



**The Foundation
For A Smokefree America**

One year activities and programs report

July 1, 2006



One year Report – July 1, 2006

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Summary of Programs and Activities

June 1, 2005 through June 1, 2006

1.A In August, 2005, The Foundation for a Smokefree America accepted a \$100,000 grant from the Patricia Henley Foundation to support the general operating expenses of the Foundation. The Henley Foundation's generous gift provided the financial base from which Smokefree America was able to expand its highly effective tobacco use prevention programs, which use methods in accordance with the Center for Disease Control (CDC) guidelines.

Executive Director Patrick Reynolds' background of entrepreneurship guided Smokefree America in expanding its programs during the grant year. The Foundation's website traffic during the grant year doubled. Smokefree America's programs measurably increased, and upheld the Foundation's mission of motivating youth to stay tobacco free and empowering smokers to quit successfully.

Patrick Reynolds, a grandson of R. J. Reynolds, founder of the R. J. Reynolds Tobacco Company, severed all ties to the tobacco industry following the death of his father, caused by years of smoking. Since 1989, Mr. Reynolds has advocated publicly for a Smokefree America through the Foundation.

During the grant year, Mr. Reynolds formed allied initiatives with TobaccoFree.org and Americans for Non-Smokers Rights. These allied agencies provide direct services to the Foundation, and increase its public health education and outreach capacity well into the millions, in part through continued strong press coverage of Mr. Reynolds appearances, and also through the Foundation's websites.

The Patricia Henley Foundation's award to Smokefree America greatly increased the favorable impact on Smokefree America, well beyond the dollar value of the grant. Not least, the award significantly increased the favorable media exposure of the Foundation's mission and tobaccofree advocacy.

During the Henley Foundation's grant period, Smokefree America provided effective health education to:

- **17,375 Students** across America were reached through School Assembly Programs: in-person presentations by Mr. Reynolds
- The Foundation for a Smokefree America impacted **more than one million adults and children**, through its technical assistance to Du Page County (in the Chicago suburbs), in its campaign to educate and further a smoke-free and healthy workplace
- Web traffic doubled during the grant year, yielding **nearly two million total visitors** (1,939,078). In the 12 months ended June 20, 2006, web traffic dramatically increased, through an in-kind advertising grant by the internet leader, Google.

Details of these accomplishments follow in this report.

- As a result of the Patricia Henley Foundation award, Smokefree America has made great strides toward fulfilling its mission to free our children from forming an early tobacco habit, and to guide them toward having healthy self-esteem, and to contribute towards our youth building a creative and productive life.
- Smokefree America actively supports children and adults to successfully quit smoking while providing technical assistance to cities and counties who wish to create and maintain smoke-free environments.
- Smokefree America is committed to reaching its overall goal of ending the 420,000 needless premature deaths due to smoking that occur in America each year.

1.B School Assembly Programs presented by Patrick Reynolds

As a speaker, Mr. Reynolds has developed a tobacco-free message that children easily understand. The personal commitment conveyed in his delivery is clear. (Please see attached “The Truth about Tobacco” DVD.) In addition to the clarity of this health education, Smokefree America’s outside evaluator noted Mr. Reynolds’ success in emotionally connecting to young students from all financial and cultural backgrounds. This serves as a key indicator and testament to the importance of Mr. Reynolds’ personal appearances in reaching students through personal appearances.

Included in this grant report is a summary of research conducted in the Hawthorne School District, prepared by Smokefree America’s outside evaluator, Dr. Clifford Carr. As noted in the report, a survey of Hawthorne students found that a large majority of students felt that the Foundation’s school assembly programs were effective. Dr. Carr’s research suggests that a one-time intervention by a speaker addressing unhealthy behaviors is more effective and has longer term results than previously believed.

During the grant year, Mr. Reynolds reached 17,375 students and 1,725 adults with a powerful and motivational tobacco-free message.

Content of his live talk

Mr. Reynolds opens with his childhood memories of his own father RJ Reynolds, Jr. dying from smoking. After opening their hearts with his personal sad story, he stresses to students how addictive tobacco is. He next empowers them with a new awareness of how movie stars set a bad example for youth, by making smoking look cool on screen.

During his talk, he interacts frequently with students. When time permits he calls up two volunteers from the audience to learn his formula for requesting a family member to smoke outside or quit smoking. He makes students aware that second-hand smoke can be harmful.

Mr. Reynolds then presents a detailed section on tobacco advertising, using images of RJ Reynolds’ ads for candy-flavored cigarettes featuring young girls in bathing suits in the ads. Candy flavors shown include Winter Mocha Mint, Warm Winter Toffee, Margarita Mixer, Mardi Gras Berry Blend and more. He projects slides of RJR’s recent KOOL packaging, with a DJ, rapper, hip-hop artist and even a youth party on the cigarette package. To get students in touch with their feelings he asks them, “How do YOU feel about these ads? I personally feel angry and sad.”

To lighten the mood, he then shows a few humorous overheads, including Joe Camel dying in a hospital bed and a drawing that shows “Marlboro Country” as a group of smokers puffing and coughing outside in the cold, near an office building door.

Reynolds lets students know that convenience stores actually receive monthly fees for countertop displays of tobacco, and that they are often at child eye level, next to the candy and chewing gum, where kids are certain to look.

A memorable highlight of his live talk is his telling of the moving story of Sean Marsee. The effect on students is consistently powerful and clear. Marsee was a high school track star who died from chewing tobacco at age 19. Mr. Reynolds tells Marsee’s sad story skillfully and dramatic and skillful

manner; he progresses through the teen's three surgeries, and relates that more of his face and jaw were removed each time. He shows heart-wrenching before-and-after photos of the boy, which usually make a few students gasp.

Toward the close, he offers his unique initiation into life, rooted in ancient traditions. "The core message of my brief initiation today is this," Mr. Reynolds tells youth. "First, I want to gently open your eyes to the reality that there's bad in the world — and second, life brings everyone some painful moments and obstacles.

