# Index

# A

Achievements in Tobacco Cessation: Case Studies (Web site), 308 ACS. See American Cancer Society (ACS) Adami, Kenneth, 202 policy interventions, 167 Advertising Age, 179 advertising from tobacco industry, 121-2 billboards, 143, 144 (See also billboards) exposing tactics of, 199–200 Operation Storefront, 210-2 point-of-purchase displays, 268-9, 276 policies for limiting, 170, 179-82, 195-6 store owners, educating, 218 Tobacco Advertising and Promotion: A Guide to Developing Policy, 253-77 (See also Tobacco Advertising and Promotion: A Guide to Developing Policy) "Advice to NCI About Their Future Role in Tobacco Control," 395-6 Advocacy Institute, 65, 462, 463 Advocacy Opportunities Advance Group report, 438–40. See also Realizing America's Vision for Healthy People: Advancing a Federal Commitment to Effective Tobacco Control African Americans, 141. See also minority communities advertising targeted toward, 258, 259 clergy helping to ban tobacco advertising in St. Louis, MO, 195 Agency for Healthcare Research and Quality, 446 age requirements for tobacco purchasing, 228-9 AHA. See American Heart Association (AHA) AIR (American Institutes for Research), 54n Akeley, Stephen, 303 ALA. See American Lung Association (ALA) Albuquerque, Melissa, 294 program services for interventions, 283 Albuquerque, NM, 84 Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act (1992), 402 Allen, Carol, 341 Alley, Kelly, 389 strategic planning, 385 American Cancer Society (ACS) baseball ticket promotion in Denver, CO, 358

CancerScam: The Diversion of Federal Cancer Funds to Politics (Bennett and DiLorenzo) criticizing, 346 Coalition on Smoking OR Health, 13 continuing role in ASSIST, 404 contributions to ASSIST, 449 funding affecting durability of tobacco prevention programs, 412 Great American Smokeout (GASO), 140 lobbying rights of, 354 media advocacy workshop, 130 meeting with American Heart Association and American Lung Association, 14 Missouri, youth appeal to policymakers in, National Cancer Institute (NCI) partnership, 43, 68-72, 390 as partner with ASSIST, 11-2 as part of Training and Technical Assistance Advance Group (TAT), 432 policy advocacy, 52, 170, 194 program services, providing, 289 program services offered in Wisconsin, 292 public health tobacco control project, 480 Shalala, Donna, meeting with, 405 SmokeLess States National Tobacco Policy Initiative, 398 state health agencies, cooperation with, 482 state health agencies, request for proposals from, 35–6 in structure of ASSIST, 47-8, 49 Tobacco Technical Assistance Consortium, 499 in transition team, 454 Winston cigarette campaign refuted, 139 American College of Obstetricians and Gynecologists, 298 American Constitutional Law Foundation, 356, American Heart Association (AHA) American Cancer Society (ACS) meeting with, cessation of smoking, support for, 290 Coalition on Smoking OR Health, 13, 47 conference sponsorship on tobacco control by, 451 as key organization in selected states, 51 program services in South Carolina and Wisconsin, 292 SmokeLess States National Tobacco Policy Initiative, 398 Winston cigarette campaign refuted, 139

American Heart Association Guide for Improv-"Through With Chew" campaign, 299 ing Cardiovascular Health at the Community Arnold Communications, 147 Level, 500 ASA News, 351 American Institutes for Research (AIR), 54n Ashton, Sister Mary Madonna, 56 American Journal of Preventive Medicine, 447 Asian Pacific Partners for Empowerment and American Legacy Foundation, 499 Leadership, 451 American Lung Association (ALA) Asians, 259, 300. See also minority communities cessation of smoking, support for, 290 ASSIST Coalition on Smoking OR Health, 13, 47 accomplishments, summary of, 505-6 conference sponsorship on tobacco control by, bibliography for, 155–63 Colorado, tobacco industry opposition in, as key organization in selected states, 51 meeting with American Cancer Society (ACS), committees, 55-64 (See also committees of ASSIST) New York countering tobacco industry argu-Community Intervention Trial for Smoking ments on economy, 208-9 Cessation (COMMIT) compared with, 10 Non-Dependence Day, 140 conceptual framework cube, 485f program services in South Carolina and Wisconceptual framework for, 19-39 (See also consin, 292 conceptual framework for ASSIST) SmokeLess States National Tobacco Policy Iniconference materials for 1999, 172 tiative, 398 Freedom of Information Act (FOIA), respond-Winston cigarette campaign refuted, 139 ing to requests, 350–2 American Medical Association, 53, 451 goals for, 388, 446f American Public Health Association, 53 Initiatives to Mobilize for the Prevention and Americans for Nonsmokers' Rights (ANR), 35 Control of Tobacco Use (IMPACT) com-American Smokers' Alliance, 351 pared with, 447, 448t American Stop Smoking Intervention Study for interventions, 477-510 (See also interventions, Cancer Prevention (ASSIST), 3. See also potential of) ASSIST legacies of, 479–81 American Wholesale Marketers Association, 335 lobbying regulations, understanding, 352-4 Anderson, Robert H., 483, 507 Maine, tobacco industry opposition in, 367–9 national, state, and local coalitions, 77 Minnesota, tobacco industry opposition in, Annual Action Plans, 91–2, 106–7, 109–10 362 - 7name of, 3 ANR (Americans for Nonsmokers' Rights), 35 newspaper clippings database, 35 antitobacco campaigns, 142, 145-9 New York, tobacco industry opposition in, Campaign for Tobacco-Free Kids (CTFK), 498 369 - 71(See also Campaign for Tobacco-Free Kids policies, focus on, 371-2 (CTFK)) Print Media Database, 503 counterpromotions, 271-4 Doctors Ought to Care (DOC) campaign counresponse to opposition from tobacco industry, tering Philip Morris's Bill of Rights tour, 350–72 (See also tobacco industry) 276 - 7transition from demonstration project to nationwide program, 443-76 (See also transition to at family events, 200 nationwide program) Get Outraged campaign, 148 in transition team, 454 "Let's Making Smoking History" campaign, Washington State, tobacco industry opposition in, 361-2 mandatory counteradvertising, 270-1 paid media campaigns, 269–70 ASSIST: A Guide to Working with the Media, 52, public service announcements (PSAs), 271 radio campaign in Rhode Island, 149, 150 ASSIST Coordinating Center, 54-5

consultant hired by, 95

"Think. Don't Smoke" campaign, 132-3, 185-6

as essential to ASSIST's success, 494–5 Freedom of Information Act (FOIA), responding to requests, 351 media advocacy training, 131 newspaper clippings database, 149, 151, 503 resolution for national tobacco control program, 408 site trainers network, 98–9 staff, 87 strategic communications, 66 "swiss cheese" press releases, 135 technical assistance from, 93–4, 97, 390 workshop on policy advocacy limitations, 337 ASSIST Coordinating Committee, 44, 55–8 ASSIST Media Network, 132–3 Association of State and Territorial Health Officials (ASTHO), 399 conference sponsorship on tobacco control by,	Bates numbers, 312, 313  Beasley, John K., 507  cochair of Funding Advance Group, 423n2  program services for interventions, 283  smoking cessation hotline in Michigan, 296  structure and communications, 41  Bennett, James T., 346  Bero, Lisa  challenges from tobacco industry, 309  Best Practices for Comprehensive Tobacco Control Programs, 459, 461, 463–4  Bettinghaus, Erwin, 56, 480, 507  Bible, Geoffrey C., 348, 369, 370  bibliography for ASSIST, 155–63. See also resources for ASSIST  billboards. See also advertising from tobacco industry  removal of tobacco advertising from baseball
451 meeting with Donna Shalala, 404, 405 Office on Smoking and Health (OSH), working with, 456 policy developments affecting durability of to-	park in Charleston, WV, 143 restrictions on, 144, 263–4 Tobacco Master Settlement Agreement, 143 voluntary restrictions on tobacco advertising, 275
bacco prevention programs, 412 policy statement from, 402 Tobacco Control Network of State Health Agency Program Managers for Tobacco Prevention and Control formed by, 401	bingo parlors, 250 Blank, M. J., 80 Bloch, Michele, 507 Bloomfield, William E., 277 Boblitt, Wendy, 432n1
in transition team, 454 ASTHO. <i>See</i> Association of State and Territorial Health Officials (ASTHO) athletic facilities, 265–6. <i>See also</i> recreational facilities	Bonilla, Henry, 330, 331–2, 339 Borbely, Deborah, 432n1 strategic planning, 385 Boston Red Sox, 148
Australian North Coast Health Lifestyle Program, 9	Bourne, David, 423n2 bowling centers, 250–1
В	Bracht, Neil strategic planning, 385 Brandeis, Louis, 198
Babb, Stephen  Las Cruces Clean Indoor Air Ordinance, NM, 197, 223  Mesilia, NM, smoke-free restaurant policy, 219 policy interventions, 167 tobacco control coalition formed in Silver City, NM, by teenagers, 207	Breslow, L., 501 Briant, Thomas, 322–3, 326 Freedom of Information Act (FOIA) (1966) requests hampering ASSIST program, 372 on membership in ASSIST, 343 memo to tobacco industry representatives, 364–5 Minnesota political environment, 336
bars, policies restricting smoking in, 245–6. <i>See</i> also restaurants	representing tobacco industry in Minnesota, 363 Bridger, Chuck, 432n1
baseball ban on smoking in stadiums in Virginia, 192–3 Pedro Martinez television spot, 148–9 park in Charleston, WV, 143	Brown, Helene G., 56, 482 as contributor to ASSIST project, 507 on inclusion of different points of view, 495 testimony before National Cancer Policy
Bates, Brian, 364	Board, 418–20

