

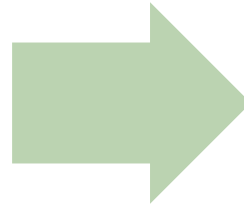
Washington Breathes

A statewide coalition of organizations and individuals working to eliminate the harms of commercial tobacco use.

Updates &
Action Plan
Review

Level Setting:

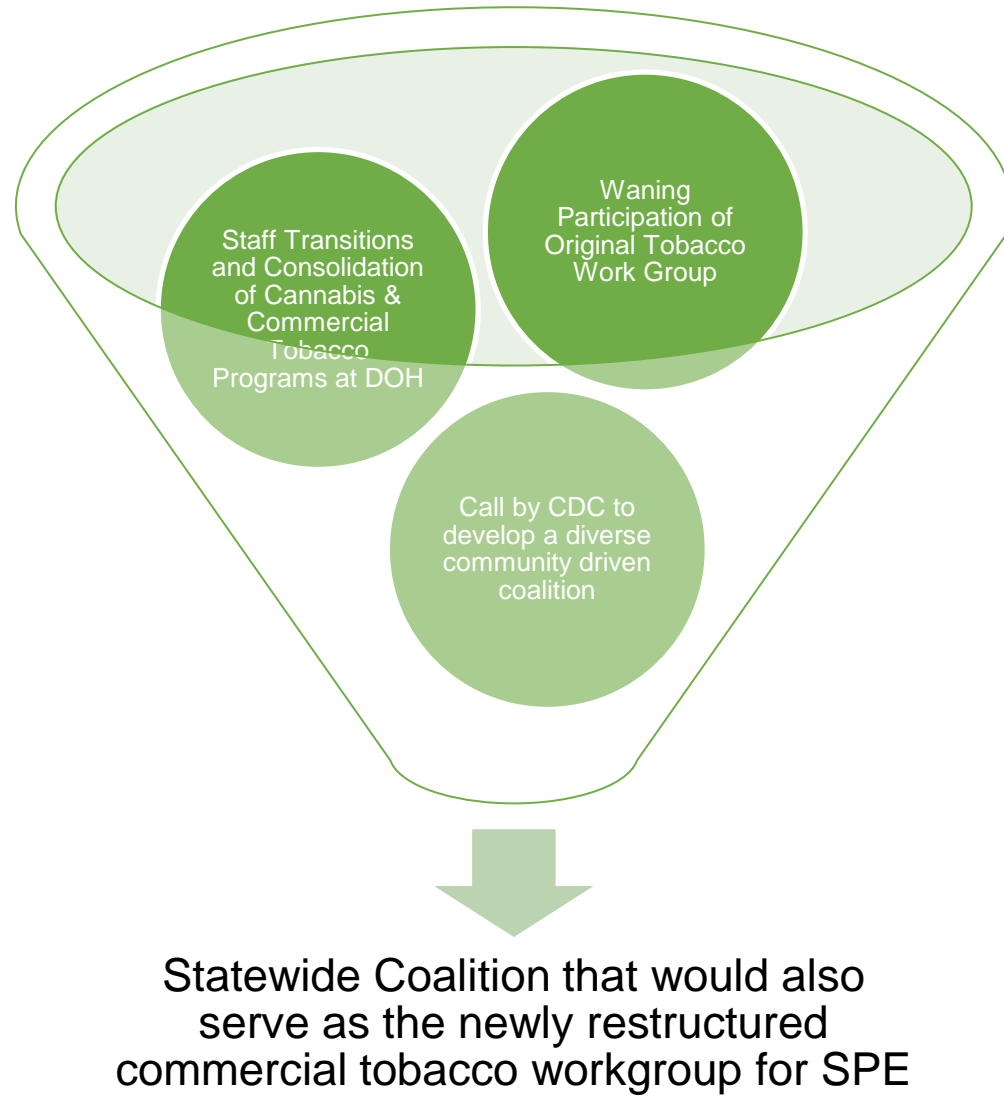
Tobacco and
Vapor Products
Prevention
Issues Team



Washington
Breathes



How did we get here?



Health's Commercial Tobacco Prevention Program



Building a Foundation



Learning, Growing,
Making Progress Together!



Now! Washington
Breathes launches!



Founding Steering
Committee forms fall 2021



Strategic Planning Group
convenes spring 2021



Supported by WA Dept. of
Health's Commercial Tobacco
Prevention Program



WASHINGTON
BREATHES



Our Vision

A healthier Washington, where commercial tobacco-related inequities are non-existent and where all people in our communities, across generations, are free from nicotine addiction, disease and premature death caused by commercial tobacco.



WASHINGTON
BREATHES



Our Mission

To bring together diverse partners from a variety of sectors to build capacity, collaborate, increase understanding, support cessation, and develop policy, systems, and environmental changes aimed at eliminating inequities and the negative effects from commercial tobacco use, sales and marketing.



Big Program Goals



Washington Breathes

A closer look at our bold Long-Term Program Goals

RESTORE FUNDING & COMPREHENSIVE STATE PROGRAM

PROGRAM GOAL I. Obtain sustainable state funding at no less than the CDC recommended level for a comprehensive commercial tobacco education, prevention, and treatment program that addresses the needs of the most impacted communities and equitably provides effective culturally appropriate services.

SUPPORT HEALTHY YOUTH

PROGRAM GOAL II. Eliminate underage commercial tobacco use (vaping and smoking) for a future nicotine-free generation.

