

Refocused & Rededicated

to ending the tobacco epidemic



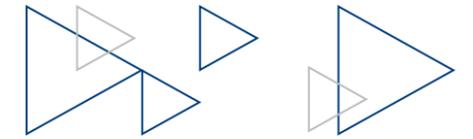


Building Generation Free: One Life at a Time

In late 2013, I had the exciting opportunity and great privilege to segue from a long and satisfying career in marketing and communications, building nationally recognized brands and helping clients chart successful courses, to now lead a ground-breaking national nonprofit that changes social norms and saves lives. Joining Legacy, following the remarkable 14-year tenure of the foundation's visionary first president and CEO, Dr. Cheryl Heaton, has been an exhilarating shift for me. As we continue our work to realize our vision of a generation of Americans for whom tobacco is a thing of the past, we firmly believe we can achieve a culture where all youth and young adults reject it. Ambitious—yes. Achievable? Absolutely!

In this reporting period, we've witnessed remarkable progress. In December 2013, the annual barometer of youth smoking prevalence, *Monitoring the Future*, found that across 8th, 10th, and 12th graders, smoking has declined to just **below 10%**. In January, the United States observed the 50th anniversary of the landmark 1964 U.S. Surgeon General's Report on Smoking and Health. After five decades of innovative work in tobacco control, adult smoking rates have dramatically decreased from 42% in 1964 to an estimated 18% in 2012. Our methods to prevent youth smoking and help adults to quit are working and lives are being saved.

This report documents Legacy's work throughout 2013, setting us in strong stead for the year ahead, which has all the hallmarks of a historic year in tobacco control. From the cutting-edge research we've published; to the new boundaries our **truth** campaign has pushed in gaming, our second annual college concert tour, and expanded grassroots summer tour; to our Program Development's critical work with Head Start and efforts to safeguard the environment from the most littered item in the nation, we are innovating and continuing to change social norms around tobacco.



We come well-armed to meet our challenge. In 2014, **truth** will return with its most significant media advertising presence in 11 years. And in addition to continuing our grassroots and earned media efforts, we'll be launching our most comprehensive evaluation of the campaign since its inception in 2000. The highly innovative, rapid response work of the Steven A. Schroeder National Institute for Tobacco Research and Policy Studies at Legacy will be expanded, and our work to end the health disparities tobacco inflicts on priority populations will continue.

While we've made enormous progress, much more needs to be done to fight the final phase of our battle. Despite our successes, an astonishing 480,000 Americans lose their lives annually to tobacco. The 2014 Surgeon General's Report confirms that smoking is even deadlier than we knew, with new data showing causal links to liver cancer, rheumatoid arthritis, and diabetes. Tobacco still remains the number one preventable cause of death in our country, impacting millions of families, placing 5.6 million children alive today at risk of premature death in adulthood, hurting our communities, and robbing our bottom line by costing the nation millions in health care costs and lost productivity. As this report goes to press, the U.S. Food and Drug Administration has finally taken the critical first step to assert its jurisdiction over electronic cigarettes, little cigars, and cigarillos. But to get to our bold public health goal of 10 In 10—reducing smoking rates to 10% in the next ten years—we all must fight even harder, with a **renewed, refocused, and rededicated** will to end this epidemic, once and for all.

Tobacco is truly the Mount Everest of public health missions. The good news is that it is not only possible but *probable* that we can get to the top of this mountain if we keep our eyes on this life-saving prize. We may be at a tipping point now, and like climbing Everest, once we pass the "Hillary Step," this major public health victory will be well within our grasp.

As the late Nelson Mandela wisely coached us, "It always seems impossible until it's done." So, we will not rest until it is done. We resolve to work even harder this year to build a world where our lives will be longer, our air cleaner, our bodies healthier, and our economy and public health dramatically stronger. In the years ahead, we have the ambitious mission to work toward **Generation Free**, the first smoke-free population in history.

We don't have to wait another 50 years—because where there's a will, there's always a way.

Robin Koval
President and CEO
Legacy



“ To achieve a culture where all youth and young adults reject tobacco. ”



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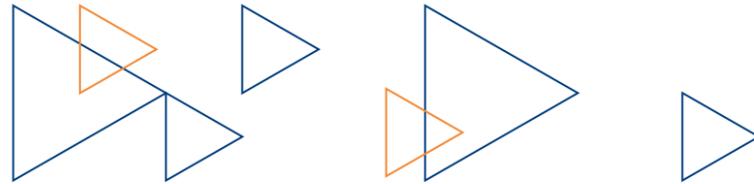
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Delivering truth[®]

Changing the Game



2013 was a year of renewal for **truth**[®], Legacy's signature youth smoking prevention program. This new campaign continued **truth**'s 14-year history of speaking to America's youth in their own language, arming them with the facts about smoking, and exposing the marketing tactics of Big Tobacco.

The **truth** campaign returned to television with a bold and original series of ads focusing on some of the "ugly facts" around tobacco use and tobacco industry marketing tactics. The TV spots were augmented by a host of new digital and interactive elements, allowing teens to participate in the campaign and spread the **truth** to their friends. Another summer of extensive grassroots touring allowed teens and young people from all over the country to see **truth** live and up close.

This frank talk is how the campaign has kept hundreds of thousands of teens from starting to smoke and saved our nation more than \$5 billion in health care costs. So, continuing in 2014, Legacy is committing new and significant investments to this award-winning public education program. A refocus on paid advertising

will allow **truth** to reach even more young Americans with its life-saving messages.

A PRETTY UGLY TRUTH

Returning to the medium that launched some of the campaign's most iconic and successful moments, **truth** unveiled a new television campaign in April called "Ugly **truth**." The campaign included three TV spots designed to elicit viewer reactions to facts about the toxic ingredients in tobacco and the behind-the-scenes marketing plans of the tobacco industry. Each ad presented two facts and posed the question: "What's the ugliest truth?" In August, the TV campaign continued with three digital animations illustrating ugly facts and urging viewers to continue to vote for the ugliest truths. "Ugly **truth**" has continued the brand's award-winning

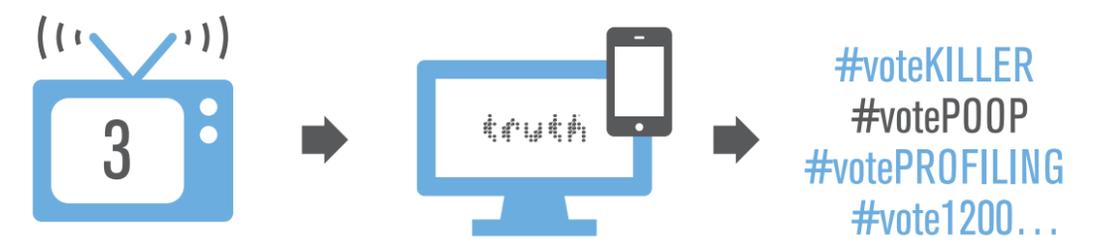
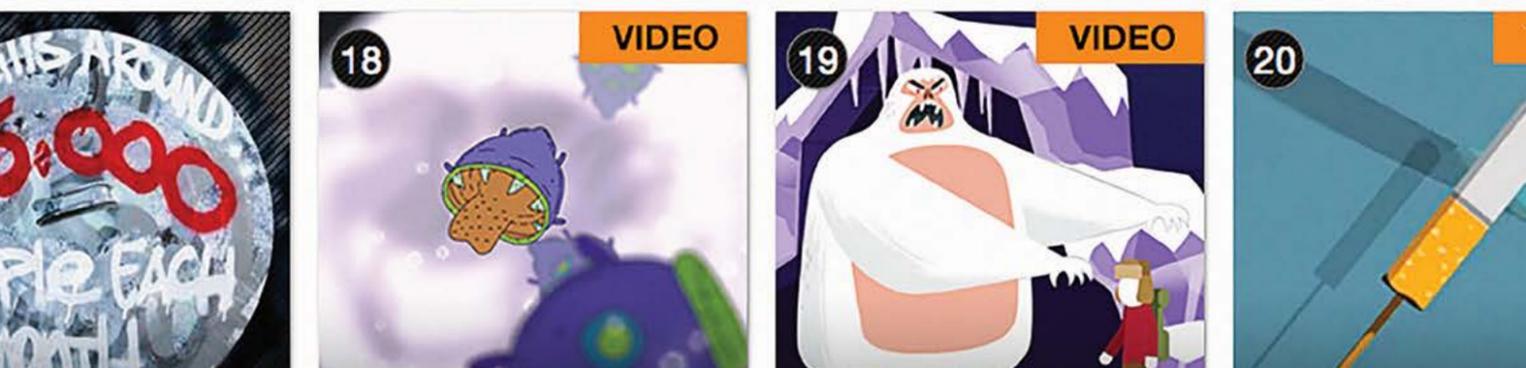
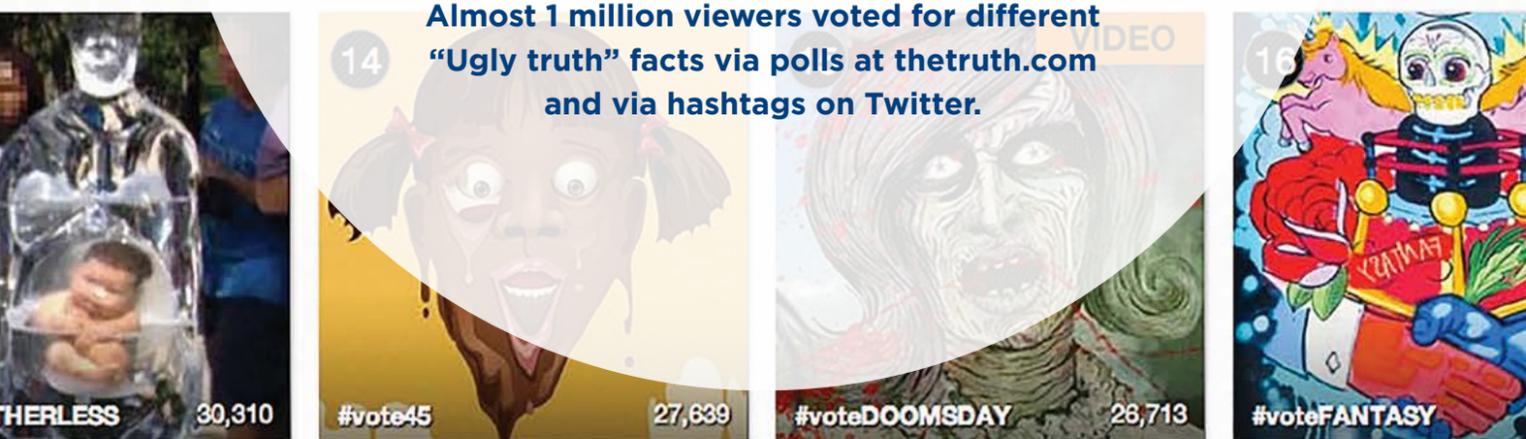