Bruno, Joseph, 370 case studies, 100 Bryant, G. Lea, 303 achievements in tobacco cessation (Web site), program services for interventions, 283 Colorado, clean air ordinance passed in Denver, businesses as allies to tobacco industry, 333-6, 343 301 - 2Colorado, opposition to ASSIST from tobacco industry in, 355-60 Colorado tobacco-free schools law, 297 CA-A Cancer Journal for Clinicians, 6 Indiana's battle against preemption of local or-Caldwell, M., 405 dinances, 217 Califano, Joseph, Jr., 492–3 Maine, opposition to ASSIST from tobacco in-California dustry in, 367–9 Alternative Sponsorship Program, 272 Massachusetts, Mother's Stress Management antismoking infrastructure in, 482 Task Force in, 295 Massachusetts, regional networks in, 85 countertobacco media campaigns, 146-7, 270 Massachusetts increasing tobacco tax to fund funding for tobacco prevention programs, 492 healthcare for children, 201-2 Health Effects of Exposure to Environmental Michigan, smoking cessation hotline in, 296 Tobacco Smoke: Final Report and Appendi-Michigan sports arena made smoke-free by ces (Environmental Protection Agency of youth advocates in Grand Rapids, 204–6 CA), 171 Minnesota, opposition to ASSIST from tobacco Kurt Malmgren on ASSIST program in, 318 industry in, 362–7 Marlboro brand sponsoring State Fair in, 277 Minnesota's transition from state to national reducing social acceptability of tobacco use, program, 465-7 Missouri, youth appeal to policymakers in, selection for ASSIST program, 31–2 190 - 1smoke-free worksites, study on, 172 Missouri clergy helping to ban tobacco advertax increase on cigarettes, 497 tising in St. Louis, 195–6 tobacco control as public health initiative, 496-8 New Mexico, Albuquerque program, 84 Tobacco Control Program, 97-8 New Mexico, Las Cruces Clean Indoor Air Or-Camel cigarettes dinance, 197, 222–3 "Joe Camel" character, 179, 258, 266–7 New Mexico, smoke-free restaurant policy in Campaign for Tobacco-Free Kids (CTFK), 498 Mesilia, 219 banner from, 394 New Mexico, tobacco control coalition formed map of state cigarette tax rates, 489 by teenagers in Silver City, 206-7 National Center for Tobacco-Free Kids evolv-New York, countering tobacco industry arguing from, 395 ments on economy, 208-9 cancer control, 3 New York, opposition to ASSIST from tobacco environmental tobacco smoke (ETS), 171–2, industry in, 369-71 238 (See also environmental tobacco smoke North Carolina, evaluation of coalitions in, 86 (ETS)) North Carolina, tobacco prevention program in five phases of, 6-7 schools, 293-4 mortality rates in decline in U.S., 419 North Carolina advocacy for tobacco-free studies linking smoking to cancer, 4–5 schools, 215-6 The Cancer Letter (newsletter), 58 North Carolina reducing youth access to tobac-CancerScam: The Diversion of Federal Cancer co products, 209-10, 304-5 Funds to Politics (Bennett and DiLorenzo), 346 Operation Storefront, 210–2 Capwell, Ellen, 435n2, 438n2 South Carolina bans smoking in State House, carcinogens, 171-2, 238. See also cancer control Virginia baseball stadiums, ban on smoking in, cardiovascular health/disease, 485f, 500 192 - 3Carlson, Arne, 340, 364 Virginia Tobacco Settlement Foundation, 467–8 Carter, Peggy, 363-4

Washington State, opposition to ASSIST from tobacco industry in, 361–2

Washington State's smoke-free policy on state ferries, 220–1

CDC. *See* Centers for Disease Control and Prevention (CDC)

Census Bureau, Current Population Survey (CPS), 34

Centers for Disease Control and Prevention (CDC), 60

Best Practices for Comprehensive Tobacco Control Programs published by, 463 coalitions with states, 89

conceptual framework of ASSIST used to promote cardiovascular health, 499–500

conference sponsorship on tobacco control by, 451

continuing role with ASSIST, 404–5, 409–10 funding affecting durability of tobacco prevention programs, 412

funding for state tobacco prevention programs, 492

Health Consequences of Involuntary Smoking: A Report of the Surgeon General, 171

Initiatives to Mobilize for the Prevention and Control of Tobacco Use (IMPACT), 21, 497 (*See also* Initiatives to Mobilize for the Prevention and Control of Tobacco Use (IMPACT))

National Cancer Institute (NCI), mission shared with, 447

National Tobacco Control Program (NTCP), 445, 484 (*See also* National Tobacco Control Program (NTCP))

Nutrition and Physical Activity Program, 501 strategic planning with ASSIST, 387 tobacco control programs, support for, 393

transition, responsibilities during, 450–1, 454

cessation of smoking, support for, 290, 294, 296. *See also* program services for individuals

Charleston, WV, 143

The Charlotte Observer (newspaper), 126 Philip Morris's antismoking campaign, 132–3 underage tobacco usage, 136–7

chewing tobacco, 136, 299

Chiglo, Binh, 363-4

Chilcote, Samuel, 319, 326, 328

child care centers, policies restricting smoking in, 247

children. *See also* teenagers brand identification of tobacco products, 179

child care centers, policies restricting smoking in, 247

environmental tobacco smoke, effect on, 237 healthcare for, funded by cigarette tax, 201–2 impact of advertising on, 257–8

chronic diseases, 486

cigarettes

advertising for, 179–82 (*See also* advertising from tobacco industry)

California tax increase, 497

Camel cigarettes, 179, 258, 266-7

consumption data, 34

Marlboro brand, 272, 277

Massachusetts tax increase, 498

single sales, 233

smoking linked to lung cancer, 4-5

taxes for, by state, 177-8t, 489f, 490t

taxes on influencing smoking behavior, 27 Uptown brand, 258

Winston brand campaign, 138–9

Citizens Against Government Waste, 334

Citizens Against Tax Abuse and Government Waste, 356, 358

Clean Indoor Air: A Guide to Developing Policy, 235–52

air quality, 239

child care centers, policies restricting smoking in, 247

enforcement issues, 251-2

environmental tobacco smoke (ETS), 237–8 (*See also* environmental tobacco smoke (ETS))

federal policies, 240

health care settings, restrictions on smoking in, 247

local policies, 241

locations covered by policies, 242

policy options, 239-40, 242-51

prisons, restrictions on smoking in, 248–9 public spaces, restrictions on smoking in, 244–5

public support for, 242

public transportation, restrictions on smoking on, 248

recreational facilities, restrictions on smoking in, 249–51

restaurants, restrictions on smoking in, 245–6 (*See also* restaurants)

schools, policies restricting smoking in, 246 state policies, 240–1

voluntary policies, 240

Clean Indoor Air: A Guide to Developing Policy coalitions, experience of, 89 infiltration of ASSIST program by tobacco al-(continued) lies, 343 workplaces, 243–4 (See also worksites) Kick Butts Day, 141 clean indoor air laws/policies, 171, 175t, 491. See local organizational structures, 50 also environmental tobacco smoke (ETS) number of state and local coalitions, 83t clergy against tobacco advertising in St. Louis, opposition to ASSIST from tobacco industry in, MO, 195-6 354, 355–60 Clinton, William J., 408 prevention education activities in Denver, Cloud, Stuart, 346 299-300 CNN (news network), 139 report from tobacco industry on ASSIST in, coalition-based community interventions, 4. See 325-6also communities/community interventions tobacco cessation programs for teenagers in, as backbone of ASSIST, 52 coalition building, 77-118 (See also coalition tobacco-free schools law, 297, 303 building) tobacco-free schools material, 288 evaluation of at state level, 33-4 Tobacco Institute's legal action in, 337 state and local levels, 23-4 tobacco use prevention program booklet, 287 coalition building, 77-118, 194-6 Colt, Sandra challenges in, 81-3 program services for interventions, 283 guidelines for, 80 committees of ASSIST, 55-64 implementation, transitioning to, 96-8 ASSIST Coordinating Committee, 44, 55-8 media, 124, 125-6 Multicultural Subcommittee, 59-62 Minnesota, Tobacco Control Plan, 103, 108–10 Project Managers Subcommittee, 63-4 national tobacco prevention program, toward, Research and Publications Subcommittee, 62–3 400 - 3Strategic Planning Subcommittee, 58-9 number of state and local coalitions, 83t Technical Assistance and Training Subcom-Rhode Island membership in ASSIST state coamittee, 62 lition, 101–2 communication with ASSIST, 64-7 site trainers network, 98-9 electronic communications system (ECS), 65 SmokeLess States National Tobacco Policy Inimedia activities, 119-66 (See also media actiative, 398 (See also SmokeLess States Nativities) tional Tobacco Policy Initiative) strategic communication, 65-7 stages for development, 79-80 Washington State's program, 112 states' roles in, 83-90 communities/community interventions. See also strategic planning for, 90-3 interventions training for, 93–5, 113–7 Washington State, Project Management Plan assessment of needs and assets, 26 coalition-based as backbone of ASSIST, 52 from ASSIST, 111-2 coalition building, 77–118 (See also coalition Wisconsin, Smoking Control Plan, 104-5, 106 - 7building) community groups as part of network, 29t, Coalition for a Tobacco-Free Colorado (CTFC), 30 - 1355, 357–8 environment, 25, 28-9 Coalition for a Tobacco-Free West Virginia newsevaluation of coalition-based model, 33-4 interventions focusing on, 3-4, 23-4 Coalition for Responsible Retailers, 366 local health departments, 50-1 Coalition on Smoking OR Health, 13, 47, 48 Cobb, Patrick, 215 local policy changes in, 213, 216 policy changes at local community level, 213 policy interventions, 167 rationale for commitment to, 10-11 Collin, J., 384 scientific basis for interventions based on, 7–10 Colorado social movements engaging, 198 clean air ordinance passed in Denver, 301-2

surveys of tobacco advertisements, 274	data sources for evaluation of ASSIST program, 32–3
Communities for tobacco-free kids: Drawing the line (Harris and Herrera), 84	
	Davenport-Cook, Glenna program services for interventions, 283
Community Environment Channel, 343–5	"death clock," 277
Community Guide to Preventive Services, 27	DeBuono, Barbara, 370
Community Intervention Trial for Smoking Cessation (COMMIT), 4	
ASSIST compared with, 10	decision making, participatory encouraged, 494–5
public opinion on tobacco advertising, 260	Delaware, preemption of tobacco restrictions in, 186
relationship to ASSIST, 71	
Comprehensive Tobacco Control Plans, 91–2,	Dennaker, Germaine, 151 media interventions, 119
104–5, 108	De Noble, Victor, 126, 148
conceptual framework for ASSIST, 19–39	Department of Health and Human Services. See
channels for tobacco prevention, 25–6	Health and Human Services Department
the cube model, 25f	(DHHS)
evaluation of program, 31–5, 33f	Diaz, I., 127, 131
interventions, 26–8	Dillenberg, J., 404
priority populations, 24–5	DiLorenzo, Thomas J., 346
program objectives, 28–31, 29t	dissemination, 447
public health model utilization, 21–4	Division of Cancer Prevention and Control
selection of states, 35–7	(DCPC)
Congress, 328–33	approval of ASSIST program, 12–4
Congressional PIG Book, 334	design and implementation of ASSIST, 45–6
Connolly, Gregory N., 507	five phases of cancer control, 6–7
Cook, Lynn C., 144	Peter Greenwald as head of, 5
media interventions, 119	Doctors Ought to Care (DOC), 273
program services for interventions, 283	campaign countering Philip Morris's Bill of
cotinine, 238	Rights tour, 276–7
counteradvertising, 269–71. See also antitobacco	Robert Jaffe's involvement with, 326
campaigns counterpromotions, 271–4	sponsorship of U.S. Boomerang Team, 272
CPS (Current Population Survey), 34, 72	Donoho, Patrick, 326
Crawford, Victor, 216	Dorfman, L., 127, 131
	Doyle & Nelson law firm, 341
Croyle, Robert T., viii–xii	Dunsby, Josh, 309
CTFC (Coalition for a Tobacco-Free Colorado), 355, 357–8	durability of tobacco prevention, 411
CTFK. See Campaign for Tobacco-Free Kids	Dutcher, Judy, 364
(CTFK)	Dylan, Bob, 191
Cullen, Joseph W., 5	
Division of Cancer Prevention and Control	E
(DCPC), approval of program, 12, 13	-
five phases of cancer control model, 7f	ecological theory for systems, 484
on partnering with American Cancer Society, 11	Edison, Thomas A., 212
on research and interventions, 6	education on tobacco issues, 289. See also training
Curbing the epidemic: Governments and the eco-	information dissemination, 145, 434
nomics of tobacco control, 174	as part of program services, 299-300
Current Population Survey (CPS), 34, 72	Training and Technical Assistance Advance
	Group, recommendations on information dis-
n	semination, 434
	transition to nationwide program, disseminat-
Darrity William 14	ing information about, 445–6