IMPROVE CESSATION TREATMENT

PROGRAM GOAL III. Ensure effective, culturally, and linguistically appropriate nicotine cessation strategies and support is available and provided to all who seek it.



*Our Initial Action Plan outlines Strategies and shorter-term Objectives for each Goal.
The Steering Committee and Work Groups will adjust and expand on this plan as they work together.*

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A closer look at our bold Long-Term Program Goals

ELIMINATE INEQUITIES

PROGRAM GOAL IV. Improve health equity in the most impacted communities through elimination of inequities caused by commercial tobacco.

INCREASE COMMUNITY-BASED DATA

PROGRAM GOAL V. Increase the availability, quality, and use of data and practice-based evidence accepted and implemented as effective by local communities to improve the health of priority populations affected by commercial tobacco use.

END COMMERCIAL TOBACCO SALES

PROGRAM GOAL VI. Eliminate commercial tobacco sales in Washington State.



*Our Initial Action Plan outlines Strategies and shorter-term Objectives for each Goal.
The Steering Committee and Work Groups will adjust and expand on this plan as they work together.*



Organizational Goals

Be the leading voice in Washington State for healthier communities and ending the commercial tobacco epidemic.

Maintain a vibrant, effective statewide coalition with active participation from multidisciplinary partners and diverse community representatives.

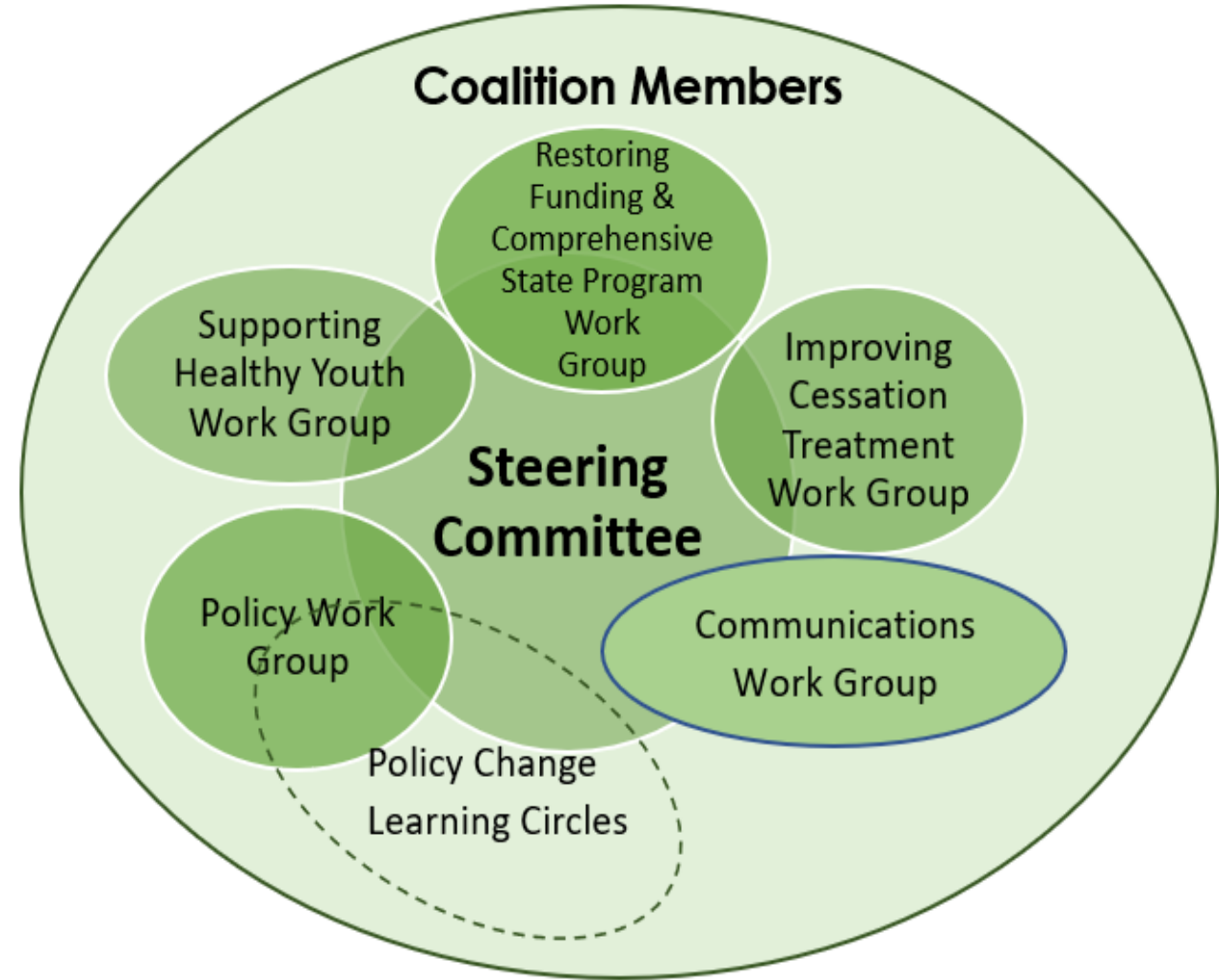
Ensure the coalition is adequately staffed and well-resourced to accomplish its Mission and Vision.



First Steps



Coalition Structure





Ready to learn more?

Check out: www.washingtonbreathes.org

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