"It's by *staying* with whatever difficulty life throws at us that we heal, and solve our problems. We don't get rid of problems by running away from them, but many adults escape their pain with cigarettes, food, alcohol, drugs, TV, or even work. A lot of teens use music.

"When problems arise, don't alter you mood by running away to these. *Stay* with your problem, and talk to others about it — a trusted teacher, your parents, the school counselor, your friends. Face the problem head on, and *talk* to someone about it. You're initiated now — and a little closer to the world of adults."

A recurring theme during the talk, in fact, is stressing the need to talk about problems to another person, and not isolate. He also includes motivation on making ethical choices, positive thinking, and saying no.

At the close, he includes a section on restoring students' faith in the future. Mr. Reynolds believes that in this age of terrorism, student worry and fears about the future has become more widespread.

This section near the end of Mr. Reynolds' talk is aimed at empowering youth to deal more effectively with their doubts and fears about the years ahead, and to restore their faith and hopes for their future. Believing the future is positive helps give students a good, new reason and motivation to hold on to their health.

Mr. Reynolds asks students to talk about their worries and fears to another person, and affirms the positive, giving real-life examples of positive thinking. Third, he asks students to reevaluate: what is real wealth, anyway? Is it just about money? Isn't it also the love we get at home, and connecting with nature?" Last, he asks them to "catch my faith, my rock solid *faith* in the future. Stay tobacco, drug and alcohol free, for the wondrous, amazing years ahead. Don't smoke, don't drink and don't use drugs — you'll need your health, every precious bit of it, in the incredible future that's coming."

He always closes with this promise: "One day we will have a tobaccofree society. And we're going to have it because of you — you are the future! Thank you very much."

If the time allotted permits, he takes questions from the audience. This usually requires more than one school period.

Patrick Reynolds' Speaking and In-School Programs

July 1, 2005 – July 1, 2006

October 5, 2005

Richmond, Indiana
Reid Hospital & Health Care Services
Randy Kirk

*Two talks to adults, 8:30am and 11:00am
225 Adults, media coverage*

October 25, 2005

Downers Grove, IL
DuPage County Health Department
Good Shepherd Lutheran School
250 students, media coverage

October 26, 2005

Glen Ellyn, IL
DuPage County Health Department
Hadley Jr. High School
975 students, media coverage

October 26, 2005

Highland Park, IL
DuPage County Health Department
Westmont Jr. High School
750 students, media coverage

October 31, 2005

Wheaton, IL
Dupage County Health Department
100 Adults, media coverage

November 22, 2005

Chattanooga, TN
Bradley County Health Department
American Lung Association of TN
Shirley Cudabac
200 Adults, media coverage

November 22, 2005

Cleveland, OH
Bradley County Health Department
Paola Petty
Middle school
600 students, media coverage

December 15, 2005

Columbus, OH, State Capitol Rotunda
Ohio Tobacco Use Prevention Foundation
Amanda White
300 Legislative Aids, media coverage

January 17 & 18, 2006

Farmington, New Mexico
Citizens Concerned About Second Hand
Smoke
Dr. Donald Casebolt
Two high schools, one talk to adults in the
evening
Two middle schools
2,900 students, 150 Adults, media coverage

February 3, 2006

Ogden, UT
Mckay-Dee Hospital
Scott Hayes
150 adults, media coverage

March 14, 2006

Wheaton, IL
Dupage County Health Department
Jessica Gerdes
1200 students, media coverage

March 22, 2006

Randolph, NJ
County College of Morris
Donald Phelps
125 adults, media coverage

April 05, 2006

Arlington Heights, IL
Alexian Brothers Hospital Network
Hospital
1200 students, 150 adults, media coverage

April 19, 2006

Chelsea, Michigan
Chelsea High School
250 students, media coverage

April 26, 2006

Warren, NJ
Watchung Hills Regional High School
Nan Masterson
1:00 pm
1200 students, media coverage

April 26, 2006

Somerville, NJ
Somerset County Cancer Coalition
950 students, media coverage

April 26, 2006

Somerville, NJ
Somerset Medical Center
Somerville High School and talk to adults
at Somerset Medical Center
Phyllis Kumpf, 75 Adults, 1100 students
Talk to adults, media coverage

May 9 & 10, 2006

Tampa, FL
Students Working Against Tobacco (SWAT)
Claire Feagley
Talks at three schools
2,700 students, media coverage

May 19, 2006

Vail, Arizona
Vail Unified School District
Lisa Good
1500 students, media coverage

May 20, 2006

Tucson, AZ
American Lung Association of
Arizona
Nicole Ybarra
1800 students, media coverage

June 1& 2, 2006

Wheaton, Ill & Lake Geneva, WI
American Lung Association of Illinois
Sally Ruecking
June 2nd from 10 – 12 noon & Saturday,
June 3rd 7pm
400 Adults, media coverage

1.C Internet Education and Outreach

Increased Traffic to Smokefree America's website - One of the dramatic benefits of the Henley Foundation's grant was a massive increase in time and resources spent on outreach activities. As a direct result, website traffic doubled to Smokefree America's homepage. These efforts included the following unprecedented results on the Internet:

- On February 7, 2005, Google responded to a grant application submitted by Smokefree America, and awarded the Foundation a \$500 per day grant, in the form of free pay-per-click advertising. No operating expenses were awarded, only the free advertising on Google.
- Due to the large traffic increase generated by the search term "quit smoking", Google later increased Smokefree America's grant to \$1,000 per day, for a total contribution of up to \$365,000 per year in free pay-per-click advertising at Google.
- Smokefree America's primary website www.Anti-smoking.org ranks number one in the results at Google for the search term, "quit smoking". This search term has a click-through rate of 8.59%, which means that 8.59% of all visitors who search the term "quit smoking" at Google choose to click through to Smokefree America's website.
- Over the one year period starting June 21, 2005, 150,954 people clicked on "quit smoking" and reached Smokefree America's site. This advertising was valued at \$91,675.47, or \$.61 per click.
- The total value of all the free advertising received at Google was \$102,096.15. Traffic on other search terms the Foundation lists at Google is also strong.