Eidson, Pam, 423n2, 500, 507	Research and Publications Subcommittee's role
electronic communications system (ECS), 65, 112	in, 63
e-mail, 65	team for in transition to nationwide program,
Entering a new dimension: A national conference	458–9
on tobacco and health case studies, 206, 217	training programs, 96, 98
Environmental Protection Agency (EPA), 135	excise taxes, 488, 490t. See also taxes
conference sponsorship on tobacco control by, 451	Eyre, Harmon J., 12, 13
recommendation to ban environmental tobacco smoke (ETS), 239	F
Respiratory Health Effects of Passive Smoking:	D. D
Lung Cancer and Other Disorders, 171, 185, 186	Fairness Doctrine, 146, 270 Fair Share for Health Committee (FSHC), 358
environmental tobacco smoke (ETS), 4, 92	faith leaders against tobacco advertising in
clean air ordinance passed in Denver, CO, 301–2	St. Louis, MO, 195–6
Clean Indoor Air: A Guide to Developing Poli-	FAR (Federal Acquisition Regulations), 337–8
cy, 235–52 (See also Clean Indoor Air: A	farming, tobacco, 467–8
Guide to Developing Policy)	FASA. See Federal Acquisition Streamlining Act
clean indoor air ordinances enacted, 170	(FASA)
health effects of, 237–8 Las Cruces Clean Indoor Air Ordinance, 197,	FASS/T (Females Against Secondhand Smoke and Tobacco), 303
222–3	FCC (Federal Communications Commission),
Mesilia, NM, smoke-free restaurant policy, 219	146, 270
policies for the elimination of, 171–4	FDA. See Food and Drug Administration (FDA)
Respiratory Health Effects of Passive Smoking	Federal Acquisition Regulations (FAR), 337–8
(Environmental Protection Agency), 135	Federal Acquisition Streamlining Act (FASA),
South Carolina bans smoking in State House,	132, 337, 340–1
214–5	enacted during the course of the ASSIST pro-
tobacco control coalition formed in Silver City,	gram, 352, 353
NM, by teenagers, 206–7	lobbying restrictions in, 439
Washington State's smoke-free policy on state	Preston, MN, case, 364
ferries, 220–1	Federal Cigarette Labeling and Advertising Act
Wisconsin's Comprehensive Smoking Control	(1965), 198, 233
Plan, objectives for worksites in, 104–5, 107	Federal Communications Commission (FCC),
Environmental Tobacco Smoke (National Academy of Sciences), 4	146, 270
environments, social and physical	federal government. See also National Cancer In-
in community, 25, 28–9	stitute (NCI) funding from, 391
pilot study of three state coalitions, 87–8	goal of commitment for tobacco-control pro-
in public health model, 22f	gram, 391–2
Epstein, Joy, 507	nationwide tobacco control program, 443–76
strategic planning, 385	(See also transition to nationwide program)
Ernster, V. L., 9	Federal Trade Commission (FTC), 139
ethnic populations. See minority communities	Females Against Secondhand Smoke and Tobacco
evaluation of ASSIST program	(FASS/T), 303
committee for, 46	Filler, Timothy W.
data sources for, 32–3	challenges from tobacco industry, 309
methodology, 502-4	Finland, North Karelia Project, 9
model for, 33f	Fiore, M. C., 290
North Carolina, coalitions in, 86	Fischer, P. M., 179
plan for, 31–5	Fish, John, 330, 339
	•

Fisher, Scott, 327, 340 Health and Human Services Department extending ASSIST's, 403-4 Fleming, David, 435n2, 438n2 levels increasing, 97 FOIA. See Freedom of Information Act (FOIA) lobbying restrictions, 132, 169-70 (See also Food and Drug Administration (FDA), 401, 460 lobbying efforts) in Minnesota after ASSIST, 465-6 Forbes, Ripley, 402 National Cancer Institute (NCI), 8f, 69, 285 Fox, Eric, 330 organizational culture, differences in, 81-2 Freedom of Information Act (FOIA) (1966), 311, recommended levels for, 464 350-2in South Carolina, post-ASSIST, 460 Maine, requests from tobacco industry allies in, to states during transition period, 454 367, 368 memo from Samuel Chilcote, 319 The Future of Public Health (Institute of Medicine), 493 Minnesota, requests from tobacco industry allies in, 363 obligation of ASSIST to respond to requests, G 350 - 2public relations campaigns against ASSIST, Gamble, Linda, 303 program services for interventions, 283 requests to ASSIST from tobacco industry, Garcia, John M., 213, 507 321-3, 325, 335, 372 conceptual framework, 19 Washington State, requests from tobacco indusstrategic planning, 385 try allies in, 361-2 structure and communications, 41 free tobacco product samples, 232-3, 268 GASO (Great American Smokeout), 140, 141 Fresina, Lori, 202 gays and lesbians, 259 policy interventions, 167 Generación X (radio program), 150 Fritz, Bill, 341, 342 Get Outraged campaign, 148 FSHC (Fair Share for Health Committee), 358 Girl Scouts of America, 53 FTC (Federal Trade Commission), 139 Glantz, Stanton, 309 Funding Advance Group report, 421–31. See also Realizing America's Vision for Healthy People: Glanz, K., 484 Advancing a Federal Commitment to Effective Glaser, Bonnie, 309, 315 Tobacco Control Graham, E. A., 5 funding for tobacco prevention programs, 491–2 Graham, R. Neal, 47, 435n2 from American Cancer Society (ACS), 48, member of Advocacy Opportunities Advance Group report, 438n2 ASSIST Coordinating Committee protecting, transition to nationwide program, 443 Virginia Tobacco Settlement Foundation, 468 ASSIST's through contracts with state agen-Grande, Donna, 200, 507 cies, 44, 47 structure and communications, 41 California Tobacco Related Disease Research Program, 309 Grant, Brenda, 143 contracts, not grants for ASSIST program, 14, media interventions, 119 Great American Smokeout (GASO), 140, 141 diverting from Community Environment Chan-Greenwald, Peter, 395-6 nel, 343-5 Division of Cancer Prevention and Control durability of tobacco prevention programs af-(DCPC), director, 5 fected by, 412 extension of ASSIST's funding, 403 eligibility for contracts, 22 five phases of cancer control model, 7f federal, dependence upon, 391 historical context, 1 guidance to states on acquiring funding from on research and interventions, 6 national program, 463-4

Griffin, Gretchen, 467	health care, 25. See also public health
transition to nationwide program, 443	cessation of smoking counseling, 294, 298
Growing Up Tobacco Free, 174, 388	health advocacy groups, 345
Guidelines for Controlling and Monitoring the	objectives of program for facilities, 29t, 30
Tobacco Epidemic, 176	restrictions on smoking in facilities for, 247
Guide to Community Preventive Service: Tobacco	Health Consequences of Involuntary Smoking: A
Product Use Prevention and Control, 446–7,	Report of the Surgeon General, 4, 171
459	health departments, state. See state health departments
	Health Education Research, 86
H	Health Effects of Exposure to Environmental To-
Hall-Walker, Carol, 139, 507	bacco Smoke: Final Report and Appendices, 171
media interventions, 119	Health Protection Fund (Massachusetts), 85
Han, Victor, 347	Healthy People 2010 (Department of Health and
Harrelson, David, 481, 507	Human Services), 486
strategic planning, 385	Hefelfinger, Jennie, 423n2
Harrington, Jim	Herrera, M. F., 84
policy interventions, 167	Hispanics/Latinos. See also minority communities
Harris, O. S., 84	advertising targeted toward, 259
Harvill, Julie, 423n2	Kick Butts Day (Rhode Island), 141
Hatch, Orrin, 329, 330, 338	radio campaign in Rhode Island, 149, 150
Havlicek, Darla	history of ASSIST, 3–17
conceptual framework, 19	American Cancer Society as partner, 11–2
Hays, Hays & Wilson company, 317 analyses of ASSIST activities in various states,	creation of Smoking, Tobacco, and Cancer Program (STCP), 5–6
327	Division of Cancer Prevention and Control
report on ASSIST activities in Colorado, 325, 326	(DCPC), approval of program, 12–4
representing American Constitutional Law	five phases of cancer control, 6–7
Foundation, 356	individual vs. community approach to interven-
Health and Human Services Department (DHHS),	tions, 3–4
37	scientific basis for community interventions,
ASSIST, commitment toward, 403–6, 408–9	7–10
complaints to Inspector General over lobbying,	Holbrook, J. H., 9
338–9	Hong, Miki, 309
funding and lobbying restrictions, 132, 329	Houston, C. Ann
Healthy People 2010, 486	media interventions, 119
letter from Senator McConnell, 337	member of Training and Technical Assistance
National Institutes of Health (NIH), 46	Advance Group, 432n1
Realizing America's Vision for Healthy People:	North Carolina reducing youth access to to-
Advancing a Federal Commitment to Effec-	bacco, 210
tive Tobacco Control, 408–9	policy interventions, 167
Reducing Tobacco Use: A Report of the Sur-	underage tobacco usage in North Carolina, 137
geon General—Executive Summary, 445	Huang, Phil, 435n2, 438n2
Shalala, Donna, testifying at a congressional	Huff, Tom, 341
hearing, 331–3 ( <i>See also</i> Shalala, Donna (Secretary, Health and Human Services De-	
partment))	
Treating Tobacco Use and Dependence (Fiore	

Ibrahim, Jennifer, 309

et al.), 290

Illinois, enforcement of restrictions in selling to-	cancer control consisting of, 6
bacco to teenagers, 229	coalition building for, 77–118 (See also coali-
Indiana	tion building)
battle against preemption of local ordinances,	evaluation methodology, 502–4
217	funding required for, 491–2
campaign against smoking, 144	implementation strategies, 494–6
The Link (newsletter), 58	individuals, 283–308 (See also program servic
local organizational structures, 50	es for individuals)
number of state and local coalitions, 83 <i>t</i> staff location affecting work in, 52	individual vs. community, 3–4, 23
Tobacco-Free Indiana newsletter, 65	infrastructures, 481–4
Indian Health Service, 451, 456	legacies of ASSIST, 480–1
individual interventions, 283–308. See also pro-	public health initiatives, influencing, 496–502 rationale for community-based, 10–11
gram services for individuals	research initiatives on, 504–5
Infant Formula Action Coalition (INFACT), 342	scientific basis for community-based, 7–10
infectious diseases, 486	state cigarette tax rates, 489f, 490t
information dissemination, 434. See also educa-	systems-level change, 484, 486–8, 491
tion on tobacco issues	workforce competency, 493–4
transition to nationwide program, 445–6	Introduction to Program Evaluation for Compre-
in Wisconsin, 145	hensive Tobacco Control Programs, 459
information exchange conferences, 113–7	involuntary smoking. See environmental tobacco
Initial Outcomes Index (IOI), 503	smoke (ETS)
Initiatives to Mobilize for the Prevention and	IOM. See Institute of Medicine (IOM)
Control of Tobacco Use (IMPACT), 451, 497	Istook, Ernest, 331, 332–3, 339
ASSIST compared with, 447, 448t	
conceptual framework for, 21	1
funding from ASSIST for, 59	J
funding from Centers for Disease Control and	Jaffe, Robert, 326
Prevention (CDC) for, 394	JCAHO (Joint Commission on Accreditation of
strategic planning with ASSIST, 387	Healthcare Organizations), 247
in transition team, 454	Jerome, Kitty, 295
Institute of Medicine (IOM), 417	program services for interventions, 283
functions of tobacco prevention program, 448–9	"Joe Camel" character, 179, 258, 266–7
Growing Up Tobacco Free, 387–8	JOFOC. See Justification of Other Than Full and
on improving evaluation of tobacco control	Open Competition (JOFOC)
programs, 503	Johnson, Michael, 435n2, 438n2
Taking Action to Reduce Tobacco Use, 483, 492 underage drinking, 502	Joint Commission on Accreditation of Healthcare
Who Will Keep The Public Healthy?, 484, 493	Organizations (JCAHO), 247
on workforce competency, 493	Jordan, Jerie, 47
institutionalization, 11	challenges from tobacco industry, 309
institutionalize, 411	as contributor to ASSIST project, 507
Internal Revenue Code (IRC), 352–3	Funding Advance Group member, 423n2
International Agency for Research on Cancer, 171	on inclusiveness of ASSIST, 494
International Journal of Health Services, 384	structure and communications, 41
interventions, potential of, 477–510. See also	transition to nationwide program, 443
communities/community interventions	Journal of the American Medical Association, 5,
ASSIST accomplishments, summary of, 505–6	296, 405
ASSIST cube conceptual framework, 485f	Justification of Other Than Full and Open Com-
in ASSIST's conceptual framework, 25 <i>f</i> , 26–8	petition (JOFOC), 70

