# Acknowledgments

This monograph was developed by the National Cancer Institute under the general direction of **Stephen E. Marcus**, Monograph Series Editor. The Scientific Editors **Ronald M. Davis**, **Elizabeth A. Gilpin, Barbara Loken, K. Viswanath**, and **Melanie A. Wakefield** were responsible for the editorial content of the monograph. The editors also drafted original chapters or sections of chapters for this monograph. Contributing authors drafted chapters or sections of chapters. Reviewers with relevant expertise provided critical reviews of the content by section, chapter, and/or volume.

# **Monograph Series Editor**

### Stephen E. Marcus, Ph.D.

Epidemiologist Tobacco Control Research Branch Behavioral Research Program Division of Cancer Control and Population Sciences National Cancer Institute Bethesda, MD

# **Scientific Editors**

# Ronald M. Davis, M.D.

Senior Scientific Editor Director Center for Health Promotion & Disease Prevention Henry Ford Health System Detroit, MI

# Elizabeth A. Gilpin, M.S.

Clinical Professor of Biostatistics Cancer Prevention & Control Program University of California, San Diego Moores Cancer Center La Jolla, CA

# Barbara Loken, Ph.D.

Professor Department of Marketing Carlson School of Management University of Minnesota Minneapolis, MN

# K. Viswanath, Ph.D.

Associate Professor Department of Society, Human Development & Health Harvard School of Public Health Department of Medical Oncology Dana Farber Cancer Institute Boston, MA

# Melanie A. Wakefield, Ph.D.

Senior Scientific Editor Director and NHMRC Principal Research Fellow Centre for Behavioural Research in Cancer Cancer Control Research Institute The Cancer Council Victoria Victoria, Australia

# **Contributing Authors**

#### Lois Biener, Ph.D. Senior Research Fellow Center for Survey Research University of Massachusetts, Boston

University of Massachusetts, Boston Boston, MA

# Anthony Biglan, Ph.D.

Senior Scientist Oregon Research Institute Eugene, OR

#### Simon Chapman, Ph.D. Professor School of Public Health University of Sydney New South Wales, Australia

**Christine Cody** Oregon Research Institute Eugene, OR

#### Erik C. Crankshaw, M.P.H. Public Health Research Associate, Community Health Promotion Research Public Health and Environment Division RTI International Research Triangle Park, NC

#### Tess Boley Cruz, Ph.D., M.P.H.

Assistant Professor of Research Institute for Prevention Research Keck School of Medicine University of Southern California Alhambra, CA

#### Kevin C. Davis

Research Economist RTI International Research Triangle Park, NC

#### Timothy Dewhirst, Ph.D.

Assistant Professor Department of Marketing and Consumer Studies College of Management and Economics University of Guelph Guelph, Ontario, Canada

#### Helen Dixon, Ph.D.

Senior Research Fellow Centre for Behavioural Research in Cancer Cancer Control Research Institute The Cancer Council Victoria Victoria, Australia

#### Matthew C. Farrelly, Ph.D.

Senior Program Director Public Health Policy Research Public Health & Environment Division RTI International Research Triangle Park, NC

#### John R. Finnegan Jr., Ph.D.

Professor & Dean School of Public Health University of Minnesota Minneapolis, MN 55455

#### Michael Givel, Ph.D.

Associate Professor Department of Political Science University of Oklahoma Norman, OK

#### Stanton A. Glantz, Ph.D.

Professor of Medicine Department of Medicine Division of Cardiology University of California, San Francisco San Francisco, CA

#### Marvin E. Goldberg, Ph.D.

Irving and Irene Bard Professor of Marketing Smeal College of Business Pennsylvania State University University Park, PA

#### Lawrence Gostin, J.D.

Associate Dean Research and Academic Programs Georgetown University Washington, DC

#### Gerard Hastings, Ph.D.

Director of the Institute for Social Marketing and the Centre for Tobacco Control Research University of Stirling and the Open University Stirling, Scotland

#### Lisa Henriksen, Ph.D.

Senior Research Scientist Stanford Prevention Research Center Stanford University School of Medicine Stanford, CA

**Jennifer K. Ibrahim, Ph.D., M.P.H., M.A.** Assistant Professor Department of Public Health Temple University Philadelphia, PA

#### Gail H. Javitt, J.D., M.P.H.

Law and Policy Director Genetics & Public Policy Center Phoebe R. Berman Bioethics Institute The Johns Hopkins University Washington, DC

#### Pamela Ling, M.D, M.P.H.

Assistant Professor in Residence Department of Medicine, General Internal Medicine University of California San Francisco San Francisco, CA

