



NATIONAL PUBLIC HEALTH ORG BRINGS ON WOMEN'S HEALTH AND WELLBEING LEADER TO SUPPORT COMMUNITIES WITH GREATEST BURDEN OF TOBACCO ADDICTION

Truth Initiative has brought on a veteran of the reproductive health, education and advocacy arena, Amy Taylor, to lead its community-level engagement and youth activism programs. Taylor joins the national youth tobacco prevention organization as senior vice president for community and youth engagement from Planned Parenthood Federation of America, where she was chief external affairs officer. She rose to that position over two decades with Planned Parenthood and Planned Parenthood Action Fund where she served in several senior leadership roles.

“Amy’s vast experience spearheading grassroots and advocacy organizing will help us make this the generation of youth and young adults who end tobacco use,” said Truth Initiative CEO and President Robin Koval. “Her successes building a national young adult advocacy network, working with Planned Parenthood’s state chapters to engage African American and Latina youth and doubling Planned Parenthood’s presence on college campuses, are illustrative of the depth of her organizing background. Amy’s skill set will be critical to our efforts to extend the reach of our community-level programs and foster change within communities impacted by tobacco use.”

“As our nation makes progress in reducing tobacco use, Truth Initiative continues to demonstrate its commitment to serving the populations who are at highest risk of tobacco-related death and disease,” said Dr. Georges Benjamin, executive director of the American Public Health Association and member of the Truth Initiative Board of Directors. “Community engagement and youth activism empowers meaningful change in our communities. Amy Taylor’s experiences working with minority groups, minority youth and college students will make Truth Initiative’s community and youth engagement programs even stronger in pursuit of our vision of a tobacco-free generation.”

Before joining Planned Parenthood, Taylor worked with political and public affairs consulting firms with a focus on legislative affairs and government relations, and as a researcher with the non-profit Center for Responsive Politics.

Taylor is a graduate of Wittenberg University in Ohio, and received a master’s degree in Business and Public Policy from George Washington University. Taylor succeeds Amber Bullock, who helped develop and eventually oversaw Truth Initiative’s community engagement and youth activism programs. Bullock retired in December 2015. Truth Initiative conducted a

nationwide search that included candidates with a broad diversity of backgrounds and experience.

About Truth Initiative

Truth Initiative is a national public health organization that is inspiring tobacco-free lives and building a culture where all youth and young adults reject tobacco. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**[®] public education campaign, our rigorous and scientific research and policy studies, and our innovative community and youth engagement programs supporting populations at high risk of using tobacco. The Washington D.C.-based organization, formerly known as Legacy, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more about our work speaking, seeking and spreading the truth about tobacco, visit truthinitiative.org.