K	Las Cruces Clean Indoor Air Ordinance, NM, 197
Kahn, Bob, 346	Pro-Children Act (1994), 293
Kaiser Permanente, 297	Leischow, Bob, 432n1
Karsh & Hagan public relations firm, 343	Leischow, Scott J., 504, 507
Kean, Thomas J., 507	Leonard, Burleigh, 329
media interventions, 119	lesbians and gays, 259
structure and communications, 41	"Let's Making Smoking History" campaign,
Kegler, Michelle, 86	147–9
Keller, Brad, 326	Levin, M. L., 5
Kent County Health Department newsletter	Levinson, Arnold, 325
(Michigan), 51	Lewis, F. M., 484
Kerry, John, 202	Lewit, E. M., 9
Kessler, David A., 401	LexisNexis, 313
Kick Butts Day, 141, 199–200	Library of Congress Thomas Web site, 314
Kincaid, Johnny, 144	licensing for tobacco products in retail venues,
media interventions, 119	229
Klausner, R., 403	Lindsey, Pat, 191, 196
Koop, C. Everett, v–vii, 3, 230	policy interventions, 167
Krakow, Milly	The Link (newsletter), 58
Massachusetts Adult Tobacco Survey, 147	listservs, 65
national, state, and local coalitions, 77	Lloyd, Jon, 497, 507
regional networks in Massachusetts, 85	lobbying efforts. See also public policies
	Coalition on Smoking OR Health, 48
L	Federal Acquisition Streamlining Act (FASA) restrictions on, 439
Laffin, Pam, 148	restrictions on, 51–2, 132, 169–70
Lambright, Lodie, 435n2, 438n2	restrictions on, ASSIST staff understanding,
Landman, Anne, 218	352–4
policy interventions, 167	Shalala, Donna, questioned on ASSIST practic-
Larkin, Jim, 363–4	es, 329, 331–3
Las Cruces Clean Indoor Air Ordinance, NM,	tobacco industry monitoring ASSIST on, 323-5
197, 222–3	local community involvement, 213, 216. See also
Latimer, Gloria	communities/community interventions
strategic planning, 385	local health departments, 50-1, 83t. See also com
leadership styles, 188	munities/community interventions
League of Women Voters, 53	locking devices on vending machines, 231
Lee, K., 384	Lynn, William R., 481
Lee, Philip R., 402	Community Intervention Trial for Smoking
Legacy Tobacco Documents Library, University of California, 312, 384	Cessation (COMMIT) compared with ASSIST, 10
legal actions, 337–42. <i>See also</i> tobacco industry Colorado, tobacco industry toward ASSIST in, 357–9	as contributor to ASSIST project, 507 transition to nationwide program, 443
Food and Drug Administration (FDA), 401	
Minnesota, tobacco industry toward ASSIST in, 362–6, 407	M
legal documents, 313–4	MacKenzie, R., 384
legislation	The Madison Group, 335, 345
Alcohol, Drug Abuse, and Mental Health Administration Reorganization Act (1992), 402	magazines, tobacco advertising in, 275 Magleby, D., 404

Mahler, Sara, 324	increasing tobacco tax to fund healthcare for
Maine	children, 201–2
audits of ASSIST program, 341	lobbying for cigarette excise tax, 52
local organizational structures, 50	Mother's Stress Management Task Force, 292,
number of state and local coalitions, 83t	295
Operation Storefront, 149	number of state and local coalitions, 83t
opposition to ASSIST from tobacco industry in,	prevention education activities in, 299
354, 367–9	regional networks in, 85
preemption of tobacco restrictions in, 186	selection for ASSIST program, 31–2
prevention education activities in, 300	tobacco control as public health initiative,
smoke-free policy at University of Maine,	496–8
302–3	Truth Campaign, 148
Maldavir, Jerry, 394, 396	Massachusetts Tobacco Control Program, 147–8
Malek, Sally Herndon, 86	mass media. See media activities
as contributor to ASSIST project, 507	Master Settlement Agreement (1998). See Tobac-
Funding Advance Group member, 423n2	co Master Settlement Agreement (MSA) (1998)
media interventions, 119	Matheny, Helen, 143
memo on continuation of ASSIST to,	media interventions, 119
404–5	May, Dianne, 138
North Carolina advocacy for tobacco-free	media interventions, 119
schools, 216	McAdam, Bob, 324, 325–6
North Carolina newspaper coverage of tobacco	complaint by Stuart Cloud against ASSIST, 346
issues, 134	on preemption of local ordinances, 349
policy interventions, 167	restricting ASSIST funds to school-based anti-
Malmgren, Kurt, 317–8, 334, 335–6	tobacco education, 344
Malone, Ruth, 309	McCain, John, 405, 460
Manley, Marc, 47	McCain bill, 400f, 405, 460
as contributor to ASSIST project, 507	McConnell, Mitch, 329, 330, 337
on evaluating tobacco control programs, 503	McDonough, John, 202
on media advocacy, 487	McLeroy, K., 86
	Mead, Margaret, 213
Marlboro brand, 272, 277	media activities, 119–66
Martin, Grace, 347	advocacy, 27, 127–35, 487–8
Martin, Jim D.	advocacy countering tobacco advertising ef-
North Carolina reducing youth access to to-	forts, 276–7
bacco, 210, 305	ASSIST Media Network, 132–3
policy interventions, 167	clergy helping to ban tobacco advertising in
program services for interventions, 283	St. Louis, MO, 195
Martinez, Pedro, 148–9	Indiana case study, 144
Martinez, Ronaldo, 148	mass media and antitobacco campaigns, 142,
Maryland, cigarette tax, voters favoring increase	145–9
in, 176	materials for advocacy, 130
MASCOT (Multicultural Advocates for Social	Michigan case study, 137–8
Change on Tobacco), 84	Michigan newspapers, policy-related articles in,
Massachusetts	153f, 154t
Adult Tobacco Survey, 147	Minnesota lawsuit, 407
antismoking program, 497	National Center for Tobacco-Free Kids as re-
capacity for tobacco control program in, 389	source, 460
Department of Health brochure, 298	news coverage, 135, 140–2, 149–52
funding for tobacco prevention programs, 492	nine questions for strategy development, 128
Get Outraged campaign, 148	North Carolina case study, 134, 136–7

media activities (continued)	reducing tobacco use among teenagers, 307
piggybacking, 140, 141	representation on committees, 49
policy changes, influencing, 121, 169	responsibility matrix from ASSIST, 103
policymakers' attention, attracting, 189	staff location affecting work in, 52
power of, 121–2	suing Philip Morris, 336
preparation for interventions, 122–7	Tobacco Master Settlement Agreement, not par-
R.J. Reynolds Tobacco Company campaign,	ticipating in, 464
138–9	Tobacco Master Settlement Agreement (1998)
relations with, 125–6	and lawsuit in, 407
South Carolina, antitobacco campaign in, 146	transition from state to national program, 465–7
spokespeople, training, 126–7	Minnesota Candy & Tobacco Association, 335
Virginia's ASSIST chapter, tips from, 124	Minnesota Grocers Association, 340, 342, 364–5
West Virginia case study, 143	Minnesota Wholesale Marketers Association, 343
Wisconsin case study, 145	minority communities
Media Services Incorporated, 365, 366	advertising targeted toward, 199, 258–60
Medrano, Victor, 495, 507	in Funding Advance Group report, 425–6
Melaville, A. I., 80	Great American Smokeout and African Ameri-
Mercer, S. K., 501	cans, 141
Merlo, Ellen, 185, 370	Multicultural Advocates for Social Change on
Michel, Martha, 309	Tobacco (MASCOT), coalition in New Mex-
Michigan	ico, 84
audits of ASSIST program, 340	Multicultural Subcommittee, 59–62, 495–6
capacity for tobacco control program in, 389	multicultural teams in transition to nationwide
countertobacco media campaigns, 146-7	program of tobacco control, 456–7
Grand Rapids sports arena made smoke-free by	proportions of African Americans and Hispan-
youth advocates, 204-6	ics in states, 36
Kent County Health Department newsletter, 51	"Recommended Benchmarks for Multicultural
media activities in, 137–8	Programs and Activities," 470–3
number of state and local coalitions, 83t	Rhode Island radio campaign in Spanish, 149,
policy-related articles in Michigan newspapers,	150
151, 153 <i>f</i> , 154 <i>t</i>	Training and Technical Assistance Advance
representation on committees, 49	Group recommendations for including, 434–5
restriction on official comments on tobacco,	Mintz, J., 129
50	Missouri
smoking cessation hotline, 294, 296	clergy helping to ban tobacco advertising in St.
Midwestern Prevention Project, 8–9	Louis, 195–6 coalitions, experience of, 89
Mills, Dora, 367	newsletter from, 64
minimum age requirements for tobacco purchas-	number of state and local coalitions, 83 <i>t</i>
ing, 228–9	program services delivered in, 291
Minnesota	Tobacco Institute report on ASSIST in, 324–5
capacity for tobacco control program in, 389	youth appeal to policymakers in, 190–1
Clean Indoor Air Act, 108, 252	MMWR. See Morbidity and Mortality Weekly Re-
coalitions, experience of, 89	port (MMWR)
Comprehensive Tobacco Control Plan, 108-10	Montigny, Mark, 202
countertobacco media campaigns, 146-7	Moon, Robert W.
Ethical Practices Board, 342	co-chair of Funding Advance Group, 423n2
Heart Health Program, 8	conceptual framework, 19
infiltration of ASSIST program by tobacco al-	historical context, 1
lies, 343	Moore, Jane, 404, 432n1
number of state and local coalitions, 83 <i>t</i>	Morbidity and Mortality Weekly Report (MMWR),
opposition to ASSIST from tobacco industry in,	447, 459, 487
326, 354, 362–7	TT1, 4J2, 401

