



BREAK FREE™
ALLIANCE
ENDING THE CYCLE OF
TOBACCO AND POVERTY

A program of the Health Education Council

Break Free Alliance

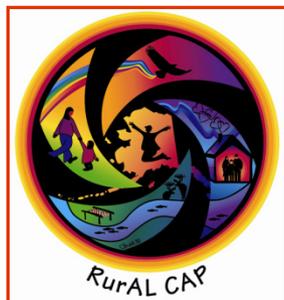


Mission:

To reduce the burden of tobacco use in low socioeconomic status (SES) populations



Coordinating Council



What We Do



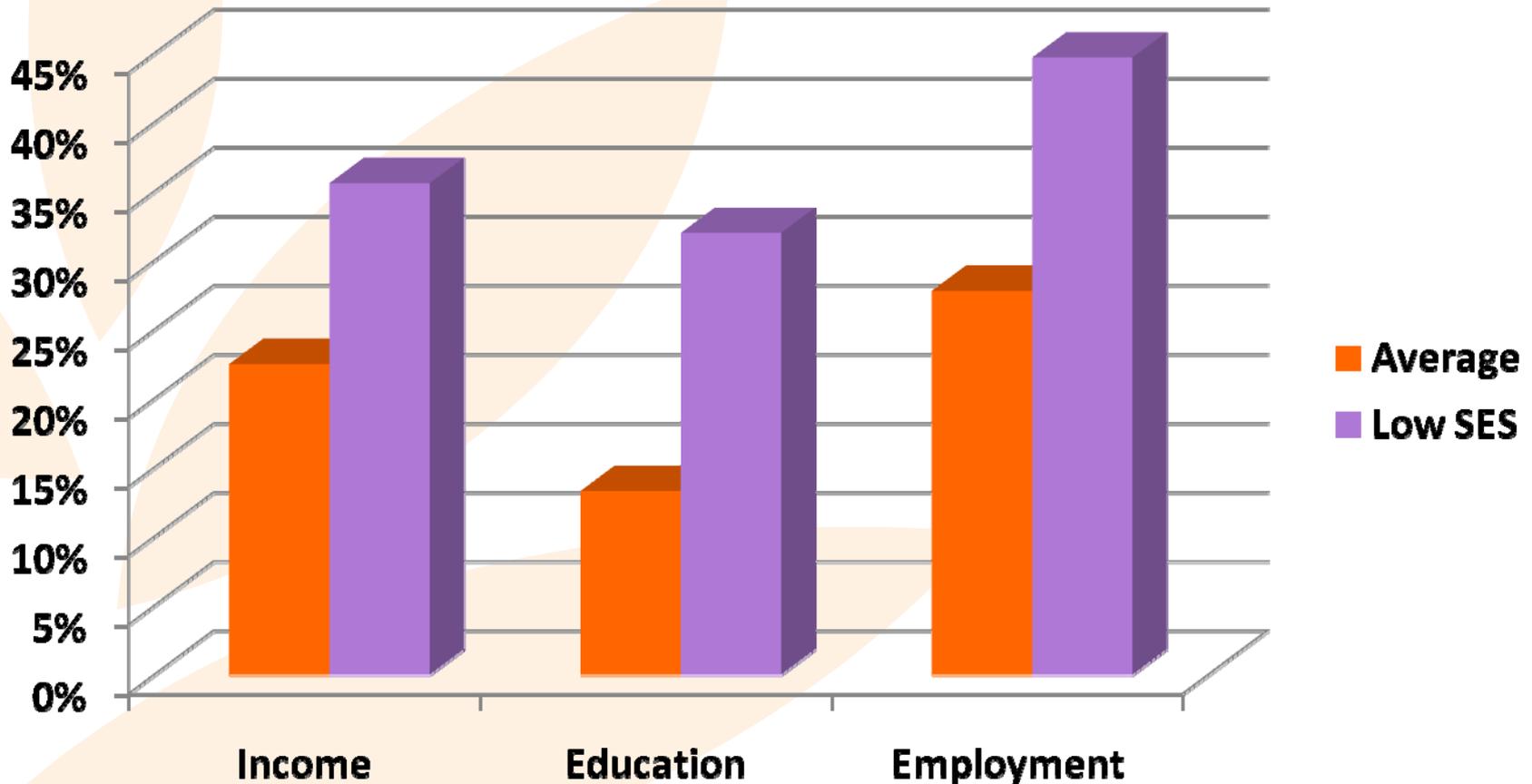
- Collaborate with partner organizations to do the following:
 - Build institutional capacity in tobacco control
 - Assist States with tobacco control education, activities and policy recommendations
 - Disseminate expertise through conferences, materials and services

