



## City of Milwaukee Tobacco Free Alliance

Community Advocates Public Policy Institute's tobacco prevention program is dedicated to promoting health equity and reducing the death and disease caused by commercial tobacco use and exposure in Milwaukee. Our program, the City of Milwaukee Tobacco Free Alliance (CoMTFA), prioritizes lesbian, gay, bisexual, transgender, queer, and/or questioning (LGBTQ+) individuals, who are disproportionately targeted by Big Tobacco.

### Our 2022 Impact



Conducted outreach at **PrideFest Milwaukee** to discuss how and why the LGBTQ+ community is targeted by commercial tobacco corporations

Convened the **LGBTQ+ Work Group** and participated in the Milwaukee Tobacco Prevention & Health Equity Partnership

Created and provided **LGBTQ+ cultural training** to entire Tobacco Prevention and Control Statewide Movement to increase capacity of program to better serve the LGBTQ+ community

Participated in **Counter Tools retailer assessments** for a current view of the commercial tobacco landscape in Milwaukee

Created and collected **112 surveys on usage and perceptions of commercial tobacco, marijuana, and delta-8** to provide a better understanding of gender and sexually diverse individuals' experiences



Gathered 70 postcards for Senator Tammy Baldwin and Congresswoman Gwen Moore about the **FDA restriction of menthol and flavored cigars**

Coalition member Anna O. wrote the op-ed "**LGBTQ+ Tobacco Prevention as an Intersectional Approach to Fighting Plastic Pollution**" in Shepherd Express' Pride Month issue

Reached **100+ youth and young adults at high schools and local colleges** to provide information on vaping and cessation resources



Community Advocates Public Policy Institute  
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