Mother's Stress Management Task Force in Massachusetts, 292, 295

Motsinger, Brenda McAdams
conceptual framework, 19
letter to Donna Shalala signed by, 405
national, state, and local coalitions, 77
national strategy for tobacco control, 394, 396
promise of ASSIST, 477
strategic planning, 385
transition to nationwide program, 443

Mountain States Employers Council (MSEC), 301–2

A movement rising: A strategic analysis of U.S. tobacco control advocacy, 461, 462–3

Mozingo, Roger, 318

MSA. See Tobacco Master Settlement Agreement (MSA) (1998)

MSEC (Mountain States Employers Council), 301–2

Multicultural Advocates for Social Change on Tobacco (MASCOT), 84

Multicultural Subcommittee, 59–62, 99, 456–7, 495–6

Multistate Master Settlement Agreement, 282 Murphy-Hoefer, Rebecca, 432n1, 495, 507

# N

NACCHO. *See* National Association of County and City Health Officials (NACCHO)

NALBOH (National Association of Local Boards of Health), 399, 405

NASCAR races, 199

National Association for the Advancement of Colored People, 53

National Association of African Americans for Positive Imagery, 451

National Association of County and City Health Officials (NACCHO), 399 meeting with Donna Shalala, 405 policy statement from, 402

National Association of Local Boards of Health (NALBOH), 399, 405

National Cancer Act (1971), 5

National Cancer Institute (NCI). See also ASSIST "Advice to NCI About Their Future Role in Tobacco Control," 395–6

advising ASSIST staff on legal responsibilities, 311

American Cancer Society (ACS), memo of understanding with, 43, 68–72 (*See also* American Cancer Society (ACS))

ASSIST Coordinating Center and strategic communications, 66 (*See also* ASSIST Coordinating Center)

Centers for Disease Control and Prevention (CDC), mission shared with, 447 (*See also* Centers for Disease Control and Prevention (CDC))

coalition building, recognition of importance, 79 (*See also* coalition building)

on coalition model, 483

conceptual framework for ASSIST, 21 (*See also* conceptual framework for ASSIST)

evaluation of ASSIST program, 31

evaluation of coalition-based community intervention, 33–34

extending ASSIST program, 387, 403–4, 424 Federal Acquisition Streamlining Act (FASA), 340–1 (*See also* Federal Acquisition Streamlining Act (FASA))

five phases of cancer control model, 7*f* formation of ASSIST, 3–17

funding for studies of interventions, 429–30 funding for tobacco prevention programs, 8*f*,

69, 285 (*See also* funding for tobacco prevention programs)

goals for ASSIST, 388, 446f

Marc Manley on media advocacy, 487

manual for oral health practitioners, 298 manual for physicians, 298

media advocacy workshop, 130

prohibition on spending money on program services, 285, 288

public health tobacco control project, 480 (See also ASSIST)

request for proposals from state health agencies, 35–6

request for research in tobacco control interventions, 503–4

Smoking, Tobacco, and Cancer Program (STCP), 5–6 (*See also* Smoking, Tobacco, and Cancer Program (STCP))

Standards for Comprehensive Smoking Prevention and Control, 286, 299

state health departments, cooperation with, 483 Strategies to Control Tobacco Use in the United States: A Blueprint for Public Health Action in the 1990's, 287

in structure of ASSIST, 45–7 (*See also* structure of ASSIST)

National Cancer Institute (NCI) (continued) studies linking smoking to cancer, 4–5	Las Cruces Clean Indoor Air Ordinance, 197, 222–3
in testimony of Helene Brown, 418, 419	Mesilia, NM, smoke-free restaurant policy, 219
Tobacco Institute obtaining contractual docu-	On Target (newsletter), 81
ments for ASSIST from, 322	prevention education activities in, 299
training and assistance provided to states,	representation on committees, 49
389–90	restriction on official comments on tobacco, 50
transition, responsibilities during, 450–1, 454	state and local coalitions, number of, 83 <i>t</i>
National Cancer Policy Board, 418	tobacco control coalition formed in Silver City
National Center for Tobacco-Free Kids, 395	by teenagers, 206–7
conference sponsorship on tobacco control by,	news coverage, 135, 140–2
451	advertising in newspapers, 275
as resource for media, 460	ASSIST Print Media Database, 503
National Coalition of Hispanic Health and Human	monitoring newspapers, 149–52
Services Organizations, 451	North Carolina newspapers, 131, 134, 135 <i>t</i>
National Institute for Occupational Safety and	News for a change: An advocate's guide to work-
	ing with the media (Wallack et al.), 127, 131
Health (NIOSH), 239	New York
National Institute on Drug Abuse (NIDA), 286	coalitions developed in, 53
National Institutes of Health (NIH), 46, 68. See	countering tobacco industry arguments on
also National Cancer Institute (NCI)	economy, 208–9
National Organization for Women, 53	Kick Butts Day, 141
national program for tobacco control, 443–76. See	mandatory counteradvertising in, 270
also transition to nationwide program	number of state and local coalitions, 83t
National Research Program (Switzerland), 9	opposition to ASSIST from tobacco industry in
National Tobacco Control Program (NTCP), 445,	354, 369–71
453, 484	pilot study on state coalitions, 87–8
capacity of the Office on Smoking and Health	poster contest in, 275
(OSH) to handle, 451	restriction on official comments on tobacco, 50
challenges in transitioning from ASSIST, 449	Vallone Bill, 348, 369–71
evaluation and assessment, 458–9	New York Restaurant and Tavern Association, 370
multicultural teams in, 456–7	Nichols, Tim
training in, 457–8	policy interventions, 167
National Toxicology Program, 171	nicotine, 238, 316, 415
Native Americans, 259, 451, 456	NIDA (National Institute on Drug Abuse), 286
NCI. See National Cancer Institute (NCI)	Niemeyer, Dearell R., 498n
Nebraska, tobacco control program in, 307	promise of ASSIST, 477
Nelson, Craig, 341	strategic planning, 385
Nerness, Barbara, 365	transition to nationwide program, 443
New England Convenience Store Association,	NIH (National Institutes of Health), 46, 68. See
335–6	also National Cancer Institute (NCI)
New England Journal of Medicine, 492	Ninth Report on Carcinogens (National Toxicolo-
New Jersey	gy Program), 171
advertisement banning smoking in casinos, 339–40	NIOSH (National Institute for Occupational Safety and Health), 239
coalitions developed in, 53	Nisker, Scoop, 203
lack of allies for tobacco industry in, 336	Nodora, Jesse, 435n2, 438n2
number of state and local coalitions, 83t	No more lies: Truth and consequences for tobac-
pilot study on state coalitions, 87–8	co, 124, 139
New Mexico	clergy helping to ban tobacco advertising in St.
Albuquerque case study, 84	Louis, MO, 196

Mother's Stress Management Task Force in organizational culture, 81-2 OSH. See Office on Smoking and Health (OSH) Massachusetts, 295 Washington State's smoke-free policy on state Ostronic, John, 347 ferries, 221 O'Sullivan, Gael A. Non-Dependence Day, 140 program services for interventions, 283 North Carolina strategic planning, 385 advocacy for tobacco-free schools, 215-6 structure and communications, 41 counseling of pregnant women on quitting smoking, 298–9 evaluation of coalitions in, 86 Mecklenburg County Health Department guide Pacific Islanders, 259 to smoke-free restaurants, 172 participatory decision making, 494-5 media activities in, 134, 136-7, 152 Partnership for Tobacco-Free Maine, 302, 303 newsletter from, 64 passive smoking. See environmental tobacco newspaper editorials, 135t smoke (ETS) newspapers, benefits of using, 131 Pataki, George, 348, 369 number of state and local coalitions, 83t Patterson, Tracy Enright, 435n2, 438n2 preemption of tobacco restrictions in, 186 program services for interventions, 283 tobacco prevention program in schools, 293-4 Pawtucket Times (newspaper), 139 youth access to tobacco, reducing, 209-10 Pertschuk, Michael, 9, 52 North Karelia Project (Finland), 9 as contributor to ASSIST project, 507 NTCP. See National Tobacco Control Program leadership styles, 188 (NTCP) Smoke in their eyes: Lessons in movement leadnutrition, 500-2 ership from the tobacco wars, 442 Philip Morris company. See also tobacco industry 0 advertising targeting Hispanics/Latinos, 259 on ASSIST as abuse of public funds, 328 obesity, 500-2 Bill of Rights tour, 276–7 Briant, Tom, memo on Minnesota ASSIST Office on Smoking and Health (OSH), 445, 447. project, 364–5 See also Centers for Disease Control and Pre-CancerScam: The Diversion of Federal Cancer vention (CDC) Funds to Politics (Bennett and DiLorenzo) ad hoc workgroup formed by, 452-3 on Web site, 346-7 Association of State and Territorial Health Offidiscrediting ASSIST program, 336-7 cials (ASTHO), working with, 456 Environmental Protection Agency (EPA), discapacity of, 451 crediting research from, 185 mission statement, 450 gift to George Pataki, 369 in transition team, 454 "It's the Law" youth initiative, 344 Oglesby, M. B., Jr., 318 lack of involvement from smokers in defending O'Hara, James, 406, 424-5 tobacco industry, 336 O'Keefe, Anne Marie, 507 on lobbying efforts from ASSIST, 323, 324 challenges from tobacco industry, 309 media fly-arounds in Minnesota, 366 lobbying, limitations on, 132 opposition to ASSIST, 314, 316-7, 327 media interventions, 119 preemption of antismoking ordinances, 347-8 opposition from tobacco industry in Washing-Slavitt, Josh, at, 334 (See also Slavitt, Josh) ton State, 362 state audits of ASSIST program, 340 opposition to ASSIST from tobacco industry in State of Minnesota and Blue Cross/Blue Shield Maine, 368 of Minnesota v. Philip Morris, Inc. et al., 362 On Target (newsletter), 81 "Think. Don't Smoke" campaign, 132-3, 185-6 Operation Storefront, 149, 199, 210–2 Walls, Tina, on tobacco control policies, 183, Oregon, target populations with high tobacco use, 186

