

Never doubt that a small group of concerned people can change the world. Indeed, it's the only thing that ever has.
- Margaret Mead

The Next Generation California Tobacco Control Alliance is a statewide coalition working to reduce tobacco use in California through collaboration between traditional tobacco control constituencies and new public and private sector partners.

Designed to go beyond traditional efforts, the Alliance unites government, nonprofit, health, corporate, academic, and entertainment organizations behind a comprehensive statewide tobacco control strategy.

The Alliance was established in 1997. Its founding members include the American Cancer Society, the American Lung Association of California, the California Center for Health Improvement, the California Healthcare Association, the California Medical Association, the Public Health Institute, Laufer Green Isaac, Office of Senator Diane Watson, the University of California Tobacco Related Disease Research Program, the University of California at Davis, and the University of California at Los Angeles. The coalition -- a program of the Public Health Institute -- receives its principal funding through a three-year grant from the Robert Wood Johnson Foundation's SmokeLess States National Program.

The Collaborative Vision

Collaboration is the central tenet of The Next Generation Alliance. Our vision is a tobacco-free California. Our strategic goals include the following:

1. Organize a comprehensive and collaborative alliance, linking traditional tobacco control organizations with new partners in the private sector.
2. Create a policy, research and information center that will serve the public and private sectors as both a clearinghouse and catalyst in forging powerful new initiatives and mutually reinforcing linkages between existing programs.
3. Recruit youth leaders statewide to serve as tobacco control advocates.
4. Strengthen and support existing tobacco control funding and programs without duplicating existing services.
5. Communicate tobacco control information to ethnic communities in a manner consistent with California's cultural diversity.

N E X T G E N E R A T I O N



CALIFORNIA TOBACCO CONTROL ALLIANCE

YOUTH ADVOCACY
INITIATIVE



N E X T G E N E R A T I O N
A L L I A N C E

The tobacco industry is adept at attracting young, "replacement" smokers for former consumers who quit or die from tobacco related illness. In fact, 90 percent of all smokers become addicted by age 19. **The Youth Advocacy Initiative** focuses on cultivating a Youth Leadership Team to spearhead an effective youth-oriented movement against tobacco at the local and state levels.

The Next Generation Alliance will:

- Facilitate youth involvement in intergenerational partnerships by pairing youths with adults from a variety of private sector fields to work together in developing and carrying out tobacco control programs that target youth.
- Work with the existing education networks and organizations such as The American Nonsmokers' Rights Foundation, Thumbs Up! Thumbs Down!, and neighborhood schools.
- Engage youth media resources and the tobacco control community in developing a youth-oriented media campaign.
- Sponsor Tobacco Free Community pilot programs linking school-based cessation and prevention services with community-wide efforts.
- Develop a Youth Leadership Academy, a comprehensive statewide summer program in which youth will learn more about tobacco industry tactics and advertising "tricks" and how best to combat them.