



**Mission:**

*To improve Kentucky's health by protecting Kentuckians from secondhand smoke and other tobacco emissions, and by reducing the high rate of smoking and tobacco use in the Commonwealth.*

**Steering Committee:**

*American Cancer Society  
Cancer Action Network*

*American Heart Association  
American Stroke Association*

*American Lung Association*

*Baptist Health*

*Campaign for Tobacco-Free Kids*

*Foundation for a Healthy Kentucky*

*Humana*

*Kentucky Cancer Foundation*

*Kentucky Center for Smoke-free  
Policy*

*Kentucky Chamber of Commerce*

*Kentucky Council of Churches*

*Kentucky Equal Justice Center*

*Kentucky Health Collaborative*

*Kentucky Health Departments  
Association*

*Kentucky Hospital Association*

*Kentucky Medical Association*

*Kentucky Nurses Association*

*Kentucky School Boards  
Association*

*Kentucky Voices for Health*

*Kentucky Youth Advocates*

**Learn More:**

[www.smokefreetomorrow.org](http://www.smokefreetomorrow.org)



## About the Coalition:

The Coalition for a Smoke-Free Tomorrow comprises organizations, associations, collaboratives, businesses, faith groups and individuals seeking to create conditions that will make it easier for Kentuckians – especially youth – to lead tobacco-free and smoke-free lives. We were founded in 2017 with a mission to:

Improve Kentucky's health by protecting Kentuckians from secondhand smoke and other tobacco emissions and by reducing the high rate of smoking and tobacco use in the Commonwealth.

### Coalition Accomplishments and Activities:

In the 2017 legislative session, the Coalition advocated for a \$1/pack increase in the excise tax on cigarettes, which would reduce Kentucky's high smoking rates – especially among youth, pregnant women and those living on low incomes. The legislature passed a 50 cents/pack increase that went into effect July 1, 2018. While that increase will not generate the health benefits we sought, it was the largest cigarette tax increase in the history of Kentucky and was passed by the first Republican legislature in a century.

### In 2019 and 2020, the Coalition has established the following priorities:

- Statewide 100 Percent Tobacco Free Schools Law
- Adequate Funding for Tobacco Prevention and Cessation
- Comprehensive Local Smoke-Free Laws in Kentucky Cities and Counties
- Quit Assistance Programs

In addition, the Coalition is concerned about the impact of e-cigarettes – battery-operated devices that may resemble cigarettes, cigars, pipes, or even computer jump drives (e.g., Juul, Suorin) – on Kentucky's health. The devices heat a liquid, or e-juice, that delivers highly-addictive nicotine extracted from tobacco, chemicals and particles in the form of an inhaled aerosol. The Coalition supports the inclusion of e-cigarettes in smoke-free laws, among other policy measures

The Coalition employs a combination of paid media, news and editorial coverage, special events, policy advocacy, speaking tours, convenings, and grass roots engagement to achieve its goals.

**Coalition Members** include organizations and individuals who publicly support the mission of the campaign and are willing to share information and materials with their networks or otherwise magnify the work of the Coalition.

**Coalition Partners** are members who also agree to educate and/or advocate for Coalition goals and who provide additional staff and/or financial resources to expand the Coalition's campaign work.

Coalition Partners who have representation on the steering committee, which determines the goals and priorities of the Coalition, are:

- American Cancer Society Cancer Action Network
- American Heart Association/American Stroke Association
- American Lung Association
- Baptist Health
- Campaign for Tobacco-Free Kids
- Foundation for a Healthy Kentucky
- Humana
- Kentucky Cancer Foundation
- Kentucky Center for Smoke-free Policy
- Kentucky Chamber of Commerce
- Kentucky Council of Churches
- Kentucky Equal Justice Center
- Kentucky Health Collaborative
- Kentucky Health Departments Association
- Kentucky Hospital Association
- Kentucky Medical Association
- Kentucky Nurses Association
- Kentucky School Boards Association
- Kentucky Voices for Health
- Kentucky Youth Advocates

Contact the Coalition: 877-326-2583, [info@smokefreetomorrow.org](mailto:info@smokefreetomorrow.org)

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