

Truth Initiative Foundation

Public Health Partner | MOU Signed: February 21, 2026

About the Organization

Headquartered in Washington, DC

Truth Initiative envisions a future free from nicotine addiction — a future that fosters healthier lives and a more resilient nation. The nation's largest nonprofit public health organization dedicated to tobacco prevention and nicotine cessation, Truth Initiative works to prevent youth and young adult nicotine addiction and empower quitting for all.

Partnership Purpose

The NAACP and Truth Initiative share common priorities in advancing health equity, health behavior change, and public health priorities that ensure the well-being of whole communities, especially those from historically excluded and marginalized populations.

Collaboration Focus

- Host community forums, workshops, and healing-centered discussions on the disproportionate impact of smoking and vaping on Black communities
- Advance the Breath of Freedom coalition, reframing nicotine cessation as an act of liberation and resistance
- Co-develop and distribute culturally relevant public health content, toolkits, and cessation materials
- Promote awareness and access to Truth Initiative's EX Program, a Mayo Clinic-developed digital cessation resource
- Foster engagement at the local, regional, and national levels through joint outreach and coalition-building

Programs & Resources

The EX Program (join.exprogram.com/joinfreedom) offers a self-guided, culturally resonant digital resource for people using or considering quitting tobacco. The Breath of Freedom Movement toolkit and landing page are being expanded, including an upcoming policy-focused toolkit on tobacco policy.

How to Engage

- Coordinate with NAACP state conferences and units to host or co-host community forums and cessation workshops
- Share the EX Program and Breath of Freedom toolkit through NAACP communications channels
- Loop in state conferences for local Breath of Freedom activations and events

For questions or to activate this partnership, contact NAACP Partnerships & Community Team — strategicpartnerships@naacpnet.org