

Acknowledgments

The following individuals served as the managing editors for this publication:

Linda Block, MPH, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

Karen Gutierrez, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

The following individuals are the primary authors of this publication:

Elaine Arkin, Health Communications Consultant

Joan Clayton-Davis, MA, Academy for Educational Development

Susan Middlestadt, Ph.D., Academy for Educational Development

Peter Mitchell, Academy for Educational Development

Anne Marie O'Keefe, Ph.D., JD, Academy for Educational Development

Todd Phillips, MS, Academy for Educational Development

Rose Mary Romano, MA, Academy for Educational Development

Phil Wilbur, MA, Northrop Grumman IT Health and Science Solutions

We thank the following individuals from the Centers for Disease Control and Prevention, for assistance in reviewing and contributing to this document:

Cheri Ahern, Office on Smoking and Health

Stephen Babb, MPH, Office on Smoking and Health

Diane Beistle, Office on Smoking and Health

Galen Cole, Ph.D., Office of Communication

Alyssa Easton, Ph.D., MPH, Office on Smoking and Health

Monica Eischen, Office on Smoking and Health

Reba Griffith, MPH, Office on Smoking and Health

May Kennedy, MPH, Office of Communication

Sharon Kohout, MA, Office on Smoking and Health

Dianne May, MA, MPH, Office on Smoking and Health

Jeff McKenna, MS, Office on Smoking and Health

Patty McLean, M.Ed., Office on Smoking and Health
Rebecca Murphy, Ph.D., Office on Smoking and Health
Claudia Parvanta, Ph.D., Office of Communication
Alpa Patel-Larson, Office on Smoking and Health
Linda Pederson, Ph.D., Office on Smoking and Health
Lisa Petersen, MS, Office on Smoking and Health
Oona Powell, MA, Office on Smoking and Health
Chris Prue, MSPH, Ph.D., Office of Communication
Robert Robinson, Dr.P.H., Office on Smoking and Health
Michael Schooley, MPH, Office on Smoking and Health
Karen Siener, MPH, Office on Smoking and Health

The Office on Smoking and Health thanks the following individuals for their careful review of drafts of this manual:

Debra Bodenstine, Florida Department of Health
Deborah E. Boldt, MPA, Missouri Partnership on Smoking or Health
Nicole Boyd, JD, The Partnership for a Healthy Mississippi
Greg Connolly, DMD, MPH, Massachusetts Department of Public Health
Larry Davis, Global Lead Management Consulting
Peter DeBenedittis, Ph.D., New Mexico Media Literacy Project
Robert Denniston, MA, Office of National Drug Control Policy
Mark Dinneen, Alaska Department of Health
Susan Giarratano Russell, EdD, MSPH, CHES, Health Education and Media Consultant
Sandi Hammond, Massachusetts Department of Public Health
Ann Houston, CHES, North Carolina Department of Health
Lucy Huang, IW Group, Inc.
Mary Jane Mahan, MA, DeKalb County Board of Health
Danny McGoldrick, MA, Campaign for Tobacco-Free Kids
Barbara A. Moeykens, MS, Vermont Department of Health
Mike Pertschuk, JD, Advocacy Institute
Monica Pribil, MA, Nebraska Department of Health and Human Services

Amelie Ramirez, Dr.P.H., Baylor College of Medicine

Janet Reid, Ph.D., Global Lead Management Consulting

Schaelene Rollins, California Department of Health Services

Russell Sciandra, MA, Center for a Tobacco Free New York

David Sly, MS, Ph.D., Florida State University

William D. Snook, MS Ed., Missouri Health Department

Colleen Stevens, MSW, California Department of Health Services

Makani Themba-Nixon, The Praxis Project

Chuck Wolfe, Wolfe Strategies

David Zucker, Porter Novelli

The Office on Smoking and Health thanks the following individuals for support in producing this manual:

Daria Bessom, Northrop Grumman IT Health and Science Solutions

Adjoa Burrowes, Northrop Grumman IT Health and Science Solutions

Sheila E. Coble, Northrop Grumman IT Health and Science Solutions

Vivian Doidge, MA, Northrop Grumman IT Health and Science Solutions

Dee Ellison, MS, Academy for Educational Development

Maxine Forrest, Northrop Grumman IT Health and Science Solutions

Catherine Macapugay, Northrop Grumman IT Health and Science Solutions

Anne Mattison, MA, Northrop Grumman IT Health and Science Solutions

Jennifer Mike, Northrop Grumman IT Health and Science Solutions

Eloisa Montes, MA, Northrop Grumman IT Health and Science Solutions

Don Mullins, MPH, Northrop Grumman IT Health and Science Solutions

Melissa Ratherdale, MA, Academy for Educational Development

Susan Rogers, Ph.D., Academy for Educational Development

Rebecca Rosenthal, Academy for Educational Development

Jeff Roussel, Northrop Grumman IT Health and Science Solutions

Laura Simon, Northrop Grumman IT Health and Science Solutions

Pam Sutton, Academy for Educational Development

Carol Winner, MPH, Northrop Grumman IT Health and Science Solutions