
Contents

Chapter 1. The Historical Context	1
Needed: A New Approach	3
The Context for Creating ASSIST	4
Approval Is Sought	12
Readiness to Go Forward	14
References	15
Additional Resource	17
Chapter 2. The Conceptual Framework	19
The Fundamental Premises of ASSIST: Preventing Tobacco Use through the Public Health Model ...	21
The ASSIST Conceptual Framework: Priority Populations, Channels, and Interventions	24
ASSIST Program Objectives and Evaluation	28
The Selection of States	35
Time to Act	38
References	38
Chapter 3. Structure and Communications	41
Linking the Units of a Complex Structure	43
The Major Organizational Units	46
Mechanisms for Coordination, Decision Making, and Communication	53
Readiness to Build Capacity and Capabilities	67
References	76
Chapter 4. Building National, State, and Local Capacity and Capability	77
Creating the Capacity to Act	79
Building the Capability to Act	93
Willing and Ready	99
References	118
Chapter 5. Media Interventions to Promote Tobacco Control Policies	119
The Power of the Media	121
Preparing for Media Interventions	122
Media Strategies and Tactics	127
Monitoring Newspaper Coverage	149
From Media to Policy Change	152
References	164

Chapter 6. Public and Private Policy Interventions	167
Policy as an Intervention	169
Interventions in Four Policy Areas	170
Challenges to Public Policy Interventions	183
Insights from Policy Advocacy Experiences	187
The Influence of Policy	218
References	278
Additional Resources	282
Chapter 7. Program Services: Reaching the Individual	283
The Challenge of Services Delivery: Setting Priorities	286
The Role of ASSIST in Service Provision	289
Interaction between Policy and Program Services	300
Strength in Comprehensiveness	305
References	306
Additional Resources	307
Chapter 8. Tobacco Industry Challenge to ASSIST	309
Part 1. The Tobacco Industry’s Response to ASSIST: An Analysis of Tobacco Industry Internal Documents	312
Methods for Researching the Tobacco Industry Documents	312
Results of the Research	315
Discussion	349
Part 2. ASSIST’s Response to the Tobacco Companies: Facing the Opposition	350
Understanding the Obligation to Respond to FOIA Requests	350
Understanding the Regulations on Lobbying	352
Case Studies	354
Onward after the Opposition	354
References	372
Additional Resources	383
Chapter 9. Planning Strategically for the Future	385
At the Turning Point	387
The States Work to Sustain Their Programs	388
Developing Strategic Plans for a Sustained National Program	391
Taking Action to Get Commitment	398
Affirming the Commitment	409
Turning to Transition	410
References	441
Additional Resource	442

Chapter 10. From Demonstration Project to Nationwide Program	443
The Challenge of Dissemination	445
Transition from Agency to Agency: Administrative Issues	449
Integrating and Maintaining Core Program Elements	451
The National Environment for Tobacco Control: A Consideration	460
Toward the Future	469
References	474
Chapter 11. The Promise of ASSIST	477
Beyond ASSIST	480
A Visible Promise: An Evolving Infrastructure	481
The Promise of ASSIST: Shaping the Future	484
Influencing Public Health Initiatives	496
Advancing Evaluation Methodology	502
Future Interventions and Research Initiatives	504
Onward from ASSIST	505
References	508
Index	513