The Foundation for a Smokefree America does not need to pay for advertising at other search engines. The Foundation's websites, www.NoTobacco.org and www.Anti-Smoking.org, are ranked extremely high in the free listings (as distinguished from the pay-per-click, or "sponsored listings").

For high-traffic, sought after search terms like "anti-smoking" and "anti-tobacco", the Foundation's websites are No. 1 in free listings at all the following search major engines:

Yahoo	Alta Vista
Google	Ask Jeeves
MSN	All The Web
AOL	Hot Bot
Excite	Ask.com
Lycos	Looksmart

Smokefree America's websites

Shortly before the Patricia Henley Foundation's grant was made to Smokefree America, our monthly unique visitor count at our primary website, www.Anti-Smoking.org, was 35,068. Traffic surged in the Fall, and during January through March, our visitor count peaked, and averaged 60,000 unique visitors per month in that quarter.

Our overall traffic nearly doubled from the previous 12 month period (see the graphs which follow). For example, in January, 2005, Smokefree America's website had 26,210 unique visitors, compared to January 2006, which delivered 62,941.

Beginning in June each year, our traffic declines by 15% to 25%, which coincides with the end of the school year. Starting in September, our numbers consistently start to rise again. This dip and pick-up in website traffic also suggests to us that students make up a significant part of the total visitors to Smokefree America's websites.

Reports on website traffic for the below three websites are included. These websites interlink and refer internet visitors among each other. These tobacco use prevention sites were all developed by Patrick Reynolds, and the net result is a comprehensive tobacco prevention outreach.

- ANTI-SMOKING.ORG - Smokefree America's home page
- NOTOBACCO.ORG - For youth
- TOBACCOFREE.ORG - This site flows substantial traffic to Smokefree America's home page.

1.D

Smokefree America and Tobacco Free.org released two updated tobacco prevention educational videos in 2006. Each video was made available on both DVD and VHS tape.

These video presentations feature educational, motivational talks by Patrick Reynolds, and are distributed to schools, families, health departments, DARE groups, hospitals, Public Access cable channels, and other venues.

Smokefree America recognizes the benefits of mass communication.

To help meet the great (and growing) need for effective tobacco use prevention programs, Mr. Reynolds personally supervised the production of two video programs:

- “The Truth about Tobacco” for schools and organizations, with an enclosed teacher’s class discussion guide
- “A Talk with Your Kids About Smoking” for families with children in grades 6 – 12, with an enclosed parents’ discussion guide

The Truth About Tobacco is now in over 6,000 schools and institutions. If just 200 students at each school see the video every year (a very conservative estimate), one million, two hundred thousand students will see the video annually.

In 2006 Mr. Reynolds updated the video with new pictures and graphics. Images added in 2006 include recent tobacco marketing campaigns with clear appeal to youth, including Kool packages with DJ’s, rappers and hip-hop artists on the covers of the cigarette packages, African American women in KOOL print ads, and RJR’s line of candy flavored cigarettes, with tropical girls in bathing suits in print ads, and a Mardi Gras theme. Both videos are listed at Amazon.com, Books in Print, Baker and Taylor and other outlets.

Editorial Reviews of the video

- **School Library Journal**
"Dynamic! This production, with its humor and varied format, is a powerful reminder of all the reasons to avoid tobacco."
- **Russell Henke, Evaluator of Health Education materials, Montgomery County, MD Public Schools**
"Compelling and honest. The best, most up-to-date video on teen tobacco use. No weaknesses! The best video available."
- **Linda Currier, Safe and Drug Free Schools, Drug Education Coordinator**
"Great TV spots, live talk, photos, film clips and excellent graphics. So effective, it should be in every school's library."

- **Sharon Wellendorf, Director of Community Tobacco Outreach, Horn Memorial Hospital, Ida Grove, IA**
Great examples of how to say no to friends. Students will remember this one, and know how to respond.

- **Darlene Kennedy, Director of Clinical Services, Wayne County Health Department, Fairfield, IL**
Moving stories, funny overheads, and fantastic TV spots completely captivated our students. Every middle school student should see this anti-smoking video!

For the complete quotes, please see www.tobaccofree.org/videotruth.htm

Both educational videos will continue be marketed in tandem with Smokefree America's program activities.

1.E Smokefree America provides technical assistance to cities and counties to establish a smokefree environment.

All levels of government in America and around the globe have designed specific measures and campaigns to reduce the major health problems and unnecessary premature human deaths that are related to cigarette smoking and other tobacco use.

Due to the well-known media and advocacy work of Smokefree America, Du Page County, Illinois contracted Patrick Reynolds to educate the population about all the benefits of smoke-free environments. The following section is a report from Du Page County that reflects the numerous and favorable outcomes of this public education effort.

The Foundation for a Smokefree America fulfilled three service agreements from the DuPage County Health Department. DuPage County has the second largest population in Illinois, highest outside Chicago's Cook County. The Foundation for a Smokefree America partnered with the venerable group Americans for Non-Smokers Rights, and Mr. Reynolds flew to DuPage County on three occasions to provide these services.

The first service agreement began prior to the grant year in April 2005, and included three schools and was exclusively to provide education to high school youth. The second service agreement covered the period of September 1, 2005 through June 30, 2006, and was to provide and facilitate technical assistance and consulting support, to advance the goals of the Illinois Tobaccofree Communities (IFTC) grant, particularly, the goal of elimination of second hand smoke.

IFTC Grant funds are from the Master Settlement Agreement, as distributed by the Illinois Department of Public Health.