truth launched a new television campaign in April called "Ugly **truth**."

Photo: Eddie Contreras



Almost 1 million viewers voted for different "Ugly truth" facts via polls at thetruth.com and via hashtags on Twitter.



"Ugly truth" launches in April with 3 new TV spots

Audience invited to vote for ugliest truth

Votes are in: #votepoop is the clear winner

tradition, earning nine Clio awards, including Gold Clios for the campaign and for its "Poop vs. Pee" TV spot. In addition, the spots have been honored by the Webby and Andy awards and are nominated for a 2014 Effie.

truth remains a leader in the use of branded entertainment to reach young people through programs and channels they regularly watch. A host of TV integration initiatives extended the "Ugly **truth**" message and amplified the ads' impact, including:

► **VH1:** Two **truth**-related segments aired on the VH1 program *Best Week Ever*—a weekly program featuring comedians analyzing the week's developments in pop culture, entertainment, and celebrity gossip, and offering their unique commentary. The first segment featured *Best Week Ever* comedians incorporating pop culture references and riffing off the content in a **truth** ad and an animated online video in order to communicate tobacco-related facts. The second integration presented a baby correspondent covering pop culture baby-related news and highlighted the fact that in 1996 a tobacco executive answered the question "How do infants avoid secondhand smoke?" by saying "At some point they begin to crawl."

► **Adult Swim:** **truth** and Adult Swim worked together to create an original 30-second animated spot to air during the Adult Swim animated series, *China, IL*. This series takes place at the so-called "Worst College in America," located on the outskirts of the Illinois town of China, and chronicles the exploits of the college's faculty and staff. The **truth** spot featured characters from the story illuminating the fact that there are more than 7,000 chemicals in cigarette smoke, yet Big Tobacco does not have to list any ingredients in its packaging.

It was the first integration ever created by Adult Swim for any advertising partner.



The **truth** crew greets students at the University of Central Florida for the **truthLIVE** tour. —Photo: Chris Martin

CONNECTING, SOCIALIZING,
SHARING:

*truth's varied social media properties support and extend all elements of the campaign, from the **truth** crew members sharing videos from the road, to serving as a forum for "Ugly **truth**" voting.*

- ▶ *thetruth.com—**truth's** main online hub*
- ▶ *Twitter—@truthorange*
- ▶ *Facebook—facebook.com/truthorange*
- ▶ *Instagram—@truthorange*
- ▶ *Pinterest—pinterest.com/truthorange*
- ▶ *YouTube—youtube.com/truthorange*



▶ **MTV:** Renewing its longtime relationship, **truth** and the popular channel MTV paired up again in 2013 for two programming initiatives tied to MTV shows.

1. "Girl Code": Cast members parallel the woes of womanhood, such as ex-boyfriends! And "ugly truths" about tobacco.
2. "Smoke and Mirrors": Tied in with the high-risk, high-stakes reality show *Challenges*, contestants complete seemingly easy tasks unaware of a sinister surprise, just like the ones Big Tobacco has waiting for its customers.



YOUTUBE: CHANNELING OUR AUDIENCE

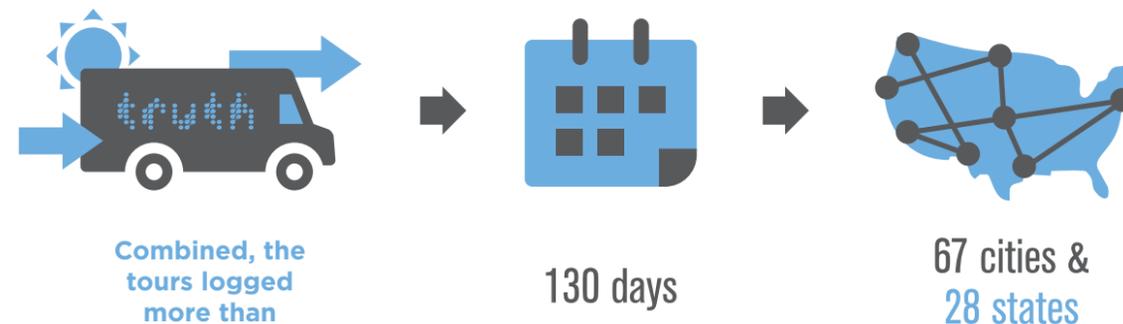
Given teens' love of sharing online videos, spreading messages through YouTube is a natural way for **truth** to strengthen its youth audience's connection to the campaign. In 2013, **truth** continued its innovative work with the site.

▶ **Poop-Pee-Matic:** This one-of-a-kind YouTube app allowed users to add sound effects to their own version of the "Poop vs. Pee" ad. In return for participation, finished videos would appear on users' personal YouTube channels with regular viewing and sharing functionality. To pique audience interest and encourage video submissions, leading YouTube influencers such as GloZell, Tim Delaghetto, Ed Bassmaster, Magic of Rahat's "The Magician Prankster", Steve Greene, and Ricky Shucks promoted Poop-Pee-Matic as part of videos in their regular channel series.

▶ **Internet Icon:** This reality competition series, aimed at discovering the next big YouTube personality via a series of video-making contests, included several **truth**-related elements, such as a **truth**-inspired mural and props. In addition, three different tobacco-related challenges were incorporated into show storylines, and a series of exclusive, behind-the-scenes videos played on **truth's** YouTube channel. The series airs on the YouTube channel YOMYOMF Network (You Offend Me You Offend My Family), whose popularity among youth has allowed **truth** to grow its online community for the past two years.



The **truth** zone features a DJ, a dance floor, gear giveaways, games, and important messages—all delivered by the high-energy and dynamic **truth** crew.



ANNUAL ROAD TRIP, TRUTH-STYLE

On the road, on the stage, and on the beach, the **truth** grassroots tour is an American summer tradition. Including new features and hitting new venues, the iconic orange **truth** truck and its "tour riders" spent May to October at music festivals, sporting events, gaming competitions, theme parks, and other places where teens gather. **truth** never preaches, but rather provides facts and information through

fun and entertaining interactions—from games to DJ lessons and dance parties—to empower teens to make their own informed decisions about tobacco use.

One crew of tour riders traveled with the Vans Warped Tour, marking the 14th year that **truth** has partnered with the annual summer music festival. That same crew then joined up with the UPROAR Festival—**truth's** second year touring with the heavy metal music event. Meanwhile, a



2,000,000+

More than two million teens and young adults were exposed to the campaign's life-saving messages through the 14th annual grassroots truth tour.



The **truthLIVE** college tour reached crowds at five college campuses in October 2013.—Photo: Chris Martin

second team of tour riders represented **truth** at community, sporting, and art-related events, including: the Vans U.S. Open of Surfing in Huntington Beach, Calif.; Major League Gaming Spring Championships in Anaheim, Calif.; the San Diego LGBT Pride Festival; Six Flags theme parks across the country; and Vans House Parties, a live summer music series from the House of Vans in Brooklyn, New York.

COLLEGE EDUCATION

2013 marked the return of **truth's** own college music tour, **truthLIVE**. The free concerts featured leading rock band OneRepublic and opening act TeamMate; a set by longtime **truth** tour DJ, DJ JDayz; and a video jockey session highlighting a mix of visual assets from the campaign—ads, online creative and photos—morphed together

with music and laser lights. At each campus, the **truth** truck and tour riders set up in busy locations to drop some knowledge, while lucky student winners got “meet and greets” with band members.

GAMING WITH A PURPOSE: GRAFFITI COLLECTIVE

Creativity and fun met health education as **truth** released its third mobile game. “Graffiti Collective,” the game, was inspired by a 1998 document from Big Tobacco’s files that recommends “covertly” contacting graffiti artists to ask them to paint in key locations. In the game, players used their creative skills to create on-screen graffiti, as the game storyline brought people together to reclaim the streets from graffiti artists spreading propaganda.



Skateboard decks are a coveted item of **truth** gear at the Vans Warped Tour.—Photo: Joshua Cogan

Outreach activities related to Graffiti Collective included:

- ▶ **Intergi:** Professional cosplayer Jessica Nigri and Internet sensation Joe Moses collaborated with **truth** to create a series of videos challenging their fans to interact with them via the game and their personal social feeds.
- ▶ **Major League Gaming Spring Championships (Anaheim, Calif.—June 2013):** the **truth** crew was on-site to interact with attendees and share more about **truth**'s gaming initiatives.

