

Working Together To Improve Community Health

3-17-2025





Briseida Chavez

**Cannabis & Commercial Tobacco
Prevention Professional
Educational Service District 123**

**Chair
Washington Breathes Board of Directors**



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.



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.

Thank You to Our Members!

2 Morrow, Inc.
American Heart Association
American Lung Association
Association of Washington School Principals
Association of WA Student Leaders
Bridging Cultural Gaps
B-THAT Prevention Coalition
Campaign for Tobacco-Free Kids
Cancer Pathways
Centralia Prevention Coalition
Chelan-Douglas Health District
Children's Alliance
Coalition for a Healthy Benton City
Coalition for Orcas Youth
Community Resource Center of Stanwood-Camano
ESD 123
Fred Hutchinson Cancer Center
Grant County Health District
InZights Consulting, LLC
Kitsap Public Health District
Morton UP! Coalition
Neighborhood House
NEWESD 101
Okanogan County Community Coalition

Parents Against Vaping
Public Health – Seattle & King County
Puget Sound Asthma Coalition
Rede Group
San Juan Island Prevention Coalition
Seattle's LGBTQ+ Center
Snohomish County Health Department
Spokane Regional Health District
SUPER Colfax
Tacoma-Pierce County Health Department
Target
Thurston County Public Health & Social Services Department
United General Health District 304
Virginia Mason Franciscan Health
Washington Chapter of the American Academy of Pediatrics
Washington State Department of Health
Washington State Department of Veterans Affairs
Washington State Health Care Authority – DBHR
Washington State Medical Association
Washington State Public Health Association
Whatcom County Health & Community Services
Youth Cannabis & Commercial Tobacco Prevention Program of Island County Public Health



Washington Breathes' Priority Issue Areas to Reduce Commercial Tobacco Use & Improve Health Equity



Restore Comprehensive Funding



Eliminate Flavored Products



Address Disparities



Improve Cessation Treatment



Support Healthy Youth



Restore Local Authority



**more info on
[washingtonbreathes.org](https://www.washingtonbreathes.org)**



Coming Together to Work for Change



Work**Groups**

Together, we build our capacity, increase understanding, and work for change to increase health equity and improve community health across Washington State.



**Supporting Healthy
Youth Workgroup**



**Communications
Workgroup**



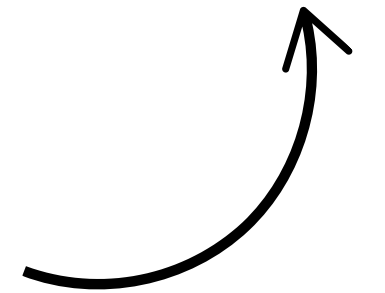
**Policy
Workgroup**



**Improving Cessation
Treatment Workgroup**



**Community-based
Data Workgroup**



Learn more and join a workgroup at
washingtonbreathes.org/get-involved

Commercial Tobacco Policy Change Learning Circles



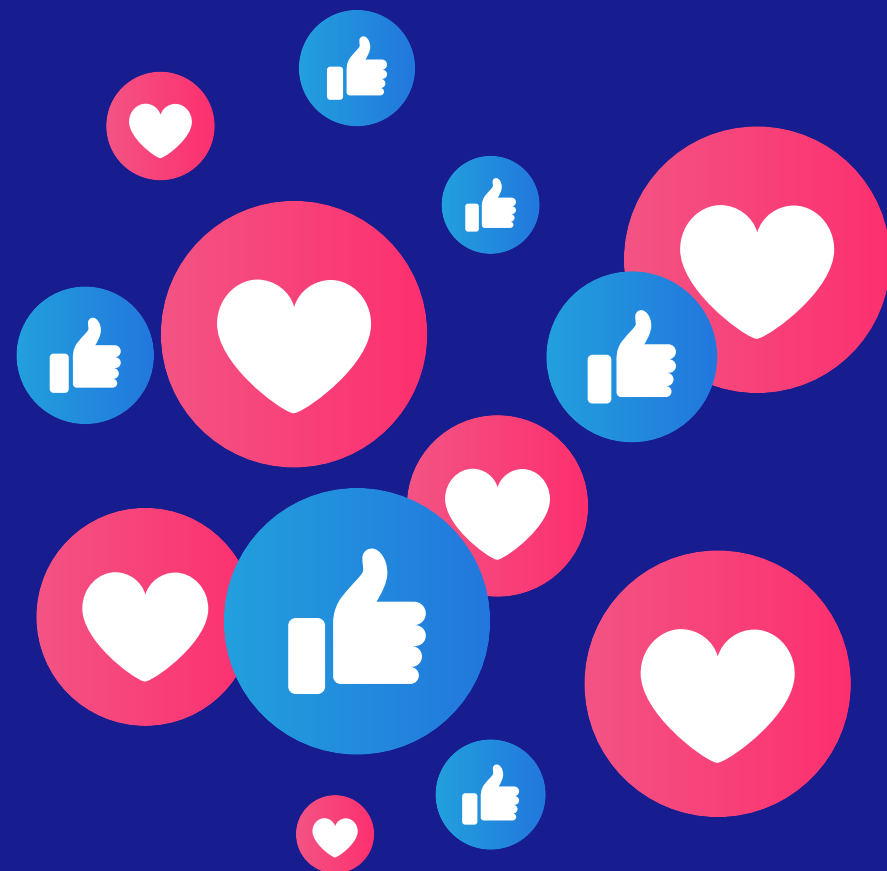
Forum for our members and partners to stay up-to-date & understand legislative and regulatory developments.

