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## Truth Initiative Awards truth IMPACT Scholarships to Young Leaders Inspiring Change in Their Communities

*Recipients from across the country are addressing youth tobacco and e-cigarette use while also encouraging their peers to quit*

**WASHINGTON, D.C. (February 21, 2024)** – [Truth Initiative](#)<sup>®</sup>, the organization behind [truth](#)<sup>®</sup>, the nationally recognized public education campaign, proudly announced today the three winners and five honorable mention recipients of its annual [truth IMPACT scholarship](#). These eight young people were selected from an annual application process open to students ages 16 to 25 across the United States. As youth e-cigarette use remains a serious public health concern with more than two million teens currently vaping nicotine according to the 2023 National Youth Tobacco Survey, the scholarship recipients are addressing the impact of tobacco in their local communities as well as helping to encourage their peers to quit. The winners will each receive \$5,000 in scholarship money to recognize and support community efforts, and the honorable mention recipients will receive \$1,000.

The 2024 **truth** IMPACT scholarship winners are:

- Ananya Pinnamaneni (San Ramon, California)
- Ania Sacuedo-Cedillo (San Diego, California)
- Mary Kimmerle (Lathrop, Missouri)

The 2024 **truth** IMPACT honorable mention recipients are:

- Aisha Ibrahim (Eagan, Minnesota)
- Ammar Siddiqi (Woodlands, Texas)
- Brenna Bastin (New Palestine, Indiana)
- Luluya Tekle (Greeley, Colorado)
- Veronica Nwanna (Sugar Land, Texas)

The scholarship funds will help further their education as they lead and inspire others to work toward public health advancements for their generation and in their communities.

“As this year’s **truth** IMPACT scholars, each of these eight young people serves as an example of their generation’s passion to help others and build healthy communities,” said Amy Taylor, Chief Development and Engagement Officer at Truth Initiative. “Young people are building a better future. We’re inspired to stand alongside them and proud to lift their voices as leaders who are inspiring positive change.”



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According to seventeen-year-old IMPACT scholarship winner Ania Sacuedo-Cedillo: “This scholarship and work with Truth Initiative will help me collaborate with my community to support other young people in living healthier lives.” Ania is a first-generation Latina student looking to pursue a career in psychology.

Mary Kimmerle shared: “I firmly believe that youth advocates are the most powerful force for enacting change. Truth Initiative is helping to amplify the voices of young people like myself, and I am thrilled to have the chance to contribute to building a better future.” Mary is passionate about working with young people and raising awareness around mental health.

### **Resources to help those looking to quit**

Truth Initiative provides support and resources designed specifically for young people to help them quit e-cigarette use through its award-winning and lifesaving nationally recognized **truth** campaign. Over 700,000 young people have enrolled in This is Quitting from **truth** — a free and anonymous text message quit vaping program for teens and young adults. A randomized clinical trial found that young adults aged 18-24 who used This is Quitting had nearly 40% higher odds of quitting compared to a control group. For help with quitting vaping, teens and young adults can visit [thetruth.com](https://thetruth.com) or text “**DITCHVAPE**” to **88709** for free resources.

### **Take action and learn more**

Anyone can join **truth** in taking action to address tobacco in their own communities. To learn more about the annual **truth** IMPACT Scholarship or get involved with **truth** visit [thetruth.com/takeaction](https://thetruth.com/takeaction).

### **About Truth Initiative®**

Truth Initiative is the nation’s largest public health organization dedicated to achieving a culture where all young people reject smoking and vaping, and anyone can quit. Our impact has helped drive youth smoking prevalence down from 23% in 2000 to a historic low of 2% in 2023. Through our proven-effective and nationally recognized **truth**® public education campaign and market leading cessation programs, we are leading the fight as e-cigarette use threatens to put a new generation at risk of nicotine addiction. Our first-of-its-kind, text message quit vaping program This Is Quitting has enrolled over 700,000 young people nationwide and our youth e-cigarette prevention curriculum *Vaping: Know the truth*® is being used in more than 9,000 schools nationwide. Our rigorous scientific research and policy studies, community and youth engagement



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programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment continue to help end one of the most critical public health battles of our time. Based in Washington D.C., our organization 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, visit [truthinitiative.org](http://truthinitiative.org).

**About truth®**

**truth** is the longest-running proven effective national tobacco prevention campaign for youth and young adults. The campaign delivers the facts about tobacco use and the marketing tactics of the tobacco industry so that young people can make informed choices and influence others to do the same. We are credited with preventing millions of young people from becoming smokers and are committed to achieving the same results with the youth e-cigarette crisis. As part of this effort, our first-of-its-kind, text message quit vaping program for teens and young adults This is Quitting® has enrolled over 700,000 young people nationwide since its launch in 2019. **truth** is part of Truth Initiative®, a national public health organization dedicated to achieving a culture where young people reject smoking, vaping, and nicotine. Learn more about **truth** and the organization behind it at [thetruth.com](http://thetruth.com) and [truthinitiative.org](http://truthinitiative.org).

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