The Foundation for a Smokefree America also assisted the DuPage Coalition Against Tobacco (DCAT) communities with their ongoing effort to prevent youth from beginning to smoke, assisting smokers to quit, and eliminating second hand smoke.

The third service agreement covered the period February 1, 2006 through November 30, 2006. This purpose of the third service agreement was to provide assistance in educating citizens within DuPage County about the benefits of going Smokefree, and what logistics might be involved. Health department officials are making plans to have FSA return to the county in late summer or early fall to support organizational efforts to enact smoke-free ordinances, to support the efforts of county hospitals to enact smoke-free campuses, and to continue to educate youth to avoid tobacco.

MEASUREABLE AND POSTIVE RESULTS

Since the time Smokefree America's second contract with DuPage County went into effect, two cities in DuPage County passed 100% smoking bans in both restaurants and bars. These ordinances went into effect in July, 2006. Eleven additional cities now have similar measures under consideration.

Smokefree America's educational presentations before civic and community leaders, both elected and volunteer, has resulted in a 10-city effort by mayors to adopt a regional smoking ban in the most heavily populated area of DuPage County, central and southern DuPage.

The presence of Smokefree America's Executive Director Patrick Reynolds at the Board of Health meeting in April 2005 directly impacted the Board's decision in February 2006 to call for a statewide ban on smoking in restaurants and bars.

Mr. Reynolds' presentation at the Board of Health meeting in April also impacted the DuPage County Board of Representatives' decision to call for State legislation, allowing countywide bans in areas of its jurisdiction. The Legislature removed the "Preemption" clause and Counties in Illinois are now free to ban smoking 100% if they choose to, and are no longer restricted or "preempted" by the weaker Statewide law.

"These decisions by elected officials can, at least partially, be attributed to the presence of Smokefree America and its nationally respected director in DuPage County," noted Jessica Gerdes, the tobacco prevention manager at the County Health Department.

By the end of July, 2006, 35,000 additional residents in DuPage County will enjoy smoke-free restaurants and bars, when the 100% ban enacted by Naperville, the largest city in the county, goes into effect. Elected officials, as well as officers of the County Board of Health, believe that once this city enacts smoke-free environments, others in the county will soon follow.

The leadership provided by The Foundation for a Smokefree America to this city since October 2005 is recognized by the citizen volunteers who lead a local grassroots group, SmokeFreeNaperville.org.

Smokefree America's educational presentation to Smokefree Naperville in October, 2005 has been followed by statistical support, ordinance review, website development assistance, and critical insight into tobacco industry's deceptive advertising practices, when requested by this group.

Foundation Budget

June 1, 2005 – June 1, 2006

Expense Description	Revised* Budget Grant Period	Amount From Henley Foundation	From other sources
Personnel			
Executive Director	\$75,000	\$38,000	\$37,000
Office Manager	40,000	28,433	11,567
Program Developer	(20,000)		
Consultant – Evaluator	(20,000)		
Health Insurance	5,016		5,016
Worker’s Compensation	600		600
Personnel - Sub-total		\$66,433	\$54,183
Operating Expenses			
Rent	\$20,040		\$20,040
Telephone/Fax	7,800	\$3,875	3,925
Office Supplies	2,300	1,725	575
Postage	2,000	1,739	261
Water	720	648	72
Cleaning	3,000		3,000
Dues/Subscriptions	300		300
Equipment Purchase			
Copier, computer printers	10,000	2,550	7,450
Internet			
Overture	3,600	2,700	900
Website Hosting	360	310	50
Earthlink	720	565	155
Website design enhancement	5,000	4,397	603
Insurance	510		510
Office	380		380
Computer			
Operating Expenses - Subtotal	\$56,730	\$18,509	\$38,221

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Accounting and Legal	\$3,500		\$3,500
Program Expenses			
Staff Training	(\$ 2,000)		
Public Service announcements	(10,000)		
Promotional Materials	10,000	\$10,000	
Guest Speakers	(6,000)		
Travel	5,000		5,000
Program Expenses - Sub-total	\$15,000	\$10,000	\$5,000
Total	\$195,846	\$94,942	\$174,646

The grant award from the Patricia Henley Foundation was used to meet the direct operating costs of the Foundation for Smokefree America. July 2006 includes \$5,058 in cash on-hand that will be allocated during the current month which is the final month of the grant period.

* During the grant year, the Foundation for a Smokefree America significantly increased overall activities and outcomes, SFA experienced a shortfall in projected revenues due to decreased fund raising activities. New programs (shown in parentheses) will remain in development during 2006-2007.

Student Evaluations of Patrick Reynolds' Presentations Clifford R. Carr, EdD

Patrick Reynolds presented *The Truth About Tobacco* two times each at Lawndale and Hawthorne high schools in May 2002. The two Lawndale presentations were conducted in the conference room/library and were attended by 12th graders. The two presentations at Hawthorne were conducted in an auditorium and were attended by students in all grades. Attendance was determined by teacher request; teachers were asked if they were interested in having their class attend and those responding positively were invited. The teachers were given a Class Discussion Guide as a follow-up to the presentation.

Six Lawndale classrooms of 12th graders completed presentation evaluation forms. Three classrooms with a total of 58 students were randomly chosen to form the sample reported on below. Seventeen Hawthorne classrooms with 9th through 12th grade students completed presentation evaluation forms. Two classrooms at each grade level were chosen for the sample and, if needed, another was chosen until 40 respondents at each grade level were included. The student responses (as percentages) are in the tables below.