Our activities:

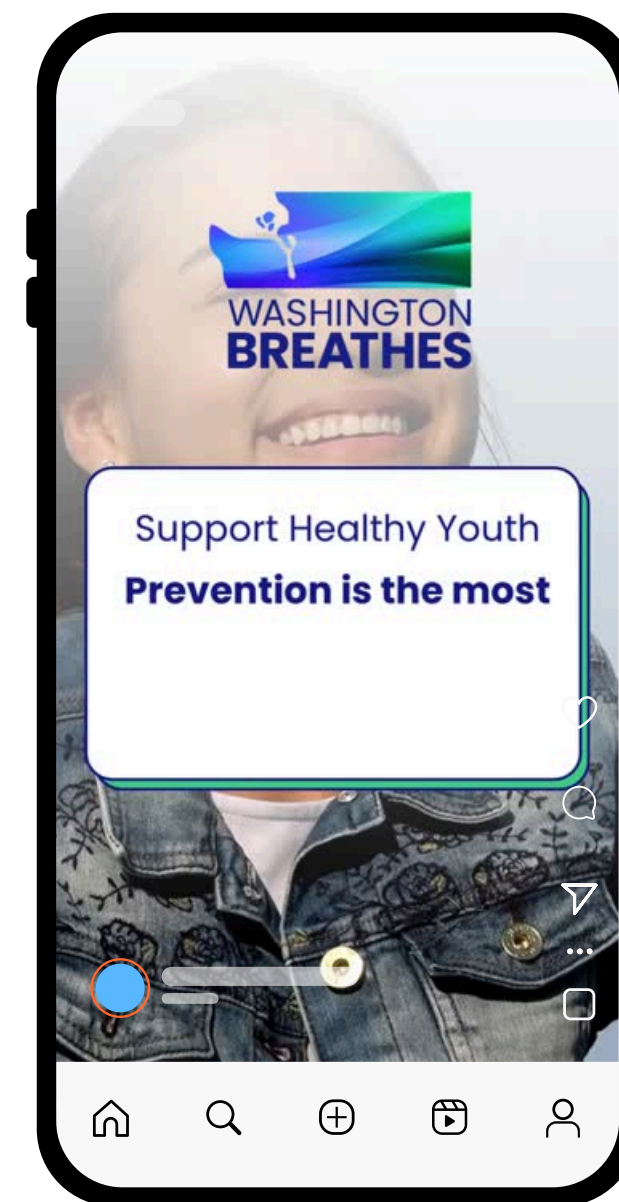
- track legislative developments
- share perspectives on policies – what’s good? what’s bad? what’s equitable?
- share what we know about how policymakers look at these issues
- discuss ways to educate policymakers

***2025 weekly sessions Tuesdays 12:30 – 1:30 PM through April
plus sessions on specific topics during the rest of the year.***

SOCIAL MEDIA CONTENT TO LIKE & SHARE & POST



Video Reels
Story Graphics
Post Graphics
Carousel Graphics
on 6 Priority Issues



State funding was reduced
from an average of
\$23.6 million
per year (2000–2009)
to an average of

↓
\$2.3 million
per year (2012–2022)