Defining Low SES

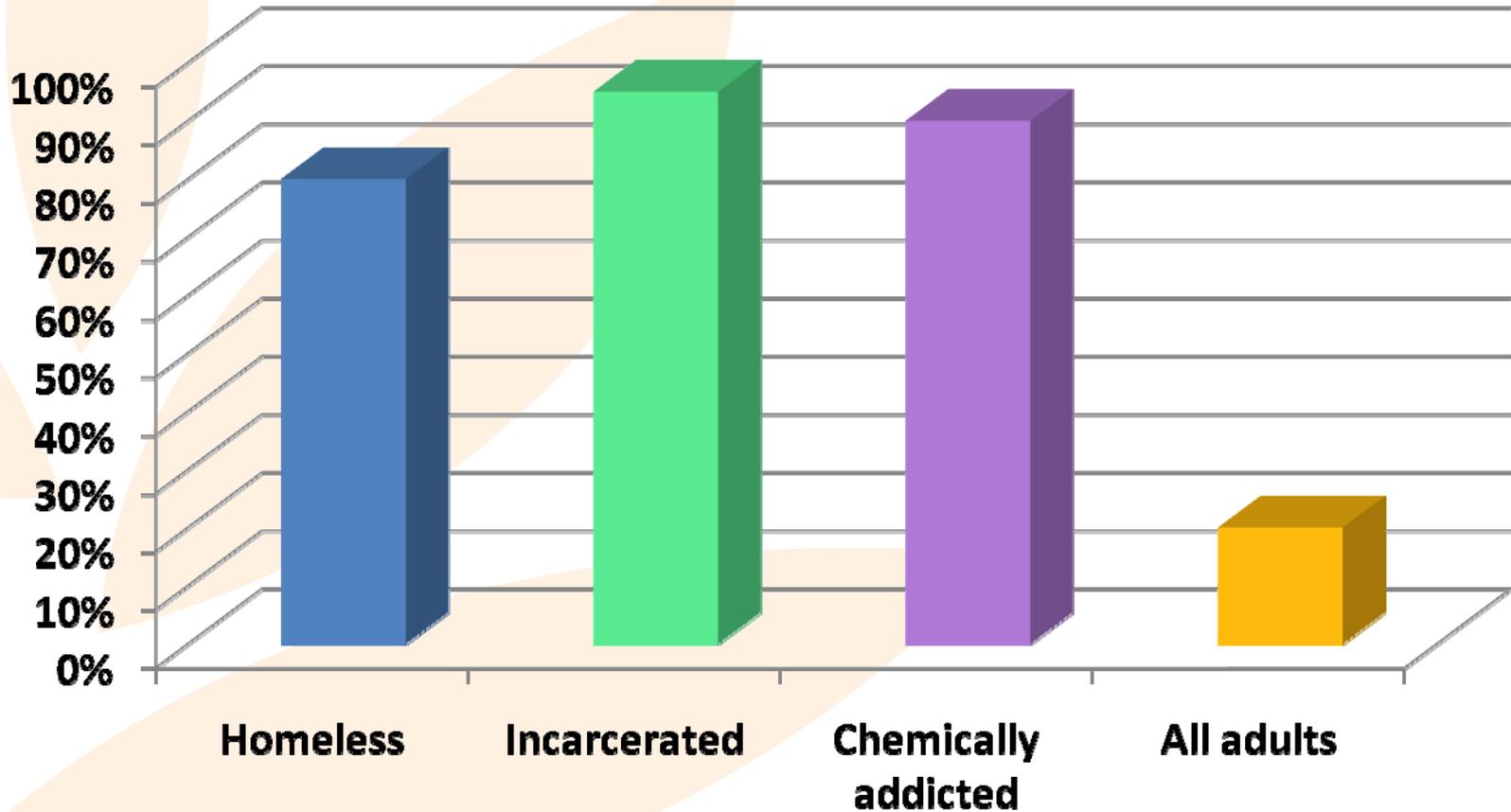
Low SES characteristics:

- Low-income
- Individuals with less than 12 years of education
- Medically underserved
- Unemployed
- Working poor

CDC Health Disparities and Inequalities Report United States, 2011 - Smoking Prevalence



Tobacco Use Prevalence Selected Populations



Opportunity Costs of Smoking



- Smoking even when there's not enough food
- \$840 per year on cigarettes (~9% of family income)



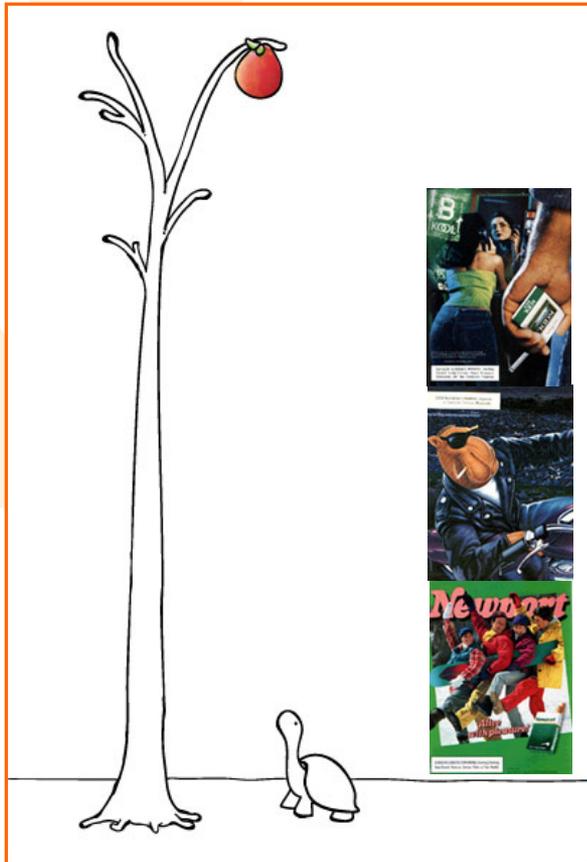
or



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- Centers for Disease Control and Prevention, 2005 Expert Panel on Populations at Risk for Poverty, Low SES and No Health Insurance

Tobacco and Low SES Communities



- Less access to cessation
- Lack of culturally appropriate resources
- More tobacco advertising

Key Break Free Initiatives

- Expert panel to address tobacco use in homeless populations
- Two national conferences
- National surveys
 - Community Action Programs
 - National Health Care for the Homeless Clinicians' Network
- Impact of tobacco taxes on low SES populations
- Correctional briefing paper
- Upcoming webinars
- Repository



Opportunities



- Raising awareness of the Tobacco Control Act among partners
- Impact of warning labels if quitline number is included
- Serve as conduit between our partners and the FDA CTP
- Invite members of the retail community to be partners/stakeholders

Contact Information



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BECOME A PARTNER! Visit

www.breakfreealliance.org