers and other collaborators
- Develops a marketing and fund development plan for the Alliance
- Expands the Break Free Alliance leadership outside of the United States
- Advocates for resources for interventions in low SES communities

## STAFF

Janet Porter, Program Director, [jporter@healtheducouncil.org](mailto:jporter@healtheducouncil.org)  
Lisa Houston, Program Administrator, [lhouston@healtheducouncil.org](mailto:lhouston@healtheducouncil.org)  
Kristi Maryman, Program Coordinator, [kmaryman@healtheducouncil.org](mailto:kmaryman@healtheducouncil.org)

TO FIND OUT MORE ABOUT OUR MATERIALS, SERVICES AND HOW YOU CAN JOIN THE ALLIANCE, VISIT US ONLINE AT **BREAKFREEALLIANCE.ORG**



HEALTH EDUCATION COUNCIL

(916) 556-3344