**Henry Saffer, Ph.D.** Research Associate National Bureau of Economic Research New York, NY

James D. Sargent, M.D. Professor of Pediatrics Director, Cancer Control Research Program Norris Cotton Cancer Center Dartmouth Medical School Lebanon, NH

#### Katherine Clegg Smith, Ph.D.

Assistant Professor Bloomberg School of Public Health Department of Health, Behavior, and Society The Johns Hopkins University Baltimore, MD

#### Victor J. Strecher, Ph.D., M.P.H.

Professor and Director Health Media Research Laboratory Department of Health Behavior & Health Education University of Michigan School of Public Health Associate Director, Cancer Prevention and Control University of Michigan Comprehensive Cancer Center Ann Arbor, MI

# **Reviewers**

**Edith Balbach, Ph.D.** Senior Lecturer Community Health Program Tufts University Medford, MA

#### Ursula E. Bauer, Ph.D., M.P.H.

Director Bureau of Tobacco Use Prevention and Control New York State Department of Health Albany, NY

#### Michael E. Begay, Ph.D.

Department of Community Health Studies School of Public Health & Health Science University of Massachusetts, Amherst Amherst, MA

**Stella Aguinaga Bialous, RN, Dr.P.H., FAAN** President Tobacco Policy International San Francisco, CA

#### Paul N. Bloom, Ph.D.

Senior Research Scholar of Social Entrepreneurship & Marketing Center for the Advancement of Social Entrepreneurship The Fuqua School of Business Duke University Durham, NC

**Alan Blum, M.D.** Center for the Study of Tobacco & Society The University of Alabama Tuscaloosa, AL

**Ron Borland, Ph.D.** Nigel Gray Distinguished Research Fellow in Cancer Prevention The Cancer Council Victoria Carlton South, Victoria, Australia

William J. Bukoski, Ph.D. Senior Scientist Division of Epidemiology, Services and Prevention Research National Institute on Drug Abuse Rockville, MD

**Joseph N. Cappella, Ph.D.** Annenberg School for Communication University of Pennsylvania Philadelphia, PA

#### Simon Chapman, Ph.D.

Professor School of Public Health University of Sydney New South Wales, Australia

#### Joel B. Cohen, Ph.D.

Director Center for Consumer Research University of Florida Gainesville, FL

#### K. Michael Cummings, Ph.D, M.P.H.

Chair, Department of Health Behavior Division of Cancer Prevention & Population Sciences Roswell Park Cancer Institute Buffalo, NY

#### Prabu David, Ph.D.

Associate Professor School of Communication The Ohio State University Columbus, OH

#### Richard A. Daynard, J.D., Ph.D.

Professor of Law Northeastern University School of Law Boston, MA

#### Robert Donovan, Ph.D.

Professor of Behavioral Research Division of Health Sciences Curtin University Bentley WA, Australia

#### Sherry L. Emery, Ph.D., M.B.A.

Senior Research Scientist Institute for Health Research and Policy University of Illinois at Chicago Chicago, IL

**Michael P. Eriksen, Sc.D.** Professor and Director Institute of Public Health Georgia State University Atlanta, GA

#### James S. Ettema, Ph.D. Department of Communications Studies Northwestern University Evanston, IL

#### Jean L. Forster, Ph.D., M.P.H.

Division of Epidemiology and Community Health University of Minnesota, Twin Cities Minneapolis, MN

#### Brion Fox, S.M., J.D.

Associate Scientist University of Wisconsin Paul P. Carborne Comprehensive Cancer Center Madison, WI

#### Stanton A. Glantz, Ph.D.

Professor of Medicine Department of Medicine Division of Cardiology University of California, San Francisco San Francisco, CA

#### Marvin E. Goldberg, Ph.D.

Professor of Marketing Smeal College of Business Pennsylvania State University University Park, PA

#### Gerard Hastings, Ph.D.

Director of the Institute for Social Marketing and the Centre for Tobacco Control Research University of Stirling and the Open University Stirling, Scotland

#### Cheryl Healton, Ph.D.

President and CEO American Legacy Foundation Washington, DC

#### Anthony J. Hedley

Department of Community Medicine University of Hong Kong Hong Kong, China

# Norbert Hirschhorn, M.D. Retired

London, England

#### Thomas P. Houston, M.D.

Director Ohio Health Nicotine Dependence Program McConnell Heart Health Center Clinical Professor Family Medicine and Health The Ohio State University Columbus, OH

#### Corinne G. Husten, M.D., M.P.H.

Medical Officer Office of Smoking and Health Centers for Disease Control and Prevention Atlanta, GA

#### Gerald Kosicki, Ph.D.

Associate Professor School of Journalism and Communication Director of the Center for Survey Research The Ohio State University Columbus, OH