CUSTOM CULTURE, RETOOLED FOR TRUTH

In addition to accompanying the Vans Warped Tour for the 14th year, **truth** expanded its relationship with Vans, the iconic footwear brand, by collaborating for the first time on Custom Culture, the company's nationwide high school sneaker design contest. This year, **truth**

—Photo at left: Patricia McLaughlin

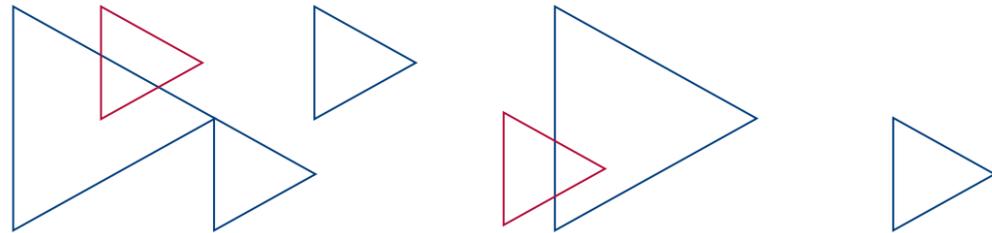
challenged the 50 semifinalist schools to design a skateboard deck inspired by this tobacco industry fact used in the Graffiti Collective game: "As early as 1998, execs from one major tobacco company discussed 'covertly' contacting graffiti artists to paint for them in key locations." Mountain View High School in Meridian, Idaho, took first place, earning \$10,000 to support the school's arts programs. Images of the winning and finalist skateboard designs were featured in a gallery at thetruth.com, and the winning skate deck will be mounted for display at the Vans Skatepark at the Block at Orange, in Orange County, Calif.

AWARDS

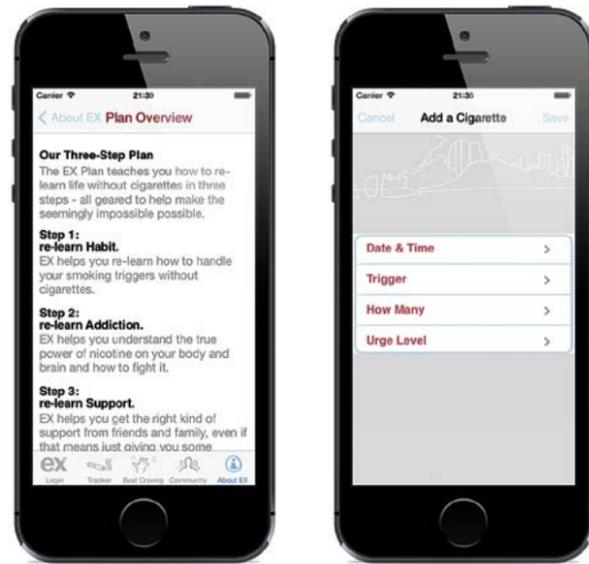
In addition to the nine Clio's earned for its "Ugly truth" campaign, **truth** also won four platinum MarCom statuettes for the 2012 tour. These awards recognize excellence in communications, marketing, and public relations.

Become an EX[®]

Real People and Real Stories



Legacy's national EX[®] program is designed to help smokers "re-learn life without cigarettes" and beat their addiction. The website, BecomeAnEX.org, offers smokers a free plan to quit and provides valuable information, such as:



- The importance of identifying smoking triggers and learning ways to handle them without cigarettes *before* trying to quit.
- The addictive nature of nicotine and how it actually changes the brain so that it's much more difficult to quit without the aid of nicotine replacement or other medication.
- The importance of support from friends and family, whether they are helping during a rocky period or even just giving some space.

A major feature of the site is a thriving online community, where smokers who are trying to quit can connect with others to share support and encouragement.



SUCCESSFUL QUITTERS, SUCH AS CINDY, INSPIRE OTHERS WITH THEIR PERSONAL STORIES:

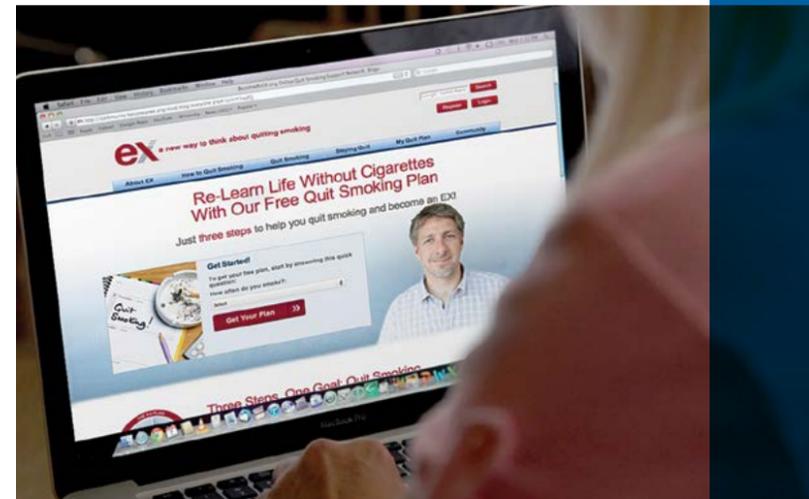
"Cigarettes control you. I smoked for 30-plus years. And, at age 50, I took back control of my life. And I am now 633 days into my forever quit, and I will not go back."

"One thing I've really learned from BecomeAnEX.org is you have to relearn your day. It does not revolve around cigarettes any more.

Such a world of encouragement from that site that anybody who truly wants to quit and has made the decision, you are going to love this site. They help you do a quit plan. And tell you where your triggers are going to be. And they have so many resources out there. There's real people who have been through this themselves.

They want you to make the decision. They can't make the decision for you. But if you truly want to quit, they will stand by you the entire time you take those steps."

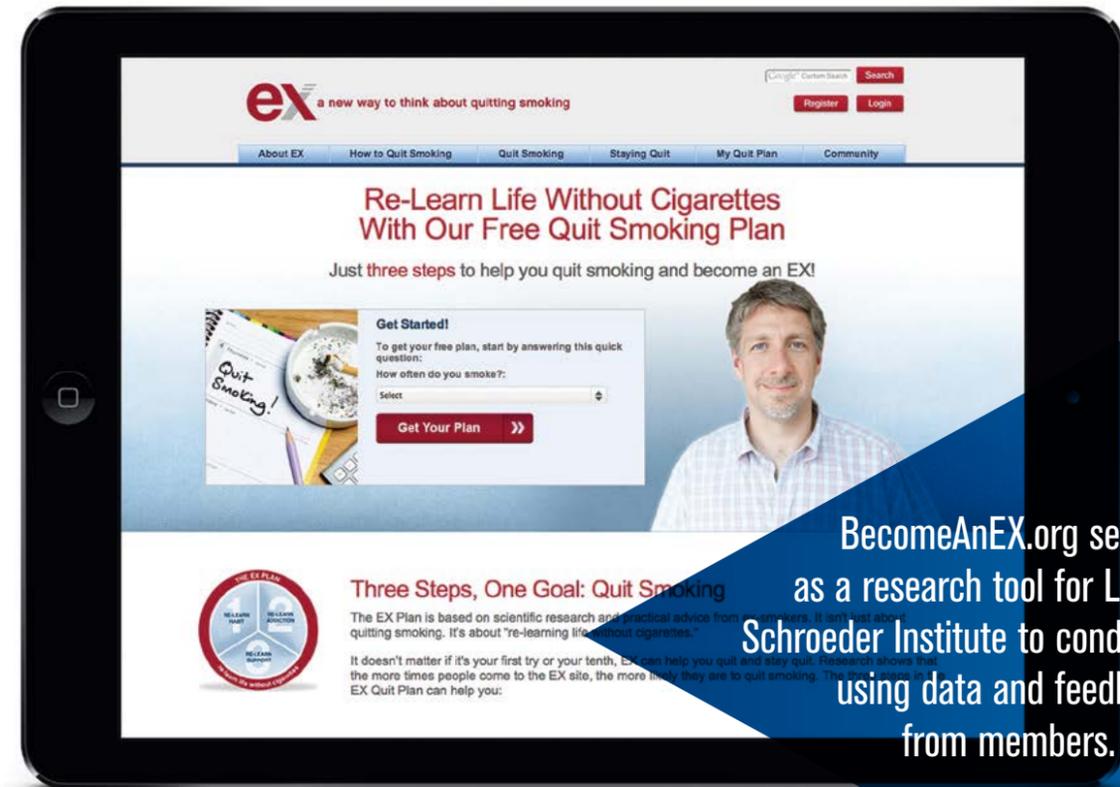
—Cindy





133%

In 2013, the number of repeat visitors for BecomeAnEX.org increased by 133% from the prior year.



BecomeAnEX.org serves as a research tool for Legacy's Schroeder Institute to conduct studies using data and feedback from members.

This year, building on published research that demonstrated that the more times people visit **BecomeAnEX.org**, the more likely they are to quit, Legacy completed extensive site upgrades to drive additional registrations to the site, encourage repeat visits, and increase engagement with site content.