Web site, 384

307

physical activity, 500-1	Colorado tobacco-free schools law creates de-
piggybacking, 140, 141	mand for, 297
"Planning for a Durable Tobacco Prevention	delivery capacities, increasing, 291–2
Movement," 392–5	education for general public, 299–300
Executive Summary, 411–3	identification of, 291, 294, 298–9
possible factors affecting, 393–4, 411–2	North Carolina reducing youth access to tobac-
recommendations, 394–5	co products, 304–5
"Planning for Durability: Keeping the Vision	as part of ASSIST program, 169
Alive" (training module), 390	policy interventions, interaction with, 300–5
point-of-purchase advertising, 199, 210–2. See	smoke-free policy at University of Maine, 302–3
also advertising from tobacco industry	strengthening other programs, 305–6
displays, 268–9	tobacco prevention program in North Carolina
voluntary restrictions on, 276	schools, 293–4
point-of-purchase warning signs, 233–4	types of provided by ASSIST, 289–91
policies, 167–282. See also public policies	Project Management Plans, 92–3, 111–2
policy advocacy, 352. See also lobbying efforts;	Project Managers Subcommittee, 63–4
public policies	Prom, Jeanne, 432n1
populations. See also minority communities	Promoting Health: Intervention Strategies from
education geared toward segments of, 300	Social and Behavioral Research (Institute of
exposing advertising that targets, 199	Medicine), 484
identifying at-risk for cancer, 6–7	promotions, 255–6, 271–4. See also advertising
multicultural inclusion amongst, 495-6	Prospect Associates Ltd., 43, 54
priority, for ASSIST, 23, 24–5	PSAs. See public service announcements (PSAs)
at worksites, 29–30	public health
Portland, ME, 83	achievements in tobacco cessation, 308
Portnoy, Sharon, 369, 370–1	ASSIST cube conceptual framework, 485 <i>f</i>
poster contests, 275	awareness of dangers of tobacco, 122
preemption laws, 186-7, 491	burden of tobacco-related health problems, 414
Vallone Bill in New York, 369–71	cardiovascular health initiatives, 500
youth access bill in Minnesota, 366	health advocacy groups, 345
pregnancy, 171	model for, 22f
Pressl, Lance, 327, 346–7	obesity initiatives, 500–2
press releases, 135	policy changes, 486–7, 488, 491 (See also pub-
priority populations, 24–5. See also populations	lic policies)
prisons, restrictions on smoking in, 248–9	prevention of tobacco usage, 21–4
Pritzl, Jane, 507	research publicized in media, 142
clean air ordinance passed in Denver, CO, 302	tobacco control initiatives, 496–9
Colorado tobacco-free schools law, 297	public policies, 9, 167–282
member of Training and Technical Assistance	advertising for tobacco, limitations for, 179–82
Advance Group, 432n1	See also advertising from tobacco industry
program services for interventions, 283	advertising from tobacco industry, exposing,
Pro-Children Act (1994), 293	199–200
product samples, free, 232-3, 268	ASSIST's focus on, 371–2
Program and Funding Guidelines for Comprehen-	ban on smoking in baseball stadiums in Virgin-
sive Local Tobacco Control Programs, 464	ia, 192–3
program services for individuals, 28, 283–308	challenges to interventions, 183, 185–7
cessation of smoking, support for, 290, 294,	Clean Indoor Air: A Guide to Developing Poli-
296	cy, 235–52 (See also Clean Indoor Air: A
challenges of, 286–9	Guide to Developing Policy)
Colorado clean air ordinance passed in Denver stimulating, 301–2	clergy helping to ban tobacco advertising in St. Louis, MO, 195–6

coalitions creating success, 194, 196 community involvement, 198 environmental tobacco smoke (ETS), elimination of, 171–4, 175t flexible strategies required for changing, 212-3 framing the issues, 203, 207, 212 Grand Rapids, MI, sports arena made smokefree by youth advocates, 204-6 groundwork for, 189, 191 Indiana's battle against preemption of local ordinances, 217 influence of, 218-9, 221, 223 as interventions, 26, 169-70, 488, 491 (See also interventions, potential of) Las Cruces Clean Indoor Air Ordinance, NM, 197, 222-3 lobbying restrictions, 51-2, 132 (See also lobbying efforts) local community involvement, 213, 216 media interventions used in changing, 121, 169 Mesilia, NM, smoke-free restaurant policy, 219 New York countering tobacco industry arguments, 208-9 North Carolina advocacy for tobacco-free schools, 215-6 North Carolina reducing youth access to tobacco, 209-10 Operation Storefront, 210–2 persistence in changing, 216, 218 policymakers, preparation of, 187-9, 190-1 political boundaries, 191, 193 preemption laws, 186–7 reversals, guarding against, 218 skill-building among various participants, 196, 198 small changes add up, 213 South Carolina bans smoking in State House, 214 - 5taxes for tobacco, 174, 176-9 teenagers, involving in changing, 200, 202–3 teenagers' access to tobacco products, restricting, 182–3, 184t (See also underage tobacco usage) Tobacco Advertising and Promotion: A Guide to Developing Policy, 253-77 (See also Tobacco Advertising and Promotion: A Guide to Developing Policy)

tobacco control coalition formed in Silver City,

tobacco industry monitoring ASSIST for lobby-

NM, by teenagers, 206–7

ing activities, 323-5

tobacco industry tactics, 198

volunteers in advocacy, 482–3
Washington State's smoke-free policy on state ferries, 220–1
Wisconsin's Annual Action Plan for advocacy, 106
Youth Access to Tobacco: A Guide to Developing Policy, 224–34 (See also Youth Access to Tobacco: A Guide to Developing Policy)
public relations, tobacco industry tactics against ASSIST, 345–7
public service announcements (PSAs), 271
public transportation restrictions on smoking on, 248
restrictions on tobacco advertising on, 264
Washington State's smoke-free policy on state

### O

ferries, 220-1

Quinones, Deborah, 432n1, 435n2, 438n2 quitting smoking, support for, 289, 290. *See also* program services for individuals

### R

R.J. Reynolds Tobacco Company. See also tobacco industry Briant, Tom, memo on Minnesota ASSIST project, 364-5 "Joe Camel" character, 179, 258, 266-7 opposition to ASSIST, 314, 327 Preston, MN, case restricting point-of-sale advertising, 363-4 recommendations for opposition to ASSIST program, 318–9 Shalala, Donna, questioned on lobbying from ASSIST, 329-30 state audits of ASSIST program, 340 Uptown cigarette brand, 258 Web site, 384 Winston cigarettes as additive-free campaign, 138 - 9radio campaign in Rhode Island, 149, 150 Realizing America's Vision for Healthy People: Advancing a Federal Commitment to Effective Tobacco Control, 408-9, 421-40 Advocacy Opportunities Advance Group report, 438-40 context for national tobacco control program, 423 - 5

as framework for transition teams, 455

Realizing America's Vision for Healthy People:

Advancing a Federal Commitment to Effective

Tobacco Control (continued) orientation guide and brochure, 49 "The Tobacco Challenge: Communities at Funding Advance Group report, 421-31 Work" (video), 390, 406 Funding Advance Group report, recommendatraining for coalition building, 93-5 (See also tions of, 421–2 training) Funding Advance Group report, values guiding, training materials, 90 Respiratory Health Effects of Passive Smoking: funding requirements for national tobacco-con-Lung Cancer and Other Disorders (Environtrol program, 427-30 mental Protection Agency), 135, 171 Surveillance, Evaluation & Applications Adchallenges from tobacco industry toward, 185 vance Group report, 435-8 health risk factors, 237–8 Training and Technical Assistance Advance preemption against, 186 Group report, 432–5 restaurants, 241 "Recommended Benchmarks for Multicultural Mecklenburg County (NC) Health Department Programs and Activities," 470–3 guide to smoke-free restaurants, 172 recreational facilities Mesilia, NM, smoke-free restaurant policy, 219 ban on smoking in baseball stadiums in Virpolicies restricting smoking in, 245-6 ginia, 192-3 Restrictions on Lobbying and Public Policy Advorestrictions on smoking in, 249-51 cacy by Government Contractors: The ASSIST restrictions on tobacco advertising in, 265–6 Contract, 170 Reducing Tobacco Use: A Report of the Surgeon retail licensing for tobacco products, 229 General—Executive Summary, 445 Reynolds, R.J., 122 Remington, Patrick L., 145, 507 Rhode Island media interventions, 119 coalitions, experience of, 89-90 research Kick Butts Day, 141 advertising, impact on consumption, 256–7 membership in ASSIST state coalition, 101-2 Agency for Healthcare Research and Quality number of state and local coalitions, 83t disseminating results of, 446 radio campaign in Spanish, 149, 150 cancer control and, 5 Winston cigarette campaign in, 139 data sources for evaluation of ASSIST pro-Rice, J., 405 gram, 32–3 Rimer, B. K., 484 environmental tobacco smoke (ETS), 171 (See Robbins, Harriet also environmental tobacco smoke (ETS)) Massachusetts Adult Tobacco Survey, 147 framing the issues, 203, 207, 212 interventions and, 6 (See also interventions, pomedia interventions, 119 national, state, and local coalitions, 77 tential of) reports on future of tobacco control, 397 regional networks in Massachusetts, 85 results publicized in media, 142, 145, 149 Robert Wood Johnson Foundation (RWJF), 60 search terms for tobacco industry documents, Coalition for a Tobacco-Free Colorado (CTFC) application for funds, 357–8 tobacco industry discrediting, 185 conference sponsorship on tobacco control by, tobacco industry documents, 312-5 Robert Jaffe as principal investigator with, 326 Research and Publications Subcommittee, 62–3 National Center for Tobacco-Free Kids funded resources for ASSIST, 73-5. See also Web sites The ASSIST Guide to Working with the Media, New York countering tobacco industry argu-52 ments on economy, 208–9 bibliography, 155–63 The Cancer Letter and The Link, 58 SmokeLess States National Tobacco Policy Initiative, 21, 398, 496 (See also SmokeLess Information Exchange and Training conference States National Tobacco Policy Initiative) materials, 89

materials for media advocacy, 130

newsletters from Michigan and West Virginia, 51

tobacco control programs, support for, 393 New York countering tobacco industry argu-Tobacco Technical Assistance Consortium, 499 ments, 208 New York state preemption plan, 371 Robinson, Mikelle, 296 program services for interventions, 283 policy interventions, 167 science. See research Robinson, William S., 423n2 Rocky Mountain Center for Health Promotion and Scientific Advisory Committee, 46 Education, 297 search terms for tobacco industry documents, Rocky Mountain Tobacco-Free Challenge, 13 313t Roessler, April, 432n1 Second Chance (tobacco use prevention program booklet), 287 Ronan, Marianne, 435n2, 438n2 secondhand smoke, 171. See also environmental strategic planning, 385 tobacco smoke (ETS) RWJF. See Robert Wood Johnson Foundation self-service displays of tobacco products, 232 (RWJF) Shalala, Donna (Secretary, Health and Human Services Department) approached by tobacco-control organizations, 388, 403 Saccenti, J., 404, 405 Centers for Disease Control and Prevention Sackman, Janet, 148 (CDC) given national tobacco control pro-Sack the Pack campaign, 192 gram by, 449-50 St. Louis Post-Dispatch (newspaper), 195 health officials meeting with, 404, 405, 424 Salas, Nancy, 423n2, 507 lobbying, against using funds for, 323 strategic planning, 385 national tobacco prevention program, commit-SAMHSA. See Substance Abuse and Mental ment to, 406, 409 Health Services Administration (SAMHSA) testifying at a congressional hearing, 331–3 Satcher, David, 82 on using the ASSIST model, 448 SCARCNet (Smoking Control Advocacy Re-Sherwood, Ron, 432n1 source Center Network), 65 Shopland, Donald R., 12–3 Schaafsma, Krista V., 205, 206 policy interventions, 167 policy interventions, 167 Shultz, J., 129 Schmidtke, Judy, 432n1 Singapore Declaration in ASSIST cube conceptuschools, 25 al framework, 485f Colorado tobacco-free schools law, 297 site analyses, 91 North Carolina advocacy for tobacco-free Site Trainers Network (STN), 98-9 schools, 215-6 skills for workforce, 493-4. See also workforce objectives of program for, 29t, 30 Slavitt, Josh, 317, 320 policies restricting smoking in, 246 Bennett, James, information given to, 347 school-base tobacco prevention programs as on lobbying efforts from ASSIST, 323 part of national program, 428 on local information on ASSIST, 328 tobacco prevention program in North Carolina on needing more knowledge of ASSIST activischools, 293-4 ties, 322 tobacco prevention programs in, 286, 287, 288, New Jersey, lack of allies for tobacco industry 290 in. 336 Schroeder, Steven, 492 on tobacco industry allies, 334 Schwartz, J., 139 tobacco industry youth initiatives, 344 Schwartz, Randy H., 405 Smith, Adam, 174 challenges from tobacco industry, 309 Smoke in their eyes: Lessons in movement leader-Schwartz, Tony, 270 ship from the tobacco wars (Pertschuk), 442 Sciandra, Russell SmokeLess States National Tobacco Policy Initiachallenges from tobacco industry, 309