1. As a speaker, Patrick Reynolds was

	<i>Poor</i>	<i>Fair</i>	<i>Good</i>	<i>Excellent</i>	<i>Fantastic</i>
Lawndale –12 th graders	0.0%	6.9%	48.3%	32.8%	12.1%
Hawthorne – all grades	3.8%	18.2%	37.7%	32.1%	8.2%

2. Mr. Reynolds' talk made a difference to me personally.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>No effect</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	1.8%	0.0%	33.9%	53.6%	10.7%
Hawthorne – all grades	4.4%	3.1%	34.4%	44.4%	13.8%

3. He presented the ideas and facts clearly, and I understood them.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	0.0%	0.0%	63.2%	36.8%
Hawthorne – all grades	4.4%	4.4%	59.5%	31.6%

4. After seeing this presentation about tobacco, I have decided to --

	<i>Use tobacco</i>	<i>Not use tobacco</i>	<i>Not use tobacco again</i>	<i>Quit soon</i>	<i>Quit when I'm ready</i>
Lawndale –12 th graders	1.8%	85.7%	1.8%	7.1%	3.6%
Hawthorne – all grades	0.6%	86.5%	6.4%	3.8%	2.6%

5. I learned facts I did not know before.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	5.2%	12.1%	60.3%	22.4%
Hawthorne – all grades	4.4%	19.4%	55.6%	20.6%

6. Mr. Reynolds' talk changed my thinking about tobacco products.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	9.1%	12.7%	49.1%	29.1%
Hawthorne – all grades	7.6%	13.9%	54.4%	24.1%

7. Because of his talk, I will be less likely to use tobacco in the future.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	1.8%	12.5%	42.9%	42.9%
Hawthorne – all grades	10.2%	8.3%	45.2%	36.3%

8. The overhead slides used in the program were useful.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	1.8%	0.0%	42.1%	56.1%
Hawthorne – all grades	1.9%	6.3%	52.5%	39.2%

9. When Mr. Reynolds asked if anyone in the audience were worried about the future, I –

	Raised my hand	Did not raise my hand
Lawndale –12 th graders	38.2%	61.8%
Hawthorne – all grades	34.4%	65.6%

10. I was inspired by his faith in the future. He helped me feel the future will be okay.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	5.5%	27.3%	52.7%	14.5%
Hawthorne – all grades	6.3%	17.7%	55.1%	20.9%

11. Because I now have more faith in the future, I will hold on to my health.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	1.9%	11.3%	45.3%	41.5%
Hawthorne – all grades	2.5%	6.9%	43.8%	46.9%

12. Since the presentation, I have talked to my parents about tobacco use (either their smoking or my own), or I plan to talk to them soon.

	<i>Yes</i>	<i>No</i>	My parents are nonsmokers
Lawndale –12 th graders	15.4%	25.0%	59.6%
Hawthorne – all grades	11.3%	22.6%	66.0%

13. I would recommend this presentation to other schools and their students.

	<i>Strongly disagree</i>	<i>Disagree</i>	<i>No difference</i>	<i>Agree</i>	<i>Strongly agree</i>
Lawndale –12 th graders	0.0%	0.0%	16.7%	37.0%	46.3%
Hawthorne – all grades	7.3%	2.7%	17.3%	33.3%	39.3%

14. What suggestions would you give to Patrick to make his presentation more successful?

The vast majority of the comments made by respondents were positive and complimentary of the speaker and his slides. Some themes did appear in some of the more critical comments including: feeling that the speaker needed to connect more with audience as teens, some felt that he was lacking in affect, and some were put off by the focus on chewing/spit tobacco and lack of attention to cigarettes.

Conclusions

Patrick Reynolds' *The Truth About Tobacco* presentations were very positively received:

- 73% of the students thought he was a good or excellent speaker
- 93% felt he presented the ideas and facts clearly
- 78% agreed or strongly agreed that they learned new facts
- 78% agreed or strongly agreed that the presentation changed their way of thinking about tobacco
- 93% agreed or strongly agreed that the slides were useful
- 73% agreed or strongly agreed that they were inspired by his faith in the future and that he helped them feel the future will be OK
- 75% agreed or strongly agreed that they would recommend the presentation

In terms of intentions to act and actions taken because of the presentation:

- 86% said they would not use tobacco and 11% said they would quit soon or not use again
- 83% agreed or strongly agreed that they were less likely to use tobacco
- 90% agreed or strongly agreed that because they have more faith in the future they will hold on to their health
- one-third of those with a parent who uses tobacco would talk to the parent about that use

5. What's next for the Foundation for a Smokefree America?

The Foundation for Smokefree America has divided its future work into Short Term and Long Term plans.

SMOKEFREE AMERICA'S SHORT-TERM PLANS

Smokefree America will continue to evaluate program effectiveness in the immediate future. To merely provide services and to do good works no longer attracts funding in America. As the world of non-profit agencies expands and refine its business practices, both private foundations and public funding sources are demanding that public service organizations, like foundations and charities, demonstrate measurable differences in the lives of the people they serve.

Therefore, during 2006-2007, Smokefree America will work with evaluators to design and implement evaluation tools for clear assessment of Smokefree America's program methods.

During 2007-2008, Smokefree America will undertake to design new methods to measure its program results over time. For instance, did the website visitor who viewed the Foundation's Quit Smoking Tips quit smoking successfully? For how long? Are they still Smokefree after 6 months? After 12 months?

What about the youth who visit our tobacco use prevention pages? What percentage will reach age 18 smokefree? Age 21? How do these youth smoking rates compare to the national youth smoking rates, or to youth smoking rates in their State? In short, did the Foundation for a Smokefree America's outreach impact lives and make a difference?

Evaluation work is detailed, and requires a sufficient investment of time executive and support staff, as well as financial resources. However, as Smokefree America gathers data in support of its program methods, the Foundation's tobacco use prevention education will become scientifically based, with proven and positive outcomes for program participants.

SMOKEFREE AMERICA'S LONG-TERM PLANS

The Foundation for a Smokefree America will:

- Continue to provide school-based programs to educate children through smoking prevention activities and educational materials.
- Enact peer-teaching programs designed to help youth recognize they are the targets of tobacco advertising. Nearly all are surprised to learn that tobacco companies pay stores a monthly fee for all in-store tobacco displays.
- Enhance the present Foundation websites, and offer smokers online resources to help them quit successfully.