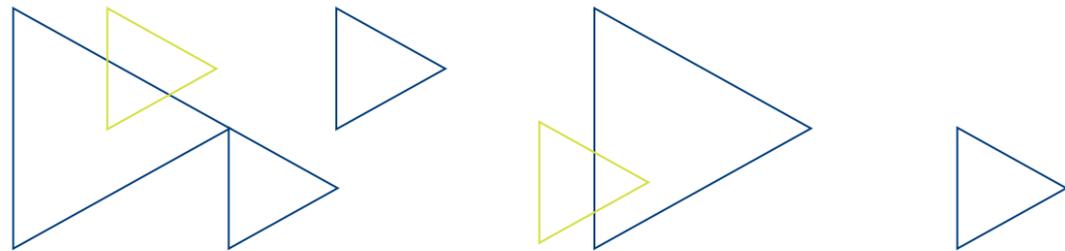
Many of the site improvements focused on the usability of key pages and sections: the site's homepage now features an easier-to-follow scrolling layout; registration now includes more personalized questions and a simpler format, and the Community now features a dedicated landing page that highlights key groups, members and conversations. In addition, the My Quit Plan page now provides a step-by-step road map to getting the most out of the **EX** quit plan, as well as more personalization and customization. All updates were informed by a series of

A/B tests, which allowed multiple versions of each update to be tested on the actual site to determine which was better at achieving the desired results.

Legacy also established an extensive outreach program for users that included email and paid media. Users now receive messages explaining how the Plan works along with reminders to complete certain sections, while targeted ads encourage people to return. The **EX Connection** newsletter was also sent bi-weekly to registered users with timely information about quitting, updates from Community members, and links to site content. It also served as a bridge to **EX**'s social media pages on Facebook and Twitter, which continued to provide followers with daily messages, updates, and inspiration.

Community Initiatives & Youth Activism

Helping Others to Lead



In 2013, Legacy continued to eliminate tobacco-related health disparities across the nation by blending national outreach with efforts on the local level—working with communities on their own tobacco control programs.

DISSEMINATING KNOWLEDGE IN COMMUNITY HEALTH CENTERS

Community health centers serve on the front lines of the tobacco epidemic. These facilities provide affordable health care for 20 million low-income Americans, a population more likely to smoke, less likely to quit, and more likely to die from lung cancer. Legacy teamed up with the Partnership for Prevention to produce *Help Your Patients Quit Tobacco Use*, a how-to manual for health centers looking to integrate tobacco cessation into their clinical services. This project is part of Legacy's commitment to strengthen the capacity of local organizations that serve populations disproportionately impacted by tobacco-related disease.

COLLEGE HEALTH INITIATIVE: ADVANCING TOBACCO ISSUES ON TRIBAL AND HISPANIC CAMPUSES

The College Health Initiative builds on Legacy's work with priority populations by encouraging Tribal and Hispanic/Latino colleges to conduct the critically needed health research within their own communities or higher education settings and enhancing their technical capacity to do so. This project started in 2010 and will conclude in 2014.

The Latino College Health Initiative was a response to the glaring need for better Hispanic/Latino subpopulation surveillance data, as well as a way to examine tobacco use and disparities facing four diverse college-age Hispanic/Latino



Through community initiatives and Youth Activism programs, we are protecting our next generation.

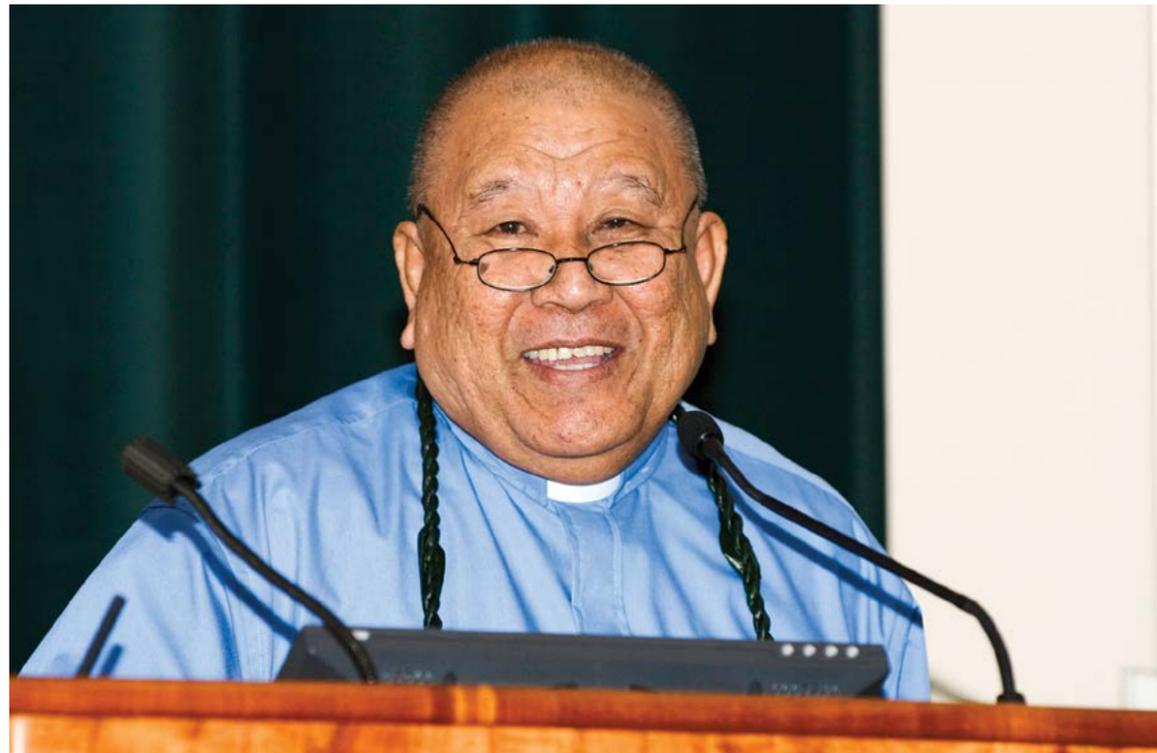
subpopulations. This project will highlight the importance of sub-group research and its effect on program development and effective interventions. Helping Hispanic students with on-campus tobacco programs earned Legacy the 2013 Extraordinary Philanthropic Partner Award from the Hispanic Association of Colleges and Universities.

The Tribal College project helped shed light on potential opportunities for expansion of the lessons learned and applications to new efforts addressing commercial tobacco prevention and control in tribal communities. Tribal colleges may benefit from partnering with other health, academic, or research organizations in the area to pool resources and share responsibilities for completing an extensive survey project. This project can lead to sustainable relationships for

future capacity building and community-based research efforts.

HELPING PARENTS QUIT AND SUPPORT HEALTHIER HOME ENVIRONMENTS

Children in households below the poverty level are more likely to be exposed to secondhand smoke. Head Start, the school readiness program for low-income children, offers an efficient way to educate families about the dangers of tobacco use and secondhand smoke. In 2013, Legacy added three new states to the Head Start Initiative to help support and assist parents who are trying to quit smoking and to promote smoke-free homes. An additional state, Minnesota, has committed to joining the project in 2014, which brings the total number of participating states to 14 plus two territories.



Rev. Edna Enos at the Pacific Islander Health Gathering in Hawaii.

PARTNERING IN THE PACIFIC

In October 2013, Legacy and the Pacific Partners for Tobacco-Free Islands met in Honolulu to share promising practices and develop a tobacco control agenda for the United States Affiliated Pacific Islands, which include American Samoa, Guam, the Commonwealth of the Northern Mariana Islands (CNMI), the Federated States of Micronesia (FSM), the Republic of the Marshall Islands (RMI), and the Republic of Palau.

YOUTH ACTIVISM

Legacy's Youth Activism program helps develop the next generation of tobacco control leaders. In 2013, the program's Youth Activism Fellows culminated their 18-month leadership program with a visit to Capitol Hill, educating lawmakers about local tobacco control initiatives they had designed and implemented in 10 states.

In July, Legacy hosted its Youth Leadership Institute in Washington, D.C., training teams of activists from local tobacco control programs across the country on effective advocacy techniques. The Institute members teamed up with youth activists from the Campaign for Tobacco-Free Kids (CTFK) to hold an educational event in front of the White House about the history of the tobacco control movement, including the 50th anniversary of the landmark 1964 Surgeon General's Report on Smoking and Health. The purpose of the event was to inspire the U.S. government to rededicate itself to eradicating tobacco use.



YOUTH ACTIVISM PROGRAM HIGHLIGHTS:

Jenna Jordon
Columbia, Missouri

Created tobacco cessation material targeted to the LGBT community



Nick Fradkin
Phoenix, Arizona

Fought to pass Arizona State University's smoke-free policy effective on August 1, 2013.



Young people participating in Legacy's 2012-2013 YA Program came from cities across the nation, including: Milwaukee, WI • Chicago, IL • Salt Lake City, UT • San Marcos, TX • Columbia, MO • New Iberia, LA • Maui, HI • Shawnee, OK • Phoenix, AZ • New Orleans, LA • Santa Clara, CA

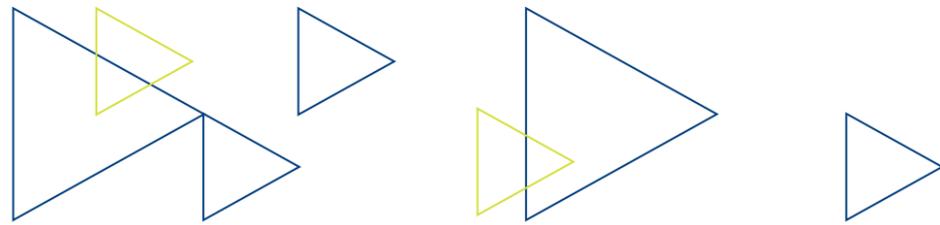
YOUTH LEADERSHIP INSTITUTE HIGHLIGHT:

Jessica Garcia
Santa Rosa, California

Took action to improve the health of her community after realizing the tobacco industry was "targeting the people who live around me."