Case Studies

Case Study 4.1. Albuquerque: A Multicultural Coalition	84
Case Study 4.2. Regional Networks in the Massachusetts Tobacco Control Program	85
Case Study 4.3. Evaluating ASSIST Coalitions in North Carolina	86
Case Study 5.1. Tobacco State Turns Opinion Around	134
Case Study 5.2. Strengthening Youth Access to Tobacco Laws: North Carolina	136
Case Study 5.3. The Media Network of the Tobacco-Free Michigan Action Coalition	137
Case Study 5.4. Winston Additive-Free Media Advocacy Campaign	138
Case Study 5.5. Charleston, West Virginia, Bids So Long to the Marlboro Man	143
Case Study 5.6. The Tobacco Master Settlement Agreement—A National Event Covered Locally	144
Case Study 5.7. The Indiana Countercampaign—A Local Event Covered Nationally	144
Case Study 5.8. ASSIST—Wisconsin State Medical Society Partnership for Publishing Tobacco Research	145
Case Study 5.9. Todo a Pulmón (“With Full Breath”): A Rhode Island Radio Campaign for Hispanic Youths	150
Case Study 6.1. Kids Make Crucial Appeal to Policymakers in St. Louis County	190
Case Study 6.2. Tobacco and Sports Don’t Mix in Virginia!	192
Case Study 6.3. ASSIST Unites with Faith Leaders to Ban Tobacco Advertising in St. Louis	195
Case Study 6.4. Filling the Roles in Las Cruces, New Mexico	197

Case Study 6.5. Shining the Light on Tobacco Advertising and Promotions	199
Case Study 6.6. Massachusetts Increases Tobacco Tax to Fund Healthcare for Children	201
Case Study 6.7. Youth Advocates Make Michigan Arena Tobacco Free	204
Case Study 6.8. Teens Lead the Way in Silver City, New Mexico	206
Case Study 6.9. New York Counters Tobacco Industry Claims with Data	208
Case Study 6.10. Collecting Local Numbers in North Carolina	209
Case Study 6.11. Point of Purchase: Operation Storefront	210
Case Study 6.12. An Historic Opportunity: South Carolina Bans Smoking in Its State House	214
Case Study 6.13. Twice North Carolina Makes Gains for a Smoke-free School Environment	215
Case Study 6.14. Indiana’s Battle against Preemption	217
Case Study 6.15. Persistence Pays Off in Mesilla, New Mexico	219
Case Study 6.16. Changing Policy on Public Transportation: Smoke-free Washington State Ferries	221
Case Study 6.17. Protecting the Gain in Las Cruces, New Mexico	223
Case Study 7.1. Helping Schools Shift to a Tobacco-Free Norm in North Carolina	293
Case Study 7.2. Diapers, Dishes, and Deep Breathing: Stress Management and Smoking Cessation for Low-income Mothers in Massachusetts	295
Case Study 7.3. Smoking Cessation Quitline for Michigan Medicaid Recipients	296
Case Study 7.4. Colorado Tobacco-Free Schools Law Creates Demand for Cessation and Prevention Programs	297
Case Study 7.5. Employers: “Anybody Going to Tell Us What’s Going On?”	301
Case Study 7.6. Clearing the Smoke at the University of Maine	302
Case Study 7.7. Strengthening the Enforcement of the Youth Access Law in North Carolina	304
Case Study 8.1. Full-Scale Challenge in Colorado	355
Case Study 8.2. Work Disruptions in Washington State	361
Case Study 8.3. In Minnesota: Multiple Strategies, Multiple Defeats—Ultimate Victory	362
Case Study 8.4. On Alert in Maine	367
Case Study 8.5. New York State Defeats Tobacco Industry’s Attempt to Impose Preemption	369
Case Study 10.1. Transition at the State Level: Minnesota’s Experience	465
Case Study 10.2. Establishment of the Virginia Tobacco Settlement Foundation	467

Tables

Table 2.1. ASSIST Program Objectives by 1998	29
Table 4.1. Number of ASSIST State and Local Coalitions, 1992 and 1996	83
Table 5.1. Number of Newspaper Editorials in North Carolina, 1993–98	135
Table 5.2. Media Analysis Quarterly Report for Michigan: October 1, 1993, to March 31, 1994	154
Table 6.1. Number of Municipalities per State with Clean Indoor Air Ordinances, as of August 25, 2003	175