Learn more at
washingtonbreathes.org

Send message

Facebook

- www.facebook.com/WaBreathes
- @wabreathes

Instagram

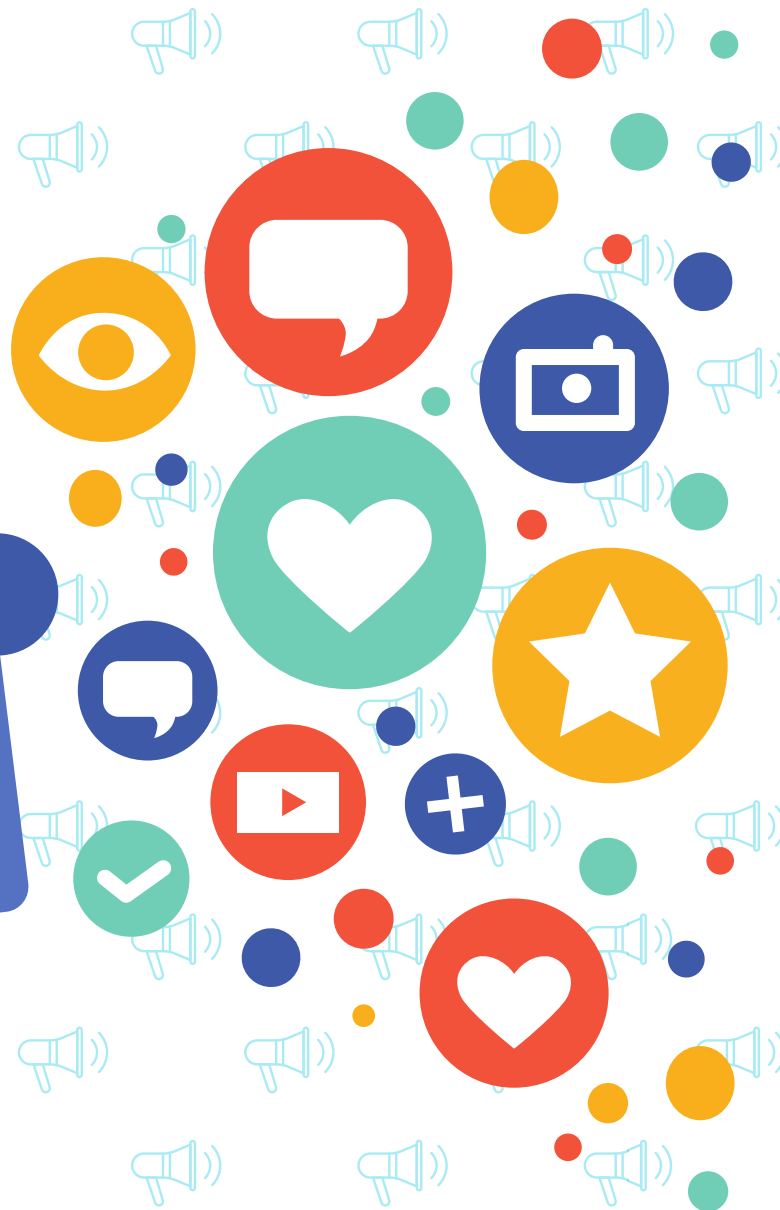
- [instagram.com/wa_breathes](https://www.instagram.com/wa_breathes)
- @wa_breathes

LinkedIn

- [linkedin.com/company/washington-breathes](https://www.linkedin.com/company/washington-breathes)

Webinars & Training Videos on YouTube

- [youtube.com/@WashingtonBreathes](https://www.youtube.com/@WashingtonBreathes)
- @wabreathes



SHARE YOUR STORY

**How is commercial tobacco impacting you?
your friends? your family? your community?**

What do you want policymakers to know?

