

Legacy is a national public health nonprofit dedicated to helping people live longer, healthier lives.

Our work includes groundbreaking tobacco prevention and cessation programs like **truth** and **EX**, as well as research, grant-making and outreach to populations disproportionately affected by tobacco.

Legacy has successfully reached millions of Americans with its effective and innovative use of funding received as part of the states' Master Settlement Agreement with the tobacco industry in 1998.

We now face a dramatic drop in available resources for our programs with the termination of this funding. As such, Legacy is actively seeking to engage nonprofits, corporations and other partners to help us continue our lifesaving work.



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FOR MORE INFORMATION ON LEGACY AND HOW TO
PARTNER WITH US, VISIT LEGACYFORHEALTH.ORG



truth is the largest national youth smoking prevention campaign and the only national campaign not directed by the tobacco industry. **truth** enables teens to make informed choices about tobacco use by giving them the facts about the industry and how it makes and markets its products.



Research has found that the **truth** campaign resulted in approximately 450,000 fewer youth smokers during its first four years.



RESEARCH: Legacy is committed to conducting and disseminating research on the impact of tobacco on our nation's health. The internal research team leads a rigorous evaluation of all Legacy programs. The Steven A. Schroeder National Institute for Tobacco Research and Policy Studies at Legacy advances the science behind social marketing, smoking cessation and tobacco control policy, translating scientific findings into effective tobacco control interventions.

PRIORITY POPULATIONS: Smoking disproportionately impacts the poor, least educated and socially marginalized in our country. That's why Legacy works to ensure that all Americans have equal access to tobacco prevention and cessation services through grants, technical assistance, training opportunities and ongoing support.



GRANTS: Legacy has awarded more than \$165 million through a variety of grant-making initiatives supporting programs with community-based organizations, public health departments, universities and foundations.

Most smokers want to quit but don't know how. That's why Legacy developed **EX**, a new way to think about quitting smoking — we call it "re-learning life without cigarettes." Created in partnership with Mayo Clinic, the program helps smokers create a free personalized quit plan with comprehensive, bilingual, evidence-based resources at **BecomeAnEX.org**.



Legacy has joined state and national public health partners in the National Alliance for Tobacco Cessation to help bring the benefits of **EX** to the American public.