Rethinking Cigarette Butts

Activating Environmentalists



In 2013, Legacy continued a multi-year project working to shape public perceptions about toxic tobacco trash. As the number one littered item on beaches, waterways, and roadways, cigarette butts leach deadly chemicals and carcinogens into our environment.

A baseline survey measured Americans' current awareness about the environmental effects found in cigarette litter. This survey found that more than 88% of Americans understand that cigarette butts are an environmental concern; however, despite this knowledge, nearly half of smokers admit to having dropped a cigarette butt on the ground and nearly one-third to dropping a cigarette out of a car window.



In partnership with the Colorado-based Leave No Trace Center for Outdoor Ethics, Legacy then debuted a public service campaign to encourage Americans to rethink cigarette butts.

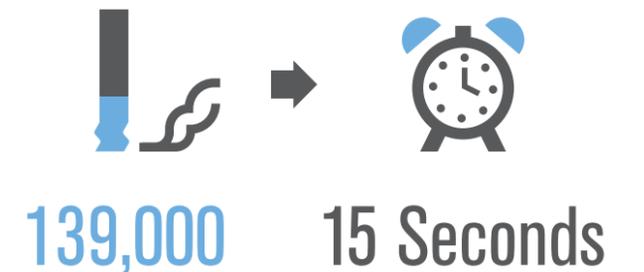


Stills from the Rethink Butts TV PSA



Toxic Forest by Chris Jordan was commissioned by Legacy and put on display at the Aspen Ideas Festival and SXSW Eco in 2013.

The campaign, which kicked off with an exclusive piece in the *New York Times*, included radio and television public service announcements, an online toolkit, and a new site—RethinkButts.org. Reaching millions of Americans through more than \$3 million in donated media, the campaign aired in movie theaters, on the web, and on radio. Each airing delivered the message that cigarette butts are toxic waste.

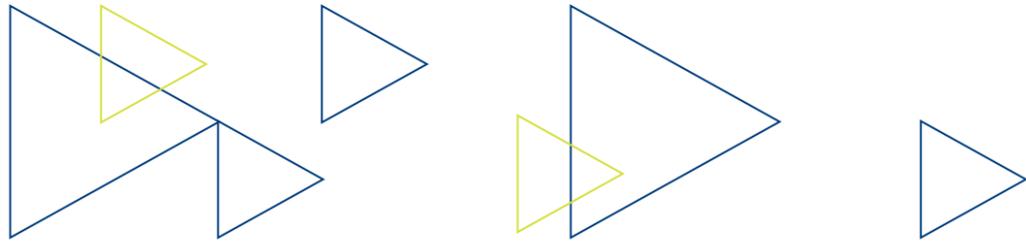


Legacy also commissioned the creation of an original piece of art by Chris Jordan, an artist known for his photo collages symbolizing the perils of consumerism and wastefulness. Legacy showcased the display at the Aspen Ideas Festival in July 2013 and at the SXSW Eco Festival in Austin, Texas, in October.

Chris Jordan created the artwork shown from 139,000 photos of cigarette butts—the number smoked and discarded in the United States every 15 seconds.

Research & Evaluation

Ensuring Effective Campaigns



Legacy's Research and Evaluation Department rigorously studies the organization's programs to ensure that they are effectively reducing the toll of the tobacco epidemic.

At every phase—from strategy development to assessing behavioral outcomes—the Research team provides timely data to inform the public health education process. Their efforts ensure that the effectiveness of Legacy's campaigns is measured with the highest academic standards to achieve the ultimate goal of reducing tobacco-related disease and death. This work allows Legacy to refocus on those interventions that have demonstrated the most success.

LEGACY'S 2013 RESEARCH ACCOMPLISHMENTS INCLUDED:

Tobacco Use Among Sexual Minorities: Legacy conducted the first nationally representative study of tobacco use among young adults, which examined the relationship between smoking patterns and sexual identity. The

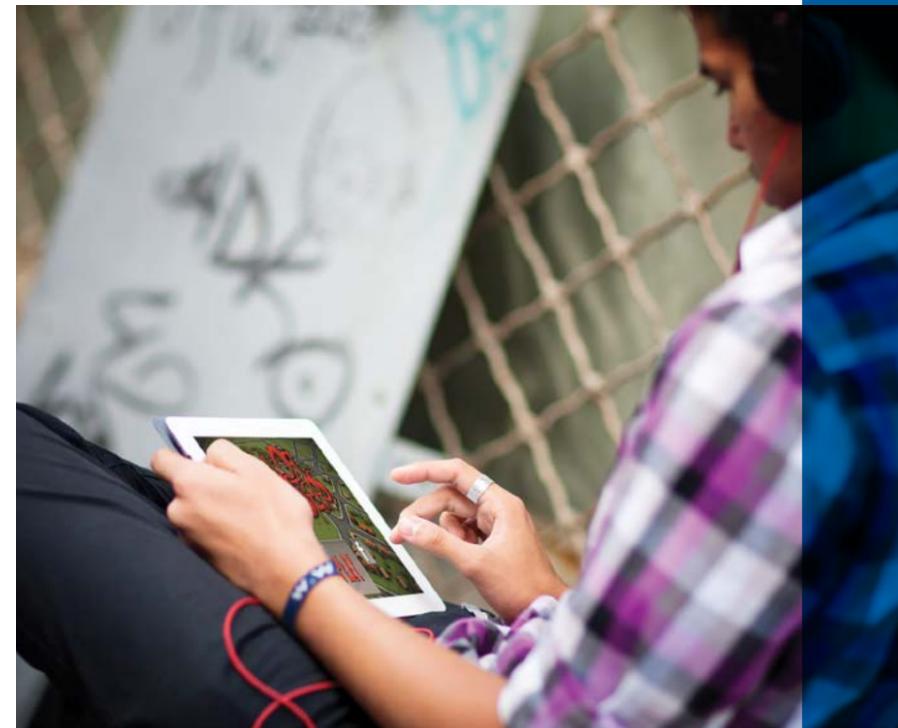
study found that homosexual young adults smoke at a rate that is 59% higher than their heterosexual counterparts, and bisexual young adults smoke at a rate that is 41% higher than heterosexual young adults. This research highlights the significant disparities in tobacco use among sexual minorities and suggests the importance of targeted outreach to the LGBT communities to ensure that all Americans are receiving information about the health consequences of tobacco use and assistance with quitting.

Geographically Targeted Tobacco Industry Marketing of Little Cigars & Cigarillos by Neighborhood: To inform policy regarding the treatment of little cigars and cigarillos, tobacco products that look very similar to cigarettes but that are not regulated like them, Legacy



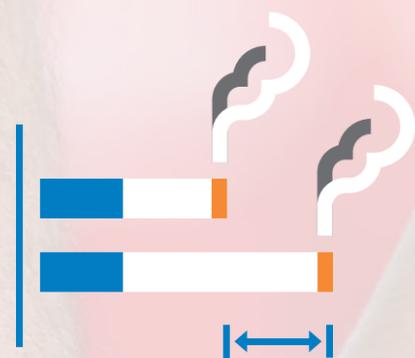
YOUNG ADULTS COHORT SURVEY

The Young Adults Cohort Survey allows Legacy to assess exposure to tobacco among Lesbian, Gay, Bisexual, and Transgender (LGBT) populations, and the use of emerging and established tobacco products such as menthols, little cigars/cigarillos, and large cigars.



FLAVOR MONSTERS

*Legacy researchers sought to assess whether **truth's** mobile video game, Flavor Monsters, which includes facts about the tobacco industry's use of flavors to appeal to young people, could influence the knowledge, attitudes, and behaviors of those who played it.*



59%

Homosexual young adults smoke at a rate that is 59% higher than their heterosexual counterparts.

researched the marketing of these products in Washington, D.C. The study found that little cigars and cigarillos are more available in African American neighborhoods and are cheaper and more heavily advertised on store exteriors in minority and young adult neighborhoods. These factors might play a role in increased use of these products, especially among specific ethnic groups.

Legacy's Research team also helps advance the field of tobacco control, with study findings used to develop peer-reviewed publications. In 2013 alone, the department published 16 journal manuscripts. Recent Research team publications that focus specifically on surveillance and the evaluation of both pro- and anti-tobacco media include:

1. Richardson A, **Ganz O**, Stalgaitis C, Abrams D, **Vallone D**. Noncombustible tobacco product advertising: how companies are selling the new face of tobacco. *Nic Tob Res*. Epub 2013 Dec 30.
2. **Cantrell J**, Kreslake J, **Ganz O**, Pearson J, **Vallone D**, Kirchner T. Marketing Little Cigars and Cigarillos (LCC): Availability, Advertising, Price and Associations with Neighborhood Demographics across a Diverse Metropolitan Area. *Am J Public Health*, 2013 Oct.
3. **Ilakkuvan V**, **Cantrell J**, **Vallone D**. "Action. Adventure. Special Offers.": How Marlboro engaged consumers on its website. *Tob Control*. Epub 2013 July 12.
4. **Richardson A**, **Ganz O**, **Vallone D**. The Cigar Ambassador: How Snoop Dogg uses Instagram to promote cigar use. *Tob Control*. Epub 2013 Jun 8.

5. **Rath JM**, Villanti AC, **Rubenstein RA**, **Vallone DM**. Tobacco use by sexual identity among young adults in the United States. *Nic Tob Res*. Epub 2013 May 16.