tive, 21, 496

SmokeLess States National Tobacco Policy	newsletters from, 64
Initiative (continued)	orientation to core concepts of ASSIST, 45
coalitions with states recommended, 413	selection for ASSIST program, 70
funding affecting durability of tobacco preven-	in structure of ASSIST, 48–9
tion programs, 412	Washington State, 111–2
providing assistance to ASSIST, 498-9	State of Minnesota and Blue Cross/Blue Shield of
support from Robert Wood Johnson Foundation	Minnesota v. Philip Morris, Inc. et al., 362
(RWJF), 393, 398 (See also Robert Wood	State Programs Can Reduce Tobacco Use, 174,
Johnson Foundation (RWJF))	492
smokeless tobacco, 136, 299	state project executive committees
Smoker Friendly Stores, 356	structure of ASSIST, 49–50
Smokers' Rights ForceS Web site, 346	states. See also under individual states
Smoking, Tobacco, and Cancer Program (STCP)	advertising, exposing tactics in, 199–200
approval of ASSIST program, 12	advertising, ordinances against, 181t
creation of, 5–6	Annual Action Plans, 91–2
creation of ASSIST program, 46	audits of ASSIST program, 340
funding for, 8f	Best Practices for Comprehensive Tobacco
motivation for, 15	Control Programs, used as guide by, 463-4
studies on tobacco reduction interventions, 10	clean indoor air policies/laws, 175t, 240–1, 491
tobacco reduction plan, 7	coalition building in, 79, 83–90
Smoking and Health in the Americas, 174, 387	coalitions, state and local, 33–4, 83 <i>t</i>
Smoking Control Advocacy Resource Center Net-	Comprehensive Tobacco Control Plans, 91–2
work (SCARCNet), 65	federal funding for tobacco control programs,
Sneegas, Karla S., 217	recommendation for, 426–7
policy interventions, 167	Freedom of Information Act (FOIA), respond-
Sondik, Edward J., 395	ing to requests, 351–2
South Carolina	guidance on acquiring funding from national
antitobacco campaign in, 146	program, 463–4
coalitions developed in, 53	health departments (See state health depart-
Kick Butts Day, 141	ments)
number of state and local coalitions, 83t	health departments cooperating with organiza-
pilot study on state coalitions, 87–8	tions, 481–2
post-ASSIST funding in, 460	limitations on tobacco advertising, 181 <i>t</i>
program services delivered in, 292	lobbying, instructions about, 353
State House smoking ban, 214–5	Operation Storefront, 210–2
sponsorship by tobacco companies, 267–8, 272–3	opposition to ASSIST from tobacco industry in 319–20 ( <i>See also</i> tobacco industry)
sports facilities, 249-50, 265-6. See also recre-	ordinances enacted in four areas, 170
ational facilities	preemptions of local antismoking ordinances,
Spurlock, Shannon, 432n1	348–9
stadiums, 249–250	recommendations for coalitions within for to-
Standards for Comprehensive Smoking Prevention	bacco prevention programs, 412–3
and Control, 286, 299	Rocky Mountain Tobacco-Free Challenge, 13
Stanford Three-Community Study, 8	selection for ASSIST program, 31–2, 35–7
Stanley, André G.	site analyses, 33, 91
strategic planning, 385	strategic planning, involvement in, 388–91
State Cancer Legislative Database, 34–5	Synar Amendment, 316 ( <i>See also</i> Synar
state health departments. See also states	Amendment)
contract with ASSIST, 43	taxes for cigarettes by, 177–8t, 489f, 490t (See
meetings with the ASSIST Coordinating Com-	also taxes)
mittee, 56	tax increases in ASSIST 176

Strategies to Control Tobacco Use in the United

teenagers' access to tobacco products, policies restricting, 184t, 227 transition from National Cancer Institute to Centers for Disease Control and Prevention (CDC), 454 State Tobacco Activities Tracking and Evaluation System (STATE), 459 State Tobacco Control Highlights, 459 STAT (Stop Teenage Addiction to Tobacco), 342 Steckler, A., 86 Steger, Carter, 423n2 Steinfeld, J. L., 9 Stillman, Frances A. conceptual framework, 19 promise of ASSIST, 477 Stine, Joan, 423n2 STN (Site Trainers Network), 98–9 Stoddard, Rick, 148 Stop Teenage Addiction to Tobacco (STAT), 342 strategic communications, 65-7. See also communication with ASSIST strategic planning, 385-442 "Advice to NCI About Their Future Role in Tobacco Control," 395-6 ASSIST as turning point for tobacco control, 387 - 8ASSIST subcommittee, long-term plans for, ASSIST transitioning to national program, 410 Brown, Helene, testimony, 418–20 commitment toward, 398-403, 409-10 Health and Human Services and ASSIST, 403-6, 408-9 (See also Health and Human Services Department (DHHS)) national program for, developing, 391–398 "Planning for a Durable Tobacco Prevention Movement," 392-5, 411-3 (See also "Planning for a Durable Tobacco Prevention Movement") Realizing America's Vision for Healthy People: Advancing a Federal Commitment to Effec-

tive Tobacco Control, 408–9, 421–40 (See

"Turning Point for Tobacco Control," 396-8,

Effective Tobacco Control)

Strategic Planning Subcommittee, 58-9

state involvement in, 388-91

414-7

also Realizing America's Vision for Healthy

People: Advancing a Federal Commitment to

States: A Blueprint for Public Health Action in the 1990's, 15, 287 Strategy development: Key questions for developing an advocacy strategy (Shultz), 129 Strauss, A. L., 315 Strength of Tobacco Control index (SoTC), 32, stress management, 295 structure of ASSIST, 43–76, 45f American Cancer Society (ACS), 47–8, 49 coalition building, 52–3 committees, 55-64 (See also committees of ASSIST) communication within, 64–7 coordination between organizations, 53-5 local organizations, 50-1 memo between National Cancer Institute (NCI) and American Cancer Society (ACS), 68-72 National Cancer Institute (NCI), 46–7 organizational units, 43-6 policy advocacy issues, 51–2 resource materials for, 73-75 (See also resources for ASSIST) state health departments, 48-9 state project executive committees, 49–50 Stuntz, Susan, 316, 335, 481 Substance Abuse and Mental Health Services Administration (SAMHSA), 402, 460 conference sponsorship on tobacco control by, Synar Amendment, 460 (See also Synar Amendment) Suchomski, Lois, 435n2, 438n2 Suhr, Karen Fernicola, 323 Sullivan, Louis W., 37 lobbying using ASSIST funds sent to, memo on, 329, 330 on opposition from tobacco industry, 315-6 vending machine, ban on tobacco, 230 Surgeon General's Report on Preventing Tobacco Use Among Young People, 257 Surveillance, Evaluation & Applications Advance Group report, 435–438. See also Realizing America's Vision for Healthy People: Advancing a Federal Commitment to Effective Tobacco Control Switzerland, National Research Program, 9 Sydney Quit for Life, 9

Synar, Mike, 402	media interventions, 119
Synar Amendment, 227, 228	Thornton, Amber Hardy
cigarettes and substance abuse grants, 316	national, state, and local coalitions, 77
North Carolina enforcing, 304	"Through With Chew" campaign, 299
Slavitt, Josh, on, 317	Thurm, Kevin, 403, 424
stimulating demand for program services, 300,	Tobacco Advertising and Promotion: A Guide to
303	Developing Policy, 253–77
Substance Abuse and Mental Health Services	advertising, restrictions on, 263–7
Administration created by, 402	advertising targeted toward minorities and
_	women, 258–60
T	advertising vs. promotion, 255–6
•	cartoon characters, 266–7
Taking Action to Reduce Tobacco Use (Institute of	counteradvertising, 269–71
Medicine), 483, 492, 503	counterpromotions, 271–4
target populations, 24n. See also populations	deductions for advertising expenses, 266
taxes	impact of advertising on children, 257–8
California increasing cigarette, 497	impact of advertising on consumption, 256–7
for cigarettes by state, 177–8t, 489f, 490t	industry expenditures, 256 media advocacy, 276–7
Colorado initiative for increasing cigarette,	overview of policy options, 261–2
355–6	promotional activities, restrictions on, 267–9
deduction of advertising expenses, 266	public opinion on advertising restrictions, 260
influencing smoking behavior, 27	voluntary approaches to tobacco advertising,
Massachusetts increasing tobacco tax, 201–2, 498	274–6
New York countering tobacco industry argu-	"The Tobacco Challenge: Communities at Work"
ments on economy, 208–9	(video), 390, 406
ordinances enacted in states, 170	Tobacco Control (journal), 147
policies for increasing on tobacco, 174, 176–9	Tobacco Control Network of State Health Agency
Tax Reform Act (1976), 354	Program Managers for Tobacco Prevention and
Technical Assistance and Training Subcommittee,	Control, 401
58, 62	Tobacco Control Resource Center, Inc. & The To-
technical assistance from ASSIST Coordinating	bacco Products Liability Project, 282
Center, 54–5, 93–4, 97. See also ASSIST Coor-	Tobacco Documents Online, 312, 384
dinating Center	tobacco farming, 467–8
teenagers. See also underage tobacco usage	Tobacco-Free Communities for Children Initiative
appealing to policymakers in Missouri, 190–1	(MN), 465, 466
brand identification, 179	Tobacco free future: Shining the light, 193, 215
Grand Rapids, MI sports arena made smoke-	Tobacco-Free Michigan Action Coalition, 137
free by youth advocates, 204–6	Tobacco Free Washington Coalition, 111
impact of advertising on, 257–8	tobacco industry, 309-84. See also Philip Morris
North Carolina reducing youth access to tobac-	company; R.J. Reynolds Tobacco Company;
co, 209–10	Tobacco Institute
policies, involving in changing, 200, 202-3	advertising from, 121–2 (See also advertising
restricting access to tobacco products,	from tobacco industry)
182–183, 184 <i>t</i>	on antismoking infrastructure in California, 482
tobacco control coalition formed in Silver City,	ASSIST's response to opposition from, 350–72
NM, by, 206–7	(See also ASSIST)
Youth Access to Tobacco: A Guide to Develop-	business and consumer allies, enlisting, 333–6
ing Policy, 224–34	Coalition on Smoking OR Health challenging,
Think. Don't Smoke" campaign, 132–3, 185–6	48
Thomas Margaret 130	Colorado, opposition to ASSIST in, 355–60

