

CITY OF MILWAUKEE TOBACCO-FREE ALLIANCE



OUR MISSION

The City of Milwaukee Tobacco-Free Alliance works with local coalitions & stakeholders to reduce & prevent tobacco use among individuals & communities who are disproportionately harmed by smoking & vaping. Our populations of focus are African Americans, Hispanic/Latinos, LGBTQ+ individuals & people with a low socioeconomic status. Health equity is infused in all that we do.

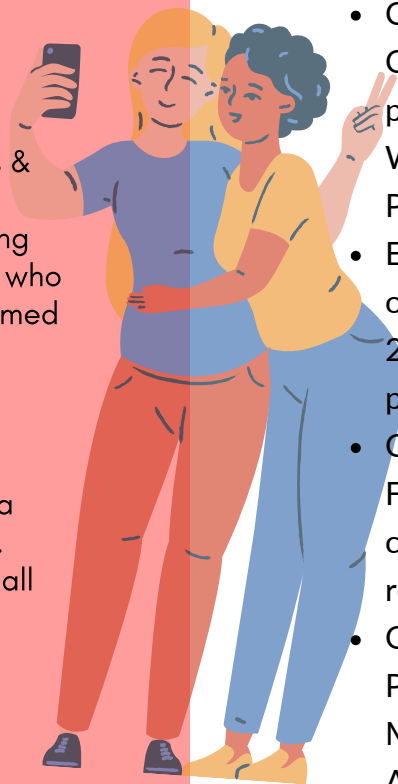
BY THE NUMBERS

Through the “Hold On To Your Butt MKE” campaign, maintained 17 cigarette butt receptacles at local businesses, community organizations, McKinley Beach and Grant Park, which prevented **1,512 pieces of litter** from ending up in our water system.

Distributed **7 DIY receptacles** and **25 DIY kits** for neighborhood cleanups

facebook.com/CityOfMilwaukeeTobaccoFreeAlliance

facebook.com/HoldOnToYourButtMKE



OUR 2021 IMPACT

- Cohosted virtual Retailer & Community Education Event to provide Milwaukee data from the Wisconsin Retailer Assessment Project
- Educated community stakeholders on policy changes made via Tobacco 21 to reduce access to tobacco products by those under 21
- Co-hosted Real Talk Friday panel on Facebook focused on LGBTQ+ community in Milwaukee & available resources
- Organized virtual Health Disparities Panel featuring panelists from the Milwaukee Health Department, Aurora Cancer Center & UW-CTRI
- Appeared on TMJ4 News about the impacts of tobacco on Milwaukee’s LGBTQ+ community
- Continued partnership with Mexican Fiesta to support tobacco-free stages & safety protocols
- Created & distributed “Resource Guide for Retailers”
- Partnered on the third LGBTQ+ Youth Substance Use Prevention Summit to link LGBTQ+ youth with allied adults & resources, plus performances by Melee McQueen, Jaelyn Jill, Lola Rome & Flowers 4 Ever.