6. **Cantrell J**, **Vallone D**, Thrasher J, Nagler R, **Feirman S**, Munez L, He D, Kasisomayaiula V. Impact of Tobacco-related Health Warning Labels Across Socioeconomic, Race and Ethnic Groups: Results from a Randomized Web-based Experiment. *PLoS ONE*. 2013 Jan; 8(1): e52206.

A full list of the team's publications can be found at:

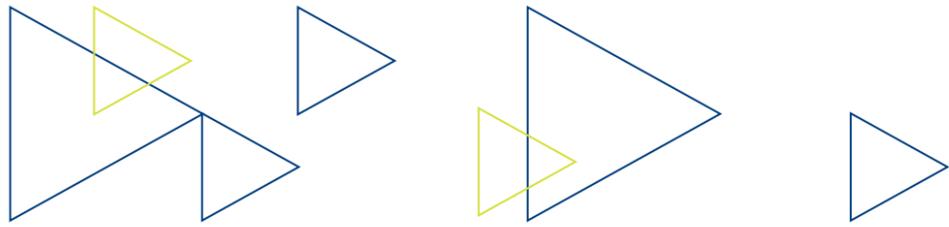
www.legacyforhealth.org/researchpublications



Research supports the argument advanced by public health organizations, including Legacy, that little cigars and cigarillos should be regulated like cigarettes, specifically regarding bans on flavors, taxation, and advertising restrictions.

Schroeder Institute

Advancing Research in a Changing Landscape



Given recent and dramatic changes in the tobacco control landscape, including FDA regulation and new products on the market, Legacy recommitted itself in 2013 to developing the science base needed to inform policymaking through its Steven A. Schroeder National Institute for Tobacco Research and Policy Studies (SI).

Using a transdisciplinary approach, SI conducts research intended to maximize the public health impact of tobacco control policy. SI also develops and evaluates innovative interventions to reduce tobacco use as the following three accomplishments show.

EXAMINING SMOKING PATTERNS IN HEAVY DRINKING SMOKERS

SI investigators launched a new NCI-funded study to identify daily smoking patterns among heavy drinking smokers to develop a cost-effective, targeted cessation intervention for this high-risk population. Heavy drinking

smokers will track their smoking, alcohol consumption, and self-efficacy related to smoking and report cessation and cigarette use after six months. Heavy drinking is highly co-morbid with cigarette smoking, with nearly half of all problem drinkers dependent on nicotine. It represents a significant risk factor for cancer-related illness and mortality, and can be linked to persistent smoking and less success at quitting smoking. Findings from this study will have important long-term clinical and public health significance in decreasing the overall prevalence of cancer-related risk and illness by developing targeted cessation interventions for the unique needs of heavy drinking smokers.



1/2

Nearly half of all problem drinkers are dependent on nicotine.



SI works together with scientists, practitioners, policymakers, and other stakeholders to strengthen the science of tobacco control implementation, dissemination, and policy.

ASSESSING COGNITION AND BEHAVIOR AMONG NEW E-CIGARETTE USERS

New noncombustible tobacco products have recently gained popularity, even as the reduction in prevalence of cigarette smoking slows or stalls. E-cigarettes are the most prevalent of these emerging products. With sales increasing rapidly and more efficient pulmonary delivery devices under development, Electronic Nicotine Delivery Systems (ENDS) are likely to play an increasing role in the future tobacco market. Researchers at SI have commenced a study to assess the immediate environmental and psychological contexts associated with e-cigarette initiation. This NIDA-funded study will be the first to examine ENDS use among Black smokers and menthol smokers, two subpopulations of interest to the Center for Tobacco Products and tobacco control in general.

TRAINING THE NEXT GENERATION OF TOBACCO CONTROL RESEARCHERS

Our pre- and post-doctoral fellows have acquired a rich variety of skills, including leading advanced statistical analysis, grant writing, managing geographical information systems (GIS), and conducting systematic evidence reviews. Their work is reflected in peer-reviewed publications, oral and poster conference

presentations, grant proposals, and a web-based application depicting point-of-sale data in the U.S. Tobacco control topics of interest to fellows span from novel and emerging tobacco products to social network-based cessation programs.

A full list of 2013 SI publications can be found online at:

www.legacyforhealth.org/sipublications

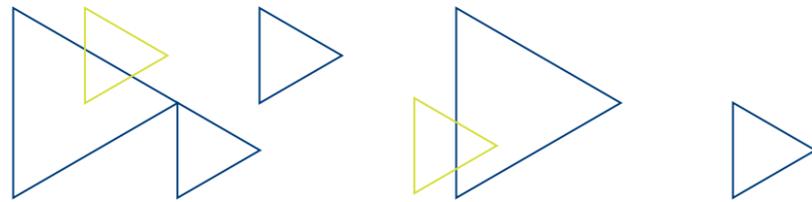


28

Peer-reviewed publications
authored by SI
investigators in 2013.

Informing Policymakers

Sharing Evidence-based Insights



Legacy educates government officials and policymakers on the latest tobacco control research, helping them make informed decisions on the most effective policies to reduce tobacco-related disease and death.

URGING THE U.S. FOOD AND DRUG ADMINISTRATION TO PROTECT PUBLIC HEALTH

In 2013, Legacy renewed its call for the removal of menthol cigarettes from the marketplace, joining 20 other public health organizations in formally petitioning the U.S. Food and Drug Administration (FDA) to ban menthols. In July 2013, the FDA took the first step in regulatory action on this front, requesting public comment on a potential ban on menthol. Legacy responded, reiterating its strong support for removal of menthols from the market and updating the FDA on the latest menthol research, which demonstrates that these cigarettes are a “starter” product for millions of youth, with the newest and youngest smokers most likely to smoke menthols. Menthol flavoring is also associated with increased nicotine dependence

in young smokers and decreased cessation in adult smokers.

Legacy also continued to actively encourage the FDA to assert jurisdiction over all tobacco products, including cigars, pipe tobacco, hookah tobacco, and electronic cigarettes.

The current lack of regulation leaves the tobacco industry free to design and market these products in ways that appeal to youth. Current federal law prohibits the sale of flavored cigarettes (other than menthols).

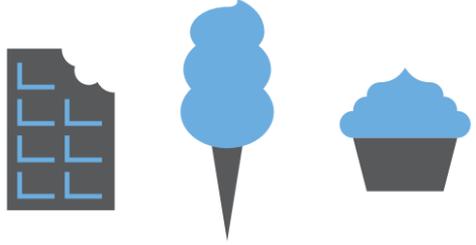


Dr. Jill Williams, Director, Division of Addiction Psychiatry, Robert Wood Johnson Medical School, discusses the connections between mental health, women, and smoking at Legacy's summer 2013 Congressional briefing, hosted in conjunction with the Congressional Caucus on Women's Issues and Women's Policy, Inc.



Government Affairs staff visit policymakers on Capitol Hill to support Legacy's 2013 Youth Advocates.

Big Tobacco may still sell flavored cigars and other tobacco products, in such kid-friendly flavors as chocolate, cotton candy, and cupcake.



In addition, while cigarettes are required to be kept behind the counter, other tobacco products,

Tobacco Transformed by Adam Voorhes, commissioned by Legacy, depicts new forms of nicotine delivery alongside their most visually relevant cohorts, candy.

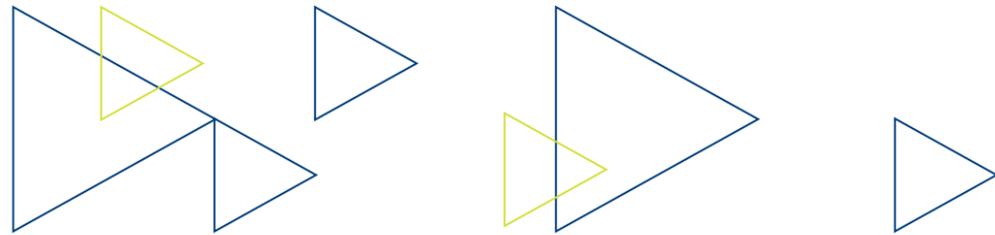
such as e-cigarettes, can be sold right next to candy and other products targeted to kids. Legacy will continue to pressure the FDA to take action to prevent these types of marketing tactics, which can lure our young people into a deadly addiction.

RAISING AWARENESS ON CAPITOL HILL

Legacy's Government Affairs team continued to bring attention to the disproportionate toll that tobacco takes on underserved populations. In May, Legacy partnered with Women's Policy, Inc. on a briefing to educate members of Congress and their staff on the high prevalence of tobacco use among people with mental illnesses. A panel of experts shared the unique challenges faced by those suffering with mental illness and nicotine addiction, and provided practical solutions to help this subpopulation, including increasing cessation counseling among mental health practitioners.

Collaboration & Outreach

Engaging Policymakers and Shareholders



Legacy works with tobacco control groups and other organizations interested in promoting public health to develop and strengthen tobacco prevention and cessation programs.

CREATING HEALTHIER WORKPLACES

To address tobacco use in the workplace, Legacy teamed up with the American Association of Occupational Health Nurses (AAOHN), a membership organization of nurses who provide on-the-job health care. Legacy researchers and an AAOHN taskforce developed a web-based survey of occupational nurses. A majority (82%) of those surveyed believe nurses should receive training in helping their patients quit, though only a minority of nurses had actually received such training. In addition, only about a quarter of the nurses surveyed indicated that there are procedures in their practice settings that prompt them to conduct smoking cessation counseling. Legacy and AAOHN are

now working together to develop a toolkit for occupational health nurses to help their patients quit.

