

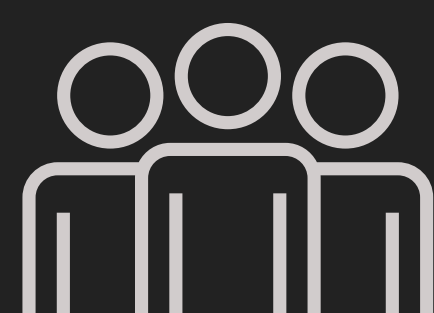


# The Path Ahead

**#BeTheFirst Tobacco-Free Generation:  
\$50M committed over 5 years to help the next  
generation lead a tobacco-free life**

## Train

**youth and adults to become  
tobacco-prevention ambassadors**



## Promote

**healthy behaviors and lifestyles  
to reduce the national youth  
smoking rate**

## Support

**100+ universities and colleges as they  
adopt a 100% tobacco-free campus policy**



## Invest

**nearly \$1M to support  
smoking cessation at several  
of the nation's leading  
cancer hospitals**