- Design Public Service Announcements (PSAs) with celebrities, to send powerful anti-smoking messages to youth. These will be shown in movie theaters among previews.
- Establish a Hollywood for Teens group, which will empower young people to advocate de-glamorizing smoking in films by movie stars.
- Establish an anti-smoking campaign for Universities and Colleges, which will include posters, tobacco-free days, and educational speakers on campus.
- Design educational materials for legislators regarding current tobacco laws, cigarette taxes, and the dangers of tobacco use and second hand smoke.
- Implement programs to encourage physicians to take a proactive role with their smoking patients, to intervene and ask them to quit.

The outcome expected from this comprehensive campaign will be to reduce smoking and tobacco use among youth served by at least 10% at the end of 3 years.

By the end of the first year, the Foundation expects to have raised sufficient funds to support 3 full time staff members, establish an Advisory Board and a Youth Board, provide at least 10 speaking engagements at high schools and universities, research and purchase educational materials for high schools, mail flyers to Legislators, establish a Hollywood for Teens group, and contact celebrities to appear in PSAs to be run in movie houses among the previews.

6. Evidence of the critical and urgent need to continue smoking prevention through public health education

Attached are three recent news articles published by Boston University's Join Together campaign. Though there is a plethora of information on the effects of tobacco, these three recent reports provide a timely and succinct summary of the continuing magnitude of tobacco use, and the health of tobacco users.

1) June 20, 2006 the National Institute of Health declared that “Smokers (are) Not getting needed Support to Quit.”

2) July 12, 2006 the American Medical Association declared that “Smoking Women More Likely to Get Lung Cancer” The article points out that women face twice the lung cancer risk from smoking, but are less likely to die from the disease. The Foundation for a Smokefree America's working to increase awareness among women is a vital part of our work, and our mission.

3) July 10, 2006 the US Center for Disease Control (CDC) released findings that for the first time since 1997, underage smoking has increased by 4%. Mr. Reynolds' effective connection to youth is more needed now than last year. Youth, as ever, feel invincible, and that they will not be the person who gets harmed by smoking, or making other unhealthy choices. The Foundation for a Smokefree America's outreach to youth is another vital component of our work, and our mission, and is needed now more than ever.

Also included is a news stories from MSNBC of July 10, 2006, with a headline that tobacco is expected to kill 1 billion people in this century, and that smoking accounts for one in five cancer deaths.

The majority of children today are struggling in their school experience. It is not “cool” to do homework, or care about studies. When students begin smoking cigarettes, tobacco use is more likely to be accompanied with other legal and illegal drug use.

In California, there are more Title 1 schools than any other state. Sadly, California ranks 48th among states in academic achievement. The majority of California public school students are living in poverty; not working at grade level in reading or math, and have a high-dropout rate from high-school. Street gangs continue violence. Substance abuse and tobacco use are common as early as fifth grade. Only through direct health education can students see the real and scientific understanding that smoking cigarettes is a life-threatening experience, and that nicotine addiction is a root cause.

Mr. Reynolds connects to audiences, and opens young hearts. He gets them in touch with their emotions – their anger, their sadness about tobacco advertising and those who smoke around them, and peers who smoke.

Coupled with the hard evidence of harm from tobacco use, Smokefree America is widely known to provide both personal motivation to students, woven together with scientific health information. The goal of Mr. Reynolds is to free children and adults from a nicotine addiction, and guide them toward a new productive, rewarding and healthy lifestyle.

7. Media Advocacy and publicity – Effective tools for Public Health Education

Measuring media influence on the public’s decision-making process has been studied, and has proven to be an effective method to change public opinion. As noted on the Student/Adult Presentations in Section 1.B of this grant report, because of Mr. Reynolds is a member of the R.J. Reynolds tobacco family, most speaking engagements attract both print and electronic media which amount to (literally) millions of media impressions per year.

A public health problem is so defined by our federal government not only because it affects so many Americans at once, but also because public education is the solution.

Please review the enclosed list of Mr. Reynolds’s media appearances, starting with the most recent; alternatively, it is posted at Smokefree America’s site with working links to articles, at www.anti-smoking.org/news/. Widespread media coverage continues to support Smokefree America’s mission and goals for a smokefree society.

Printed from our webpage www.anti-smoking.org/news
Links are to summaries of articles, or online video clips

Past News Archive

1986 - 1990

1991 - 1996

1997 - 2000

2001 - May 2003

Press 2005 -2006 Smokefree America

National news bolded

TLC - The Learning Channel

"Resolutions," will air in Fall, 2006

Reynolds acts as one of three motivational coaches assigned to a smoker trying to quit. Show is being filmed in May and June, 2006

Good Samaritan Hospital Set to Ban Smoking on Grounds
Downers Grove (IL) Reporter, June 7, 2006

Libre: Dangers of smoking
Sun Star, Philippines - June 5, 2006

Other states more aggressive with anti-smoking campaigns
Lexington (KY) Herald Leader, May 22, 2006

Anti-smoking advocate renounces
family ties to the tobacco industry
Bay News TV 9, Channel 10 CBS Tampa, Tampa, FL
May 9-10, 2006

Tobacco heir snuffs myths
The Star Ledger and NJ.com, Somerville, NJ, April 27, 2006
WMBC TV News, seen in NYC, NJ, and PA

SOMERVILLE -- Many people try to persuade young people not to smoke, but few can be as riveting as the grandson of tobacco tycoon R.J. Reynolds.

(Cont'd) Speaking to freshmen and sophomores at Watchung Hills Regional High School, tobacco scion Patrick Reynolds accused companies like the one his father and grandfather steered of shamelessly courting the youngest of potential buyers as "new recruits."

Reynolds relentlessly picked apart glossy cigarette ad campaigns, seeking to demythologize the youthful aura of cool implied by the signature brands his grandfather founded.

