
Dedication

I wish to acknowledge the invaluable contributions of time and intellect that were provided to the ASSIST evaluation by the many dedicated researchers whose efforts and ingenuity helped make the evaluation come to fruition. Although far too many individuals were involved to name here, this volume is dedicated to all of you. Especially helpful was the technical expertise provided by Lois Biener, Frank Chaloupka, Mike Cummings, Betsy Gilpin, Stan Glantz, Larry Kincaid, David Murray, John Pierce, Jon Samet, and Bill Trochim. Their insight and commitment were essential for completing this enormous undertaking. In addition, my statistical team—Anne Hartman and Barry Graubard—provided invaluable input. I also want to thank my co-editor for this volume, Carol Schmitt, who provided endless support through the development of this monograph.

The ASSIST evaluation would not have been possible without the support of former and current staff of the National Cancer Institute. Barbara Rimer, Bob Hiatt, and Bob Croyle recognized the contribution this project had to offer to advance understanding of population-level tobacco control efforts as well as how the ASSIST evaluation methods and measures could apply to the larger arena of cancer control.

Performing this evaluation was a difficult task. Many new approaches were necessary; many different challenges had to be overcome; and many opinions had to be satisfied. We are truly fortunate that much was learned and much was accomplished. For this I am sincerely grateful. Albert Einstein said, “In the middle of every difficulty lies opportunity.” The ASSIST evaluation was such an opportunity, both intellectually and personally. Most of all, this evaluation was an opportunity to lend credibility to the ground-breaking work accomplished by all those involved in ASSIST.

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