RECOGNIZING COMMUNITY LEADERS

A 2013 study found that LGBT Americans smoke at rates nearly 70% higher than the general population. So Legacy was particularly proud to present the 2013 Legacy Community Activist Award to Bob Gordon, MPH, who has built a career raising awareness around the problem of tobacco use in the LGBT community. Gordon also helped pass San Francisco's groundbreaking legislation prohibiting the sale of tobacco products in pharmacies.

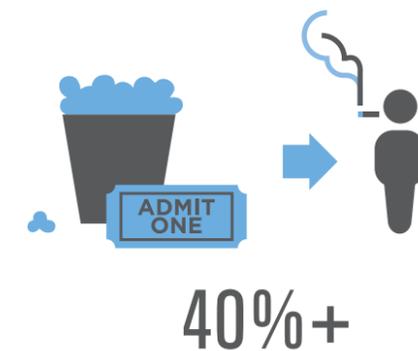


BOB GORDON
2013 Legacy Community Activist Award Winner
Project Director at the California LGBT Tobacco Education Partnership

Bob Gordon has championed smoking cessation classes tailored for LGBT and HIV-positive smokers. He was pivotal in bringing the LGBT community together to take a stand against the tobacco industry.

EMPOWERING YOUTH TO KEEP TABS ON TOBACCO IMAGERY

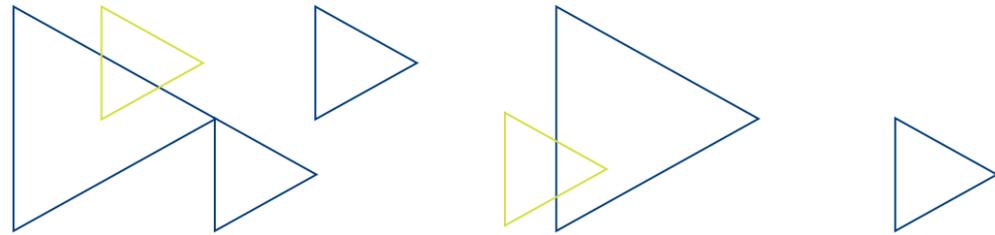
Simply watching smoking in the movies can be hazardous to your health. According to research conducted at Dartmouth College, more than 40% of youth smoking initiation is attributable to exposure to smoking in movies. With support from Legacy, young people in Sacramento, California are fighting back through the "Thumbs Up! Thumbs Down! Project." Breathe California of Sacramento-Emigrant Trails has recruited and trained hundreds of teens and young adults in this program to analyze tobacco use in movies. They share their findings with their peers, health advocates, and the entertainment industry in an effort to reduce Hollywood's glamorization of smoking.



More than 40% of youth smoking initiation is attributable to exposure to smoking in movies.

Kenneth E. Warner Lecture Series

Inspiring Thought Leadership and Promoting Debate



Legacy's Kenneth E. Warner Lecture Series draws a wide audience of forward-thinkers, public health leaders, and policymakers.

Legacy engages thought leaders in the issue of tobacco and uses events to help shape the debate about tobacco issues, and inspiring the public health community to rededicate itself to reducing tobacco use. Warner Series topics in 2013 included:

- The Good Fight: Legacy's Impact on Tobacco (April 2, 2013)
- The Passion and Power of Young People in the Ongoing Fight Against Big Tobacco (July 2, 2013)
- Moving Towards Tobacco Related Health Equity—What Will It Take? (August 15, 2013)
- Demystifying Lung Cancer Screening: The Path from U.S. Preventive Service Task Force Recommendation to Implementation (September 10, 2013)
- Fifteen Years after The Master Settlement Agreement (MSA): Successes and Challenges (October 23, 2013)
- Community Health Centers—Helping Your Patients Quit Tobacco Use (November 21, 2013)



Demystifying Lung Cancer Screening

The Path from U.S. Preventive Service Task Force Recommendation to Implementation (September 10, 2013)

Fifteen Years after The Master Settlement Agreement (MSA)

Successes and Challenges (October 23, 2013)



Legacy engages leaders as part of The Ripple Effect speaker series at the Aspen Ideas Festival.

ARIANNA HUFFINGTON
Media Magnate,
The Huffington Post
(Pictured at Right)

DR. RICHARD BESSER
Chief Health and Medical Editor,
ABC News

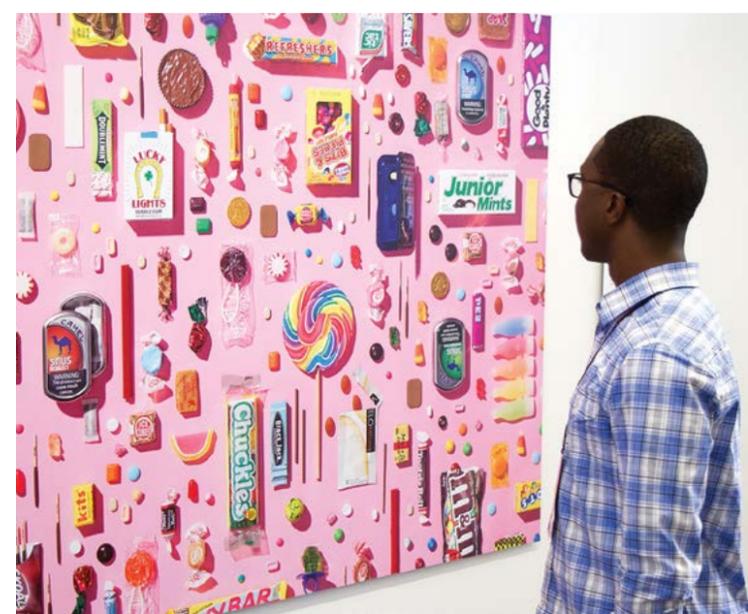
KURT ANDERSEN
Author and Public Radio Host

JENN LIM
CEO and Chief Happiness Officer,
Delivering Happiness

NANCY LEAMOND
Executive Vice President, AARP's
State and National Group



Legacy continued its “Ripple Effect” speaker series at the 2013 Aspen Ideas Festival, building awareness of the Legacy brand among thought leaders from around the globe. At the festival, Legacy also promoted three artists who created original works depicting key issues about tobacco use, including tobacco as a social justice issue, tobacco and the environment, and emerging tobacco products. Through their artwork, Brenda Ann Kenneally, Chris Jordan, and Adam Voorhes helped remind festival attendees that the tobacco epidemic continues to take a huge toll on our country’s health, economy, and social fabric.



Financial Highlights

American Legacy Foundation & Affiliate Consolidated Balance Sheets

June 30, 2013 and 2012 (In Thousands)

ASSETS	2013	2012
Cash and cash equivalents	\$ 158,792	\$ 109,220
Investments	876,125	868,997
Accrued interest receivable	377	3,075
Prepaid expenses	711	604
Grants receivable	1,593	771
Trades to be settled	-	468
Property and equipment, net	546	629
1724 Mass. Ave. building, net	26,436	26,994
2030 M Street building, net	26,515	27,165
Bond issuance costs, net	469	501
Other assets	163	312
TOTAL	\$ 1,091,727	\$ 1,038,736
LIABILITIES AND NET ASSETS	2013	2012
Liabilities:		
Grants payable	\$ 86	\$ -
Trades to be settled	495	-
Accrued expenses	18,401	7,819
Loans payable	17,933	19,274
Bonds payable	28,000	28,000
Refundable advances	84	171
Liability on interest rate swap agreements	4,830	7,851
Other liabilities	1,962	1,430
	71,791	64,545
Commitments and Contingencies (Note 9)	1,019,936	974,191
NET ASSETS—UNRESTRICTED	\$ 1,091,727	\$ 1,038,736

American Legacy Foundation & Affiliate Consolidated Statements of Activities

June 30, 2013 and 2012 (In Thousands)

	2013	2012
Revenue and support:		
• Rental income	\$ 2,313	\$ 2,433
• Other income	4,491	4,004
• Investment (loss) income, net of fees	107,474	(19,235)
Settlement proceeds:		
• Public education	125	121
TOTAL REVENUE AND SUPPORT	\$ 114,403	\$ (12,677)
Expenses:		
• Program expenses:		
- Counter marketing, communications, and government affairs	\$ 38,987	\$ 18,601
- Research & Evaluation	5,465	3,156
- Other programs	6,182	6,860
- Schroeder Research Institute	4,018	3,371
- Grants	2,811	3,558
	\$ 57,463	\$ 35,546
Supporting services:		
• General and administrative	6,765	6,099
• Building expenses	2,982	9,798
• Development	1,448	1,294
TOTAL EXPENSES	\$ 68,658	\$ 52,737
Change in net assets	\$ 45,745	\$ (65,414)
Net assets: Beginning	974,191	1,039,605
NET ASSETS: ENDING	\$ 1,019,936	\$ 974,191

American Legacy Foundation & Affiliate Consolidated Statements of Cash Flows

June 30, 2013 and 2012 (In Thousands)

	2013	2012
CASH FLOWS FROM OPERATING ACTIVITIES:		
• Change in net assets	\$ 45,745	\$ (65,414)
ADJUSTMENTS TO RECONCILE CHANGE IN NET ASSETS TO NET CASH IN OPERATING ACTIVITIES:		
• Realized and unrealized (gain) loss on investments	\$ (97,047)	\$ 33,151
• Other investment gain	(7,970)	(5,151)
• Depreciation	1,770	1,610
• Change in interest rate swap agreements	(3,021)	3,855
• Amortization of bond issuance	32	34
CHANGES IN ASSETS AND LIABILITIES:		
• (Increase) decrease in:		
- Accrued interest receivable	\$ 2,698	\$ (2,681)
- Trades to be settled	963	25,236
- Other assets	149	(144)
- Prepaid expenses	(107)	(223)
- Grants receivable	(822)	(532)
• (Increase) decrease in:		
- Accrued expenses	10,582	835
- Grants payable	86	(144)
- Refundable advances	(87)	99
- Other liabilities	532	262
NET CASH USED IN OPERATING ACTIVITIES	\$ (46,497)	\$ (9,207)