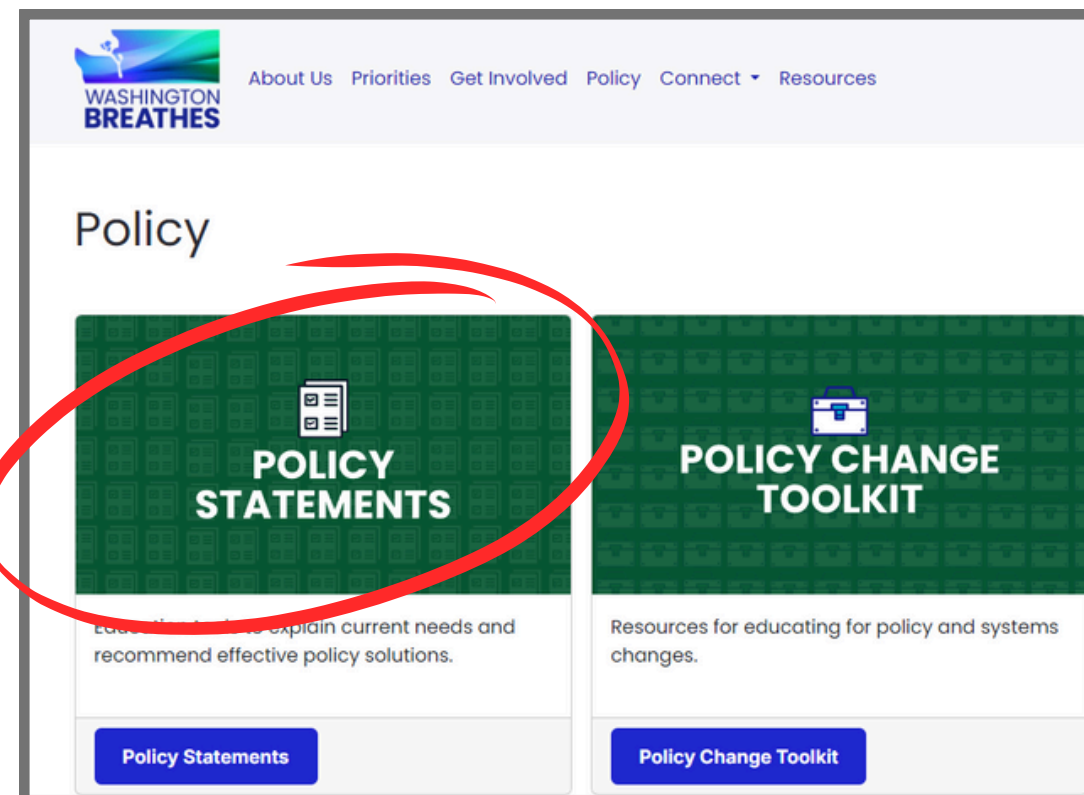


**WASHINGTON
BREATHES**

Policy Statements and Fact Sheets



**PDFs for download at
washingtonbreathes.org
under the Policy section.
In 6 languages**



WASHINGTON BREATHES

We must invest more to rebuild education, prevention, and cessation services.

Washington Invests Too Little In Preventing & Treating Nicotine Dependence

Actual State Spending versus Recommended State Spending for Commercial Tobacco Prevention & Cessation

WASHINGTON BREATHES

Equitable Cessation Services
Position Statement

To equitably support all communities and improve health, Washington State must invest in evidence-based strategies at a level to ensure that cessation services are:

- Available to All Who Seek It**
Every person seeking assistance for nicotine dependence regardless of their race, ethnicity, gender identity, cultural background, or socioeconomic status.
- Effectively Promoted**
Utilize supportive and empowering promotional messaging and avoid images depicting the use of nicotine-containing products or images that shame people who use commercial tobacco. Apply culturally relevant promotion strategies designed to reach diverse communities.

WASHINGTON BREATHES

Menthol & Flavored Tobacco Products
Position Statement

All flavorings, including menthol, should be prohibited in all commercial tobacco and nicotine products.

A policy to end the sales of menthol cigarettes nationwide could save 650,000 lives in the U.S., including over 250,000 lives among youth.

- REDUCE INITIATION**
Flavored tobacco products are commonly the first nicotine products used by youth.
- PROTECT COMMUNITIES**
Menthol cigarette products disproportionately affect people of color and low-income communities.

WASHINGTON BREATHES
washingtonbreathes.org

Menthol and Nicotine Cessation

Mentholated tobacco products make it easier to start and harder to quit.

THE PROBLEM

MENTHOL is a chemical additive in many cigarettes and e-cigarettes that makes it easier to start smoking or vaping and harder to quit.

Menthol makes it easier to start using nicotine.

THE SOLUTION

Prohibit the sale of menthol and all flavored commercial tobacco or nicotine products.

WASHINGTON BREATHES

Supporting Healthy Youth
Policy Solutions to End Youth Commercial Tobacco Use

- ELIMINATE ALL FLAVORED TOBACCO PRODUCTS**
- FUND TRIBAL, LOCAL, AND SCHOOL-BASED PROGRAMS**



LOOKING AHEAD

More work on:

- current projects
- great ideas on the back burner
- responding to developments and opportunities
- always recruiting for new members and leaders

Focus on financial sustainability:

- limited funding to get through 2025, probably need to reduce our part-time staffing levels
- great uncertainty about future support from CDC state tobacco control grant
- launching effort to apply for grants and reach out to funders after working with a fund development consultant

Thank
you



WASHINGTON
BREATHES

www.washingtonbreathes.org