

TEACH

Tobacco Education & Advocacy Coalition
For Hall County
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Acceptance in the Community Through Rebranding

In the heart of Hall County, a dedicated coalition embarked on a transformative journey to evolve beyond traditional tobacco prevention efforts. What began as **Tobacco Free Hall County**, a grassroots initiative focused on tobacco-free living, grew into something even more powerful: **TEACH—Tobacco Education & Advocacy Coalition for Hall County**.

This rebranding wasn't just a name change. TEACH reflects our broadened mission from *Promoting Healthy Lives Free from Tobacco in all Its Forms* to **Promoting Healthy Lives Free from Commercial Tobacco and Nicotine in all Its Forms**. This truly encompasses the ever-changing tobacco industry, including the rise of synthetic nicotine products, while also honoring sacred tobacco traditions in a respectful and culturally appropriate way.

The original name served its purpose well, emphasizing prevention and cessation. But as we listened to the community, we recognized a need for deeper involvement which is to educate, advocate and empower our community members in addressing the diverse challenges posed by tobacco and nicotine use, especially among young people.

The rebrand launched in June 2025 and quickly gained positive traction within the community. TEACH also appeared at its first community event in June, where the conversations were more open and relaxed, people were more eager to get involved with the coalition and signed up to learn more. Additionally, the hosts of the event incorporated smoke-free/vape-free language into their materials and allowed TEACH to post smoke-free/vape-free signage throughout the event with a small, designated smoking area, furthest away from the event.



This helped us to learn, understand and validate the need for the rebrand – “tobacco-free” was perceived negatively and sometimes even offensively by some, leading to resistance. It gave the community something to rally around.

Ultimately, this shift reinforced a fundamental truth: **“Tobacco Ends Where Education Begins.”** Through TEACH, we're cultivating a space for meaningful conversations and empowering our community to take ownership of its own health journey and know that we are here to help along the way.

Teach4hallcounty.com

~Envisioning a future free of commercial tobacco & nicotine~

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