American Legacy Foundation & Affiliate Consolidated Statements of Cash Flows

June 30, 2013 and 2012 (In Thousands)

	2013	2012
CASH FLOWS FROM INVESTING ACTIVITIES:		
• Purchase of property and equipment	\$ (479)	\$ (3,419)
• Proceeds from sale of investments	4,100,124	4,049,098
• Purchase of investments	(4,002,235)	(4,057,355)
NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES	\$ 97,410	\$ (11,676)
CASH FLOWS FROM FINANCING ACTIVITIES:		
• Principal payments on loan payable	(1,341)	(1,341)
NET CASH USED IN FINANCING ACTIVITIES	\$ (1,341)	\$ (1,341)
Net increase (decrease) in cash and cash equivalents	49,572	(22,224)
CASH AND CASH EQUIVALENTS:		
• Beginning	\$ 109,220	\$ 131,444
• Ending	158,792	109,220
SUPPLEMENTAL DISCLOSURES OF CASH FLOW INFORMATION:		
• Cash paid for interest	\$ 1,558	\$ 1,669
• Cash (refund from) paid for income taxes	(35)	358

Grants

American Legacy Foundation Grants

Fiscal Year Ended June 30, 2013

LEGACY EVALUATION AND RESEARCH NETWORKS

- The National Center on Addiction and Substance Abuse at Columbia University
- Weill Medical College of Cornell University

Legacy Evaluation and Research Networks Total **\$ 219,553**

STRATEGIC ALLIANCE

- American Nonsmokers' Rights Foundation
- Breathe California of Sacramento - Emigrant Trails
- Foundation to Advance Public Health Certification
- Georgia State University
- Lung Cancer Alliance
- National Board of Public Health Examiners
- Partnership for Prevention
- Public Health Foundation Enterprises / CYAN
- Regents of the University of Michigan

Strategic Alliance Total **\$ 753,635**

OTHER

- National Dialogue on Cancer
- The National Center on Addiction and Substance Abuse at Columbia University
- University of California, San Francisco

Other Total **\$ 415,149**

American Legacy Foundation Grants

Fiscal Year Ended June 30, 2013

EX GRANT SUPPORT

- American Academy of Pediatrics

EX Grant Support Total **\$ 222,206**

EVALUATION AND RESEARCH

- Johns Hopkins University
- The Trustees of Columbia University in the City of New York

Evaluation and Research Total **\$ 387,384**

CAMPAIGN FOR TOBACCO-FREE KIDS

- Campaign for Tobacco-Free Kids

Campaign for Tobacco-Free Kids Total **\$ 1,200,000**

GRAND TOTAL **\$ 3,197,927**

2013 Legacy Board of Directors



THE HONORABLE LAWRENCE G. WASDEN, CHAIR

- Idaho State Attorney General, Boise, ID



THE HONORABLE LETICIA VAN DE PUTTE, VICE-CHAIR

- Texas State Senator, San Antonio, TX



JONATHAN E. FIELDING, MD, MPH, TREASURER

- Director Health Officer, Los Angeles County Department of Public Health
- Professor of Health Services and Pediatrics, Schools of Public Health and Medicine, University of California, Los Angeles, Los Angeles, CA



DONALD K. BOSWELL

- President and CEO, Western New York Public Broadcasting Association, Buffalo, NY



NANCY BROWN

- CEO, American Heart Association, Dallas, TX



THE HONORABLE GARY R. HERBERT

- Governor of Utah, Salt Lake City, UT



THE HONORABLE TOM MILLER

- Iowa State Attorney General, Des Moines, IA



MIKE MOORE

- Principal, Mike Moore Law Firm, LLC, Flowood, MS



THE HONORABLE JEREMIAH W. (JAY) NIXON

- Governor of Missouri, Jefferson City, MO



THE HONORABLE CHARLES K. SCOTT

- Wyoming State Senator, Casper, WY



CASS WHEELER

- CEO Emeritus, American Heart Association, Dallas, TX



JESSICA DAVIS (YOUTH BOARD LIAISON)

- Northeastern State University Alumna, Tahlequah, OK



JUDY HOU (YOUTH BOARD LIAISON)

- Princeton University, Princeton, NJ



CHERYL G. HEALTON, DRPH, EX-OFFICIO (JANUARY-NOVEMBER, 2013)

- President and CEO, Legacy



ROBIN KOVAL, EX-OFFICIO (NOVEMBER 2013-PRESENT)

- President and CEO, Legacy

FORMER BOARD MEMBERS

Adrian D. Abner, *Former Youth Board Liaison*

- Tobacco Prevention Specialist, Jackson County Health Department
- Florida A&M University Alumnus

The Honorable Alma S. Adams, PhD,
Former Board Vice-Chair and Treasurer

- North Carolina State Representative

Thania Balcorta, *Former Youth Board Liaison*

- University of California, Davis, Alumna

Bethlehem Beru, *Former Youth Board Liaison*

- Temple University Alumna

Lonnie R. Bristow, MD

- Chair, Board of Regents of the Uniformed Services University for Health Sciences
- Vice Chair, Physician Leadership for a New Drug Policy
- Former President of the American Medical Association

The Honorable Irma Hunter Brown

- Former Arkansas State Senator

The Honorable Thomas R. Carper,*Former Board Vice-Chair*

- U.S. Senator (Delaware)
- Former Governor of Delaware

Ritney Castine, *Former Youth Board Liaison*

- Associate Director, Campaign for Tobacco-Free Kids
- Southern University, Baton Rouge, LA

Benjamin K. Chu, MD, MPH, MACP,*Former Board Chair*

- President, Southern California Region, Kaiser Foundation Health Plan and Hospitals, Pasadena, CA

Gregory N. Connolly, DMD, MPH *Ex-Officio*

- Professor of the Practice of Public Health; Director, Center for Global Tobacco Control, Harvard School of Public Health
- Former Director of the Tobacco Control Program, Massachusetts Department of Public Health

Susan Curry, PhD, *Former Board Vice-Chair*

- Dean, College of Public Health
- Distinguished Professor, Health Management and Policy, University of Iowa, Iowa City, IA

Jaime Fiorucci, *Former Youth Board Member*

- Externship and Student Services Manager, Boston Reed/Ascend Learning, Leawood, KS

The Honorable D. Michael Fisher

- United States Circuit Judge- U.S. Court of Appeals for the Third Circuit
- Former Pennsylvania State Attorney General

The Honorable Parris Glendening

- President, Smart Growth America's Leadership Institute
- Former Governor of Maryland

The Honorable Christine O. Gregoire,*Former Board Chair*

- Governor of Washington State
- Former Washington State Attorney General

Ellen R. Gritz, PhD, *Former Board Vice-Chair*

- Professor and Chair, Department of Behavioral Sciences, The University of Texas, M. D. Anderson Cancer Center
- Olla S. Stribling Distinguished Chair for Cancer Research

Elmer E. Huerta, MD, MPH

- Founder and Director, The Cancer Preventorium at the Washington Cancer Institute, Washington Hospital Center, Washington, D.C.
- Former President, American Cancer Society

The Honorable Jon Huntsman, Jr.

- Former U.S. Ambassador to China
- Former Governor of Utah

Howard K. Koh, MD, MPH

- U.S. Assistant Secretary for Health, U.S. Department of Health and Human Services
- Former Associate Dean for Public Health Practice, Harvey V. Fineberg Professor of the Practice of Public Health
- Former Director, Division of Public Health Practice, Harvard School of Public Health

The Honorable Michael O. Leavitt,*Former Board Treasurer*

- Founder and Chairman, Leavitt Partners
- Former Secretary, U.S. Department of Health and Human Services
- Former Administrator, Environmental Protection Agency
- Former Governor of Utah

Jenny H. Lee, *Former Youth Board Member*

- University of Miami Alumna

The Honorable Linda Lingle

- Former Governor of Hawaii

The Honorable Janet Napolitano

- President, University of California
- Former Secretary, U.S. Department of Homeland Security
- Former Governor of Arizona
- Former Arizona State Attorney General

The Honorable Raymond D. Rawson, DDS, MA

- Former Nevada State Senator

Steven A. Schroeder, MD, *Former Board Chair*

- Distinguished Professor of Health and Health Care, Department of Medicine
- Director, Smoking Cessation Leadership Center, University of California, San Francisco

The Honorable John J. H. Schwarz, MD,*Former Board Treasurer*

- Former U.S. Representative (Michigan)
- Former Michigan State Senator and President Pro Tempore of the Senate (1993-2002)

The Honorable William H. Sorrell,*Former Board Chair*

- Attorney General of Vermont

Lee Storrow, *Former Youth Board Liaison*

- Managing Director, North Carolina Alliance for Health
- Council Member, Chapel Hill Town Council
- University of North Carolina at Chapel Hill Alumna

The Honorable Carla J. Stovall-Steckline

- Former Kansas State Attorney General

George A. Strait, Jr.

- Assistant Commissioner for Public Affairs, U.S. Food and Drug Administration
- Former Chief Medical Correspondent, ABC News

Kenneth E. Warner, PhD

- Avedis Donabedian Distinguished University Professor of Public Health
- Professor, Health Management & Policy, School of Public Health, University of Michigan

“ We now must fight even harder, with a renewed, refocused, and rededicated will, to end this epidemic once and for all. ”

—Robin Koval

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