In a stinging reproach of campaigns by Camel and Kool cigarettes, both made by R.J. Reynolds Tobacco Co., Reynolds called new "candy-flavored" cigarettes, from "Mardi Gras Berry Blast" to "Winter Mocha Mint," a "very insidious appeal to our teens."

"The tobacco companies have targeted you," Reynolds told students, flashing pictures of Kool cigarette boxes with pictures of rap stars printed on them. "This is evil. This is totally going over to the dark side," he said.

Students gasped in shock when Reynolds showed them another campaign offering a free radio with two packs of Kools....

More cash sought to fight smoking

Chicago Tribune, April 19, 2006

Also: WGN, TV Channel 6, The Daily Herald, Pioneer Press

...Reynolds started the Foundation for a Smokefree America and frequently delivers his message to groups across the country. He cited a recently released report by the Campaign for Tobacco-Free Kids that showed Illinois ranked 34th among states in spending on smoking prevention programs.

Illinois spends only 17 percent of the annual expenditure recommended by the U.S. Centers for Disease Control and Prevention, said the report from the Washington, D.C.-based advocacy group.

Laws restricting smoking have been enacted in more than 2,000 municipalities across the country, Reynolds said, and 400 communities require 100 percent smoke-free workplaces. In addition, 14 states have laws requiring nearly 100 percent smoke-free protection.

"I believe we're reaching a tipping point nationally with 100 percent [Statewide] smoking bans," Reynolds said. "But Illinois is behind. There is a need for Illinois to get up to speed on that."

Are tobacco taxes hikes fair?

Fox News Channel, Neil Cavuto, Your World, March 27, 2006

Colorado passes 100% Statewide Smoking Ban

KOA Talk Radio, Denver, CO, March 21, 2006

Welcome to the Smoking Lounge
CBS Evening News, March 20, 2006
Also ran the next morning on CBS affiliates in
Salt Lake City, Philadelphia, and other cities

...While executives of the tobacco giant say the timing of all this is coincidental to Chicago's smoking ban, R.J. Reynolds' anti-smoking grandson says he doubts that. "It really is an in-your-face effort to say 'Hey, here is a bar where we found a loophole where you can still smoke.' It is a rebellion on the part of R.J. Reynolds," says Patrick Reynolds.

100% Smoking Ban Takes Effect in Uruguay
Associated Press, March 2, 2006

MONTEVIDEO, Uruguay (AP) -- Patrick Reynolds, founder of the U.S.-based Foundation for a Smokefree America, praised Uruguay for joining other Latin American nations that have moved to curb smoking. "There is no safe level of secondhand smoke," Reynolds said. "It causes lung cancer and heart disease, and they're involuntary smokers."

Reynolds' grandson -- yes, of that tobacco empire -- against smoking
Standard-Examiner, Ogden, UT, February 6, 2006

Patrick Reynolds envisions a world free of tobacco smoke -- a world where parents won't die prematurely from that smoke, where teenagers will no longer be targeted by the tobacco advertising industry, a world where people live a happy, healthy, smoke-free life...

He Should Know
The Daily Times, Farmington, NM, January 18, 2006
Statewide ABC TV (KQAT) and Statewide NBC (KOB-TV) also ran stories

Smoking remains leading cause of death in county
Ann Arbor (MI) News, December 30, 2005

On the Money, host: Dylan Ratigan
CNBC, December 21, 2005

Companies should *not* be able to fire smokers,
simply because they smoke at home

RJ Reynolds Grandson Opposes Smoking
Ohio Public Radio, December 15, 2005

The grandson of the founder of the giant R J Reynolds Tobacco Company was in Ohio today, speaking out against smoking and cigarette companies. He long ago sold off his valuable RJR stock, and says he supports an issue that might appear on next November's ballot in Ohio that would ban smoking in public places.

Bradley County targets tobacco use by young people
Chattanooga (TN) Times Free Press, November 25, 2005

Reynolds in Chattanooga

Chattanooga (TN) Times Free Press, November 17, 2005

Reynolds brings 'Tobacco Wars!' program to town
Cleveland (TN) Daily Banner, November 17, 2005

Great American Smokeout Highlights Smoke-Free Communities
The Chatannogan (TN), November 9, 2005

The American Cancer Society will mark its 29th annual Great American Smokeout by recognizing the growing number of smoke-free communities nationwide...smoke-free advocate Patrick Reynolds, grandson of tobacco magnate R.J. Reynolds, will speak in Chattanooga and Cleveland on Tuesday, Nov. 22....

New "safer" cigarette to be introduced
MSNBC, Tucker Carlson, host November 7, 2005

Reynolds: "A safer cigarette is like jumping out of the 15th floor, instead of the 20th floor..."

Should smoking be banned in some outdoor areas?
Fox News Channel, Neil Cavuto, Your World November 2, 2005

Reynolds: "It's about time you didn't have to walk out of a building through a cloud of second hand smoke that's got poison in it. This is an idea whose time has come."

Can Inheritors Save the World?
Wealth Manager magazine, November, 2005, Profile

Big Tobacco heir bolsters smoke-free activists
Naperville (IL) Sun, October 26, 2005

Former Big Tobacco heir Patrick Reynolds said he came to Naperville to give smoking ban advocates some ammunition...

Patrick Reynolds Brings 'Truth About Tobacco' Nov.22
The Chatannogan (TN) October 26, 2005

Patrick Reynolds, grandson of tobacco company magnate RJ Reynolds... is coming to Chattanooga. Reynolds will meet with youth, their parents and the community during an annual event sponsored by Students Taking a Right Stand (STARS)....