congressional allies, enlisting, 328-33 recommendations for opposition to ASSIST countering ASSIST programs, plans for, 318program, 318, 319 requests for ASSIST information, 324 discrediting ASSIST, 65–6, 336–42, 345–7 Washington State, strategy in, 361 discrediting research from Environmental Pro-Web site, 384 tection Agency (EPA), 185 Tobacco Master Settlement Agreement (MSA) expenditures on advertising, 256 (1998), 144, 194 funds diverted from Community Environment challenges to, 459 Channel, 343-5 documents from tobacco industry, 312 infiltrating ASSIST, 342–3 funding of foundation to reduce teen smoking, internal documents, analysis of, 312-5 lobbying tactics, 198 Minnesota lawsuit and, 407 Maine, opposition to ASSIST in, 367-9 negotiation milestones, 400f Minnesota, opposition to ASSIST in, 362–7 as source of funding, 460–1 monitoring ASSIST activities, 321-8 state attorney generals monitoring compliance New York, opposition to ASSIST in, 369-71 to, 360 New York countering arguments on economy Virginia's use of funds from, 467-8 from, 208-9 Tobacco prevention: The next generation, 138 perception of ASSIST as major threat, 315-8 Tobacco Smoke and Involuntary Smoking, 171 policies limiting advertising from, 179–82 Tobacco Technical Assistance Consortium, 493-4, preemption laws, 347–9, 491 (See also preemption laws) Tobacco Use Supplement for the Current Populapromotion of preemption laws and ballot initiation Survey (CPS), 34 tives, 347–9 Todd, R., 405 in public health model, 22f Todd, Ron, 423n2, 507 search terms for documents from, 313t Todo a Pulmón (With Full Breath), 150 on smoke-free workplace ordinances, 173–2 tombstone listings, 269 sponsorship by tobacco companies, 267–8 Walls, Tina, from Philip Morris on tobacco ASSIST Information Exchange and Training control policies, 183 conference materials, 89 Washington State, opposition to ASSIST in, ASSIST materials, 90 on clean air ordinance passed in Denver, 301 The tobacco industry documents: An introductory coalition building, 93-5 handbook and resource guide for researchers events during implementation phase, 113–7 (MacKenzie, Collin and Lee), 384 implementation, transition to, 96-8 Tobacco Institute, 314 media advocacy, 130-1 Briant, Tom, memo on Minnesota ASSIST planning phase, 95 project, 364–5 program services in South Carolina and Wis-California, antismoking infrastructure in, 316 consin, 292 Colorado, legal action in, 337 recommendations for, 432-40 on Community Environment Channel, 317 reducing youth access to tobacco products in contractual documents for ASSIST from Na-North Carolina, 304 tional Cancer Institute (NCI), 322 Site Trainers Network (STN), 98-9 diverting ASSIST funds, 344 skills for workforce, 493-4 evaluation of ASSIST information, 325-6, 327 spokespeople for media activities, 126-7 on infiltrating ASSIST, 342–3 team assigned to in transition to nationwide Malmgren, Kurt, strategy paper from, 334–5 program, 457-8 New York State Preemption Plan, 370–1 Washington State's program, 112 obtaining ASSIST proposals, 323 public relations campaign against ASSIST, workshops for states from National Cancer In-345 - 7stitute, 389-90

Training and Technical Assistance Advance North Carolina reducing youth access to tobacco products, 209-10, 304-5 Group (TAT) report, 432–5. See also Realizing America's Vision for Healthy People: Advancpolicies limiting access to tobacco products, ing a Federal Commitment to Effective Tobacco 170, 182–3, 184*t* Control Synar Amendment, 402 (See also Synar transition to nationwide program, 443-76 Amendment) ad hoc workgroup, 452-4 Tobacco Master Settlement Agreement (1998) funding of foundation to reduce teen smokadministrative issues in agencies, 449-51 ing, 458 coordination and support team, 455 Youth Access to Tobacco: A Guide to Developcore program elements, integration of, 451–9 ing Policy, 224-34 (See also Youth Access to dissemination challenges, 445-9 evaluation and outcomes assessment team, *Tobacco: A Guide to Developing Policy)* 458-9 United Restaurant and Tavern Association, 369 - 70Minnesota's transition, 465-7 multicultural teams, 456-7 United States Tobacco Journal, 255 organizational structure during, 452f *Up in Smoke: The Transformation of America's* Billboards (video), 123 political climate during, 460–1, 463 "Recommended Benchmarks for Multicultural Uptown cigarette brand, 258 Programs and Activities," 470–3 U.S. Congress, 328-33 states, guidance on acquiring funding, 463-4 U.S. Public Health Service, 486 status of tobacco control movement, 462-3 U.S. Tobacco, 364–5 technical assistance and training team, 457-8 USA Today, 189 technical teams, 455-6 Utah, banning tobacco billboards, 263 transition teams, 454-5 Virginia's Tobacco Settlement Foundation, V 467 - 8traveling for training, 435 Vallone, Peter, 369 Treating Tobacco Use and Dependence (Fiore, et al.), 290, 296 Vallone Bill (New York), 348, 369-71 Trimpa, Ted, 317, 325, 326 Van Andel Arena, Grand Rapids, MI, 204–5 vending machines, 230-1 Truth and the Consequences of Cigarette Adver-Vermeulen, Sue, 221 tising: An Advocate's Guide to Arguments in Support of Banning Cigarette Advertising and policy interventions, 167 Promotions, 260 videos Truth Campaign in Massachusetts, 148 from American Cancer Society (ACS), 52 "The Tobacco Challenge: Communities at T-shirts, 273 Work," 390, 406 Tsongas, Paul, 202 Up in Smoke: The Transformation of America's "Turning Point for Tobacco Control: Toward a Billboards, 123 National Strategy to Prevent and Control Tobacco Use," 396-8, 414-7 Vietnamese population, 300 Vignes-Kendrick, M., 404 Virginia Ш ban on smoking in baseball stadiums in, 192-3 merchant education assessment, 149 underage drinking, 502 number of state and local coalitions, 83t underage tobacco usage. See also teenagers program services delivered in, 291 age requirements for tobacco purchasing, tips for media activities from chapter, 124 228 - 9Tobacco Settlement Foundation, 467–8 Minnesota youth access bills, 365-6 Virginia Slims tennis sponsorship, 259 nicotine addiction, 415 Vollinger, Robert E., Jr.

North Carolina, 136

Association of State and Territorial Health Offi-Community Intervention Trial for Smoking Cessation (COMMIT) compared with cials (ASTHO), 399 ASSIST, 10 Campaign for Tobacco-Free Kids (CTFK), 395 conceptual framework, 19 Citizens Against Government Waste, 334 historical context, 1 Community Guide to Preventive Services, 27 policy interventions, 167 cross-cultural workshops in tobacco prevention promise of ASSIST, 477 in Washington State, 308 volunteers, 482–3 Legacy Tobacco Documents Library, Universiin Colorado, 89 ty of California, 312, 384 loss of in Washington State, 90 LexisNexis, 313 Library of Congress Thomas Web site, 314 Multistate Master Settlement Agreement, 282 W National Association of County and City Health Officials (NACCHO), 399 Wallack, L., 127, 131 National Association of Local Boards of Health Wallop, Malcolm, 329, 330 (NALBOH), 399 Walls, Tina, 183, 186, 327, 347-8 Philip Morris company, 384 Wall Street Journal, 139 R.J. Reynolds Tobacco Company, 384 Warner, D., 147 reducing tobacco use among teenagers in Min-Warner, Kenneth E., 9, 13, 208 nesota, 307 Washington State Smokers' Rights ForceS, 346 audits of ASSIST program, 341 target populations with high tobacco use in Orbillboard in, 122 egon, 307 coalitions, experience of, 89, 90 thecommunityguide.org, 17 cross-cultural workshops in tobacco prevention, tobacco control program in Nebraska, 307 Tobacco Control Resource Center, Inc. & The enforcement of restrictions in selling tobacco to Tobacco Products Liability Project, 282 teenagers, 229 Tobacco Documents Online, 312, 384 number of state and local coalitions, 83t Tobacco Institute, 384 opposition to ASSIST from tobacco industry in, Treating Tobacco Use and Dependence (Fiore, 354, 361–2 et al.), 290 prevention education activities in, 299 Weigum, Jeanne, 354 Project Management Plan from ASSIST, 111–2 challenges from tobacco industry, 309 public relations campaign of tobacco industry Weld, William, 202 against ASSIST, 346 recommendations for opposition to ASSIST West Virginia from tobacco industry, 326 Coalition for a Tobacco-Free West Virginia restrictions on tobacco advertising in recrenewsletter, 51, 64 ational facilities, 265 prevention education activities in, 299 smoke-free policy on state ferries, 220-1 state and local coalitions, number of, 83t The Washington Post (newspaper), 126 tobacco advertising prohibited in Charleston, ASSIST article, 129 on obesity, 502 tobacco usage research, 149 Winston cigarette campaign, story on, 139 Wexler, Scott, 370 Web sites What it takes: Structuring interagency partner-Achievements in Tobacco Cessation: Case ships to connect children and families with Studies, 308 comprehensive services (Melaville and Blank), Advocacy Institute, 463 80 Americans for Nonsmokers' Rights (ANR) da-Whelan, E. M., 9 tabase, 35 Whipple, Kerry, 432n1

White, Gregory, 215	Virginia Slims tennis sponsorship, 259
policy interventions, 167	Woodruff, K., 127, 131
White, Jenny challenges from tobacco industry, 309	workforce, skills for, 493–4
-	worksites, 25
White, Marge ban on smoking in baseball stadiums in Virginia, 193 media interventions, 119 policy interventions, 167 tips for media relations, 124 Whitt, Mikelle, 432n1 Who Will Keep The Public Healthy? (Institute of Medicine), 484, 493	California study on smoke-free, 172 environmental tobacco smoke (ETS), policies to eliminate in, 240, 243–4 objectives in Wisconsin's Comprehensive Smoking Control Plan, 104–5, 107 objectives of program for, 29–30 World Bank, 174 World Health Organization, 176 World No Tobacco Day, 300
Wilson, Gary, 432n1	Wynder, E. L., 5
Winner, Carol A.	, , , , , , , , , , , , , , , , , , ,
strategic planning, 385	V
Winston cigarettes, 138–9	Y
Winston-Salem Journal (newspaper), 133	Yoe, Cathey, 318, 329
Wisconsin Annual Action Plan for 1993–94, 106–7 Comprehensive Smoking Control Plan from ASSIST, 104–5 dissemination of tobacco and health information, 145 Great American Smokeout and African Americans, 141 local organizational structures, 50 prevention education activities in, 299 program services delivered in, 292 representation on committees, 49	Young, Walter 'Snip,' 486, 507 challenges from tobacco industry, 309, 360 lawsuits against, 355, 356, 358, 359 program services for interventions, 283  Youth Access to Tobacco: A Guide to Developing Policy, 224–34 free tobacco product samples, 232–3 minimum age requirements, 228–9 point-of-purchase warning signs, 233–4 policy options to reduce youth access to tobac co, 226–8
state and local coalitions, number of, 83 <i>t</i>	retail licensing, 229
women	self-service displays, 232
counseling of pregnant women on quitting smoking in North Carolina, 298–9 Females Against Secondhand Smoke and Tobacco (FASS/T), 303 Mother's Stress Management Task Force in Massachusetts, 292, 295	single cigarette sales, 233 vending machines, 230–1 youth prevention programs, 147–9. <i>See also</i> teenagers; underage tobacco usage