#### Matthew Kreuter, Ph.D., M.P.H.

Associate Professor and Director Health Communication Research Laboratory St. Louis University St. Louis. MO

#### Anne Landman

Tobacco Document Research & Consulting Glade Park, CO

#### Scott J. Leischow, Ph.D.

Professor, Family and Community Medicine and Public Health Deputy Director for Strategic Partnerships and Policy Arizona Cancer Center The University of Arizona Tucson, AZ

#### Ruth E. Malone, RN, Ph.D., FAAN

Professor and Vice Chair Department of Social and Behavioral Sciences School of Nursing University of California San Francisco, CA

#### Alan B. Morrison, J.D.

Director, Public Citizen Litigation Group Washington, DC

#### Monique E. Muggli, M.P.H.

Tobacco Document Consultancy St. Paul, MN

#### **Rebecca Murphy-Hoefer**

Health Communications Specialist National Center for Chronic Disease Prevention & Health Promotion Centers for Disease Control and Prevention Atlanta, GA

#### David E. Nelson, M.D., M.P.H.

Senior Scientific Advisor, Alcohol Team Centers for Disease Control and Prevention Atlanta, GA

#### Cornelia Pechmann, Ph.D.

Graduate School of Management Transdisciplinary Tobacco Use Research Center University of California, Irvine Irvine, CA

#### Cheryl L. Perry, Ph.D.

Rockwell Chair in Society and Health Professor and Regional Dean Austin Regional Campus University of Texas Austin, Texas

#### John P. Pierce, Ph.D., M.Sc., M.A.

Sam M. Walton Professor for Cancer Research Associate Director for Population Sciences University of California, San Diego Moores Cancer Center La Jolla, CA

#### Richard W. Pollay, Ph.D.

Professor, Sauder School of Business Vancouver, British Columbia, Canada

#### Ronald E. Rice, Ph.D.

Arthur N. Rupe Professor in Social Effects University of California, Santa Barbara Santa Barbara, CA

#### Charles T. Salmon, Ph.D.

Dean College of Communication Arts and Sciences Michigan State University East Lansing, MI James E. Shanahan, Ph.D. Associate Professor Department of Communications Cornell University Ithaca, NY

**Michael Siegel, M.D., M.P.H.** Professor Social and Behavioral Sciences Department Boston University School of Public Health Boston, MA

**David Simpson, OBE** International Agency on Tobacco & Health London, England

#### Michael D. Slater, Ph.D.

Distinguished Professor School of Communication College of Social and Behavioral Sciences The Ohio State University Columbus, OH

**Linda Squiers, Ph.D.** Project Officer for Research National Cancer Institute, Cancer

Information Service Rockville, MD

#### Colleen Stevens, M.S.W.

Tobacco Control Section Department of Health Services Sacramento, CA

#### Sharyn Sutton, Ph.D.

Managing Director Communication & Social Marketing Group Health Program American Institutes for Research Silver Spring, MD

**Esther Thorson, Ph.D.** Acting Dean of Graduate Studies Missouri School of Journalism Columbia, MO

**Thomas W. Valente, Ph.D.** Director, Master of Public Health Program Institute for Prevention Research University of Southern California Alhambra, CA **Lawrence M. Wallack, Dr.P.H.** Dean College of Urban and Public Affairs Portland State University Portland, OR

**D. Charles Whitney, Ph.D.** Department of Creative Writing University of California, Riverside Riverside, CA

**Phillip Wilbur** Director, Tobacco Control and Health Programs Danya International, Inc. Silver Spring, MD

#### John K. Worden, Ph.D.

Research Professor Emeritus University of Vermont Office of Health Promotion Research University of Vermont Burlington, VT

# **Other Contributors**

#### Amanda Amos, Ph.D., M.Sc.

Professor of Health Promotion Public Health Sciences Medical School University of Edinburgh Edinburgh, Scotland

#### Thomas W. Valente, Ph.D.

Director, Master of Public Health Program Department of Preventive Medicine University of Southern California Alhambra, CA

Gemma P. Vestal, J.D., M.P.H., M.B.A., R.N.

Legal Officer/Scientist Tobacco Free Initiative World Health Organization Geneva, Switzerland The editors would like to acknowledge the publication support services provided for this monograph:

#### American Institutes for Research

Margot Raphael, Project Director and Managing Editor Elizabeth Bruce, Monograph Editor Bethany Meissner, Project Assistant Matthew Mowczko, Publication Production

#### **Cygnus Corporation**

Jennifer Bishop, Publications Manager Ruth Christie and Patricia Spellman, Copyeditors Mary Bedford, Proofreader

#### **R.S.** Gallagher and Associates

Richard S. Gallagher, Technical Editor