**NW Airlines says its smoking employees
must pay more for health insurance**
Fox News Channel, Neil Cavuto, Your World October 19, 2005

Host: "Do you think that eradicating smoking is so important that you will invite an employer into an employee's private life?" Patrick Reynolds: "Employers have to pay more for smoker's health insurance. A lot of companies today — CNN is one (*smiles*) — won't hire new employees who smoke. This happens in States without laws protecting smokers. Just as the tobacco companies were held accountable for lying for years about the dangers of smoking and targeting children in their ads, smokers, too, should be accountable — and I believe you would agree with that."
Host: "Fair enough, but..."

Nicotine habits prove dangerous, hard to kick
The Lariat, Baylor University, Waco, TX, Oct. 12, 2005

...Reynolds said the most important thing to do to quit smoking was to get involved in a program. He said 95 percent of people who try to quit outside of a program fail, the same statistic for those trying to quit heroin without a program....

Anti-Smoking Tour: Tobacco company founder's grandson
brings health message to students, hospital
Palladium-Item, Richmond IN, October 6, 2005

Patrick Reynolds, a nationally known anti-tobacco activist and grandson of tobacco company founder R.J. Reynolds, was the featured speaker for the 23rd annual Humanity in Medicine Week at Reid Hospital & Health Care Services. Reynolds gave a speech Tuesday night at Reid Hospital and another early Wednesday morning, before coming to Test Middle School and Dennis Middle School. Reynolds also spoke at Reid's monthly Women on Wednesday's program.

At the schools, he closed the hour-long lecture with a story about a teenager who died at age 19 because of cancer related to smokeless tobacco.

Pictures showed the boy as a healthy high school track star at age 17. Two years later, after surgery to remove cancer from most of his tongue and part of his neck, he died. Wilson said the imagery was shocking..

Teens stick to smoking despite Jennings' death
Arizona Daily Star, August 15, 2005

"Peter Jennings gave us a real gift in being one of the more outspoken news media on the tobacco industry. And God bless him for that," said Reynolds, who runs the nonprofit organization Smokefree America. But, he notes, schools often don't do enough to get the message across. And ads by tobacco companies grab kids' attention more effectively....

Cigars aren't healthier than cigarettes
Bradenton (FL) Herald, May 15, 2005, Business section

Despite the cigar-smokers-don't-inhale argument, there's no safe level of second-hand smoke, according to Patrick Reynolds, president of Los Angeles-based Foundation for a Smoke Free America and grandson of R.J. Reynolds, the tobacco company founder.

Second-hand smoke can cause lung cancer or heart disease, Reynolds said.

Cigar smokers may also be exposed to a slew of other cancers including mouth cancer, throat cancer and cancer of the gums.

Cigars don't carry the same health warnings as cigarettes and chewing tobacco, but can have more nicotine and tar, and can produce 30 times more carbon monoxide, Reynolds said.

"Nicotine in cigars is just as addictive, whether you get it from cigarettes or cigars," Reynolds said.

Smoke Free America is a nonprofit group that encourages tobacco-free youth and tobacco prevention. Its Web site is www.anti-smoking.org.

Tobacco king's grandson warns teens about smoking
Liberty Suburban Chicago News Leader, April 27, 2005

...His appearance at Wheaton North and Wheaton Warrenville South high schools is sponsored by Central DuPage Hospital and the DuPage Coalition Against Tobacco. Other sponsors include the DuPage County Health Department, the Cancer Institute of Alexian Brothers Hospital Network, the American Cancer Society and Elmhurst Memorial Healthcare... Reynolds also appeared at several DuPage County high schools, speaking to about 3,200 young people...

...Then he had one WWS student bring a friend out of the audience, someone she said she would like to see stop smoking. He showed the students how to begin with a compliment, so as to open the lines of communication, and use feeling words such as "sad" and "afraid."

Reynolds ended his presentation with a story that made many of the students gasp. He told the story of an Oklahoma high school track star named Sean Marsee, who began using chewing tobacco at age 12, and tried to quit but continually failed.

The whole time Reynolds told Sean's story — how he developed tongue cancer and had to have his tongue amputated; how his cancer came back and he had to have part of his jaw and nose removed; and how he had to have a hole cut in his neck and a breathing tube inserted — he showed a school portrait of the handsome, young athlete.

(Cont'd) He ended the discussion with a photo of Sean Marsee before his death at

the age of 19, looking very different from the first photo, attached to machines and breathing apparatuses, and clinging to life....

"I'm grossed out right now, cause I play sports," WWS freshman Kyle Cassin said at the conclusion of the program. "It just freaks me out. It's like, 'No way.'"

WWS freshman Jay Dragon said he would never smoke, adding his mom used to smoke, but she quit.

Tobacco heir sees death in smoking
Chicago Daily Herald, April 12, 2005, Front page

...The grandson of R.J. Reynolds will appear at numerous DuPage County high schools this week in an effort to discourage teens from smoking. On Wednesday night, as part of National Kick Butts Day, he'll head a panel of speakers during a dinner at the Lisle Hilton. Events sponsors include the DuPage County Health Department and Central DuPage Hospital.

Reynolds father, R.J. Jr., died in 1964... He later watched other family members, including his brother R.J. Reynolds III, succumb to cigarette-related illnesses. Those losses led to his desire to speak out against tobacco use, starting with testimony before Congress in 1986 supporting banning cigarette advertisements.

"Sometimes, the greatest callings in life come out of the deepest wounds," Reynolds said....

Segment on the new smoking bans in bars and restaurants
CBS Early Show, February 23, 2005, 8:07 am

Patrick Reynolds of TobaccoFree.org points out, "The rights of nonsmokers who may be standing nearby supersede the rights of smokers." Reynolds is the grandson of tobacco man R.J. Reynolds, and he became an anti-smoking advocate after watching his father die of emphysema.

"Why should a nonsmoker have to breathe -- involuntarily -- poisonous air?" Reynolds asks. A tolerant public turned against smokers when numerous studies linked secondhand smoke to disease. According to the American Cancer Society, over 60,000 deaths each year are caused by secondhand smoke. ([Click here](#) for a complete transcript.)