Table 6.2. State Tax Rates for 2000 and Rate Increases, 1991–99 (per pack)	177
Table 6.3. Number of Municipalities per State with Advertising Ordinances, as of August 25, 2003	181
Table 6.4. Number of Municipalities per State with Youth Access Ordinances, as of August 25, 2003	184
Table 8.1. Search Terms Used with Tobacco Industry Document Sites	313
Table 10.1. Comparison of the ASSIST and IMPACT Programs	448
Table 11.1. State Cigarette Excise Taxes for 1998 and 2003	490

Figures

Figure 1.1. National Cancer Institute’s Five Phases of Cancer Control Research	7
Figure 1.2. The National Cancer Institute Funding for Smoking, Tobacco, and Cancer	8
Figure 2.1. The Public Health Model	22
Figure 2.2. The ASSIST Conceptual Framework	25
Figure 2.3. The ASSIST Evaluation Model	33
Figure 2.4. States Awarded ASSIST Contracts	37
Figure 3.1. ASSIST: National Organizational Structure	45
Figure 5.1. Number of Policy-Related Tobacco Articles: Michigan, October 1, 1993, to March 31, 1994	153
Figure 5.2. Percentage of Articles by Policy Type: Michigan, January 1 to March 31, 1994	153
Figure 9.1. ASSIST Strategic Planning Subcommittee Long-term Planning Products, 1995–98	392
Figure 9.2. Tobacco Settlement Negotiation Milestones	400
Figure 10.1. Goals Set for ASSIST in 1988	446
Figure 10.2. Organizational Structure during the Transition	452
Figure 11.1. The ASSIST Cube and Subsequent Adaptations to Cardiovascular Disease	485
Figure 11.2. Map of State Cigarette Tax Rates—2004	489

Appendices

Appendix 3.A. Memo of Understanding Between the National Cancer Institute and the American Cancer Society	68
Appendix 3.B. ASSIST Key Required Resources	73
Appendix 4.A. Example of Membership in an ASSIST State Coalition: Rhode Island	101
Appendix 4.B. ASSIST Responsibility Matrix from Minnesota	103
Appendix 4.C. Wisconsin ASSIST’s Comprehensive Smoking Control Plan: Selected Channels	104
Appendix 4.D. Wisconsin ASSIST’s 1993–94 Annual Action Plan: Selected Channels	106
Appendix 4.E. Minnesota ASSIST’s Comprehensive Tobacco Control Plan: Community Environment Channel	108

Appendix 4.F. Minnesota ASSIST’s 1993–94 Annual Action Plan: Community Environment Channel	109
Appendix 4.G. Minnesota ASSIST’s 1998–99 Annual Action Plan: Community Environment Channel	110
Appendix 4.H. Washington State ASSIST’s Project Management Plan: Selected Components	111
Appendix 4.I. Training Events of the Implementation Phase	113
Appendix 5.A. ASSIST Bibliography	155
Appendix 6.A. Excerpts from Youth Access to Tobacco: A Guide to Developing Policy	224
Appendix 6.B. Excerpts from Clean Indoor Air: A Guide to Developing Policy	235
Appendix 6.C. Excerpts from Tobacco Advertising and Promotion: A Guide to Developing Policy	253
Appendix 9.A. Executive Summary from “Planning for a Durable Tobacco Prevention Movement: Sustaining Tobacco Prevention beyond the American Stop Smoking Intervention Study”	411
Appendix 9.B. Executive Summary from “Turning Point for Tobacco Control: Toward a National Strategy to Prevent and Control Tobacco Use”	414
Appendix 9.C. Helene Brown Testimony	418
Appendix 9.D. Realizing America’s Vision for Healthy People: Advancing a Federal Commitment to Fund Effective Tobacco Control	421
Appendix 10.A. Recommended Benchmarks for Multicultural Programs and Activities	470
Appendix 11.A. Tobacco Control Professionals Who Shared Their Insights regarding ASSIST	507