

**Break Free Alliance**

Tobacco  Nutrition  Physical Activity  Media  Built Environment  Youth/Schools

**Organization Description**

Break Free Alliance is a program of the Health Education Council and is funded by the Centers for Disease Control and Prevention (CDC), Office on Smoking and Health (OSH). The mission of Break Free Alliance is to reduce tobacco use among populations of low socioeconomic status (SES). We collaborate with Partner organizations who serve low SES populations to build their institutional capacity in tobacco control; assist with tobacco control education, activities and policy development; and work with state tobacco programs, committees and regions/collaborate with other networks.

**TA Expertise**

- |  |   |
|--|---|
| <input type="checkbox"/> Conducting Needs Assessment                         | <input checked="" type="checkbox"/> Policy Development/Analysis               |
| <input type="checkbox"/> Legal Analysis/Support                              | <input type="checkbox"/> Youth Recruitment                                    |
| <input checked="" type="checkbox"/> Developing Community Networks/Coalitions | <input type="checkbox"/> Strategic Planning                                   |
| <input type="checkbox"/> Media Campaign Management                           | <input checked="" type="checkbox"/> Healthy Equity                            |
| <input type="checkbox"/> Cultural Competency                                 | <input type="checkbox"/> Crafting Model Legislation, Policies, and Agreements |
| <input type="checkbox"/> Litigation Support                                  | <input type="checkbox"/> Community Planning                                   |
| <input type="checkbox"/> Joint-Use Agreements                                | <input type="checkbox"/> Safe Routes to School                                |
| <input checked="" type="checkbox"/> Technical Assistance Training            | <input type="checkbox"/> Complete Streets                                     |
| <input type="checkbox"/> Community Organizing                                | <input type="checkbox"/> Evaluation   |
| <input type="checkbox"/> Other:  |   |

**Population-Specific Expertise**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> 18-29-Year-Olds  | <input type="checkbox"/> Lesbian, Gay, Bisexual, and Transgender |
| <input type="checkbox"/> Hispanic/Latino   | <input type="checkbox"/> Rural                                   |
| <input type="checkbox"/> Labor   | <input type="checkbox"/> Asian/Pacific Islander                  |
| <input type="checkbox"/> Military  | <input checked="" type="checkbox"/> Low Socioeconomic Status     |
| <input type="checkbox"/> Mental Health   | <input type="checkbox"/> Urban                                   |
| <input type="checkbox"/> African American  | <input type="checkbox"/> General Population                      |
| <input type="checkbox"/> American Indian   | <input type="checkbox"/> Seniors                                 |
| <input checked="" type="checkbox"/> Other: workforce development, homeless persons, the incarcerated |  |

**Organization Experts**

Janet Porter, MPH, Break Free Alliance Program Director, [jporter@healtheducouncil.org](mailto:jporter@healtheducouncil.org)  
 Lisa Houston, MPH, Break Free Alliance Program Administrator, [lhouston@healtheducouncil.org](mailto:lhouston@healtheducouncil.org)  
 Kristi Maryman, BS, Break Free Alliance Program Coordinator, [kmaryman@healtheducouncil.org](mailto:kmaryman@healtheducouncil.org)

Break Free Alliance Coordinating Council Chairs:  
 Robert Anderson, Prevention Research Center, West Virginia University, Coordinating Council Chair  
 Rev. Larry Arce, Association of Gospel Rescue Missions, Coordinating Council Vice Chair  
 Joie Brown, Rural Alaska Community Action Program Inc., Coordinating Council Secretary

**Web Site**

[www.breakfreealliance.org](http://www.breakfreealliance.org)

