



Hamilton

**Unfiltered Facts Attends the 2015
Philip Morris International
Shareholders Meeting**

Who We Are

- Unfiltered Facts is a youth-led, adult supported advocacy program.
- Our mission is to reduce youth smoking in the City of Hamilton & across Ontario.



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**UNFILTERED
FACTS**

What We Do

- Expose Tobacco Industry marketing tactics used to target and addict youth.
- Plan and implement advocacy activities and events.
- Build & strengthen partnerships with youth and other stakeholders.



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Why We Do It

- Smoking is the number one preventable cause of disease and death in Ontario and worldwide.
- To prevent youth from starting to smoke.
- Build resiliency and advocacy skills so youth can take leadership in their schools and communities.



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UFF Represents in New York City



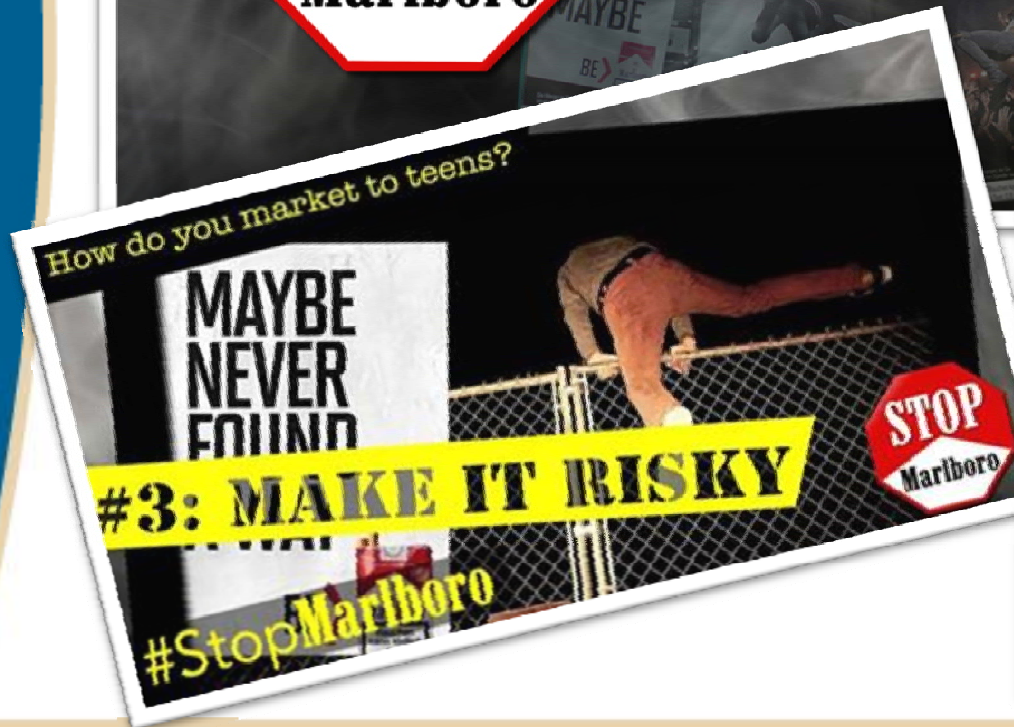
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What We Did – Day 1



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What We Did – Day 1



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What We Did – Day 2



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Youth Experience

- Akehil Johnson
- Kaitlyn Gunnis
- Kristen Castell



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Next Steps

- CFTFK to provide training to UFF volunteers.
- Plan and implement a UFF campaign to “Stop Marlboro” in Canada and worldwide.
- Explore building partnerships beyond the traditional tobacco control and health sectors.



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