

## Index

### A

- “accommodation” campaigns, 234, 239
- advertising, tobacco. *See* tobacco advertising
- advocacy  
   media (*See* media advocacy)  
   in public health, 189–190, 340
- African Americans  
   in ASSIST population, 329  
   smoking prevalence rates, 147–148
- age  
   and life expectancy gains after smoking cessation, 318–320  
   and smoking prevalence rates, 146, 276, 277*t*, 285*t*  
   and timing of quit, 322
- Agency for Health Care Policy and Research, smoking cessation guidelines, cost-effectiveness of, 316, 323
- agenda usurping, by tobacco industry, 227, 228*t*, 243–244  
   concept map rating, 221*t*
- Alabama, tobacco manufacturing in, 171
- Alaska  
   clean indoor air legislative score, 123  
   IOI values, 130  
   real cigarette prices, 120
- American Cancer Society (ACS)  
   and ASSIST, 8  
   and SmokeLess States, 10  
   SoTC data collection, 40  
   work for tobacco control, 152
- American Economics Group, economic impact study (1996) by, 171–172
- American Heart Association and SmokeLess States, 10  
   SoTC data collection, 40  
   work for tobacco control, 152
- American Lung Association  
   SLATI database, 104  
   and SmokeLess States, 10  
   SoTC data collection, 40  
   work for tobacco control, 152
- American Medical Association, and SmokeLess States, 9
- American Nonsmokers’ Rights Foundation (ANRF), local ordinance data from, 90, 91, 97–98, 99, 105
- American Public Health Association, on state preemption laws, 91
- American Stop Smoking Intervention Study for Cancer Prevention. *See* ASSIST (American Stop Smoking Intervention Study for Cancer Prevention)
- Anchorage, Alaska, 238
- ANRF. *See* American Nonsmokers’ Rights Foundation (ANRF)
- anti-public health index, 256
- Arizona, tobacco control efforts in, 153, 155
- Arkansas, smoke-free workplace reports in, 126
- ASSIST (American Stop Smoking Intervention Study for Cancer Prevention)  
   about, 3*n*, 4, 26, 269, 328  
   aims of, 4, 14, 26, 269, 328  
   COMMIT compared to, 7–8, 12*t*, 13  
   components, diffusion to non-ASSIST states, 10, 13, 22, 334–335  
   end of, 11  
   evaluation of (*See* ASSIST evaluation)  
   expenditure data on, 310–312, 311*t*, 312*t*, 315–316  
   funding of, 8–9  
   history of, 8–9  
   media interventions in, 188, 189, 190, 198, 203  
   policy areas addressed by, 90, 119–120, 269  
   population reached by, 308  
   scientific framework of, 7–8  
   SmokeLess States compared to, 10  
   societal change as objective of, 14, 328  
   states involved in (*See* ASSIST states)  
   tobacco industry counterefforts aimed at, 22, 215–216, 291  
   industry documents on, 236, 239–240, 242, 244, 246–250
- ASSIST: Shaping the Future of Tobacco Prevention and Control* (Tobacco Control Monograph 16), 9, 11

*Note:* Page numbers with *t* indicate tables; page numbers with *f* indicate figures; and page numbers with *n* indicate footnotes.

- ASSIST Coalition Assessment, 16–17
- ASSIST Coordinating Center, 10  
and ASSIST Newspaper Tracking System, 189–193, 196
- ASSIST evaluation, 3–26, 328  
of capacity, 14, 331–332, 333  
and complex program evaluation, 11, 338–339  
conceptual framework, 15–21, 18*f*, 26, 329  
assumptions of, 16, 272  
evolution of, 16–17, 23–24, 24*f*  
key constructs, 17–20, 19*t*, 23–24, 24*f*, 25*t*  
as legacy, 335  
variables in, 19*t*, 23, 25*t*
- contributions/lessons of, 26, 328–341  
ASSIST Newspaper Tracking System, 201–202  
conclusions, 340–341  
for media intervention evaluation, 190, 202  
for public health intervention evaluation, 338–339  
for state tobacco control intervention evaluation, 15–16, 291–292, 335  
summary, 339–340  
for tobacco control intervention evaluation, 55, 137, 155–156, 334–336
- of cost-effectiveness (*See* cost-effectiveness of ASSIST)
- ecological approach to, 4–5, 14, 16, 330
- of economic dependence on tobacco (*See* economic dependence on tobacco)
- Expert Panel, 17, 97, 99
- of final outcomes (*See* final outcomes)
- funding levels, 15
- historical context, 5–13
- indices in, 53–54, 272, 330 (*See also specific indices*)
- of initial outcomes (*See* initial outcomes; Initial Outcomes Index (IOI))
- key findings of, 330–332
- legacy of, 334–336
- of legislative changes (*See* legislative changes, measurement of)
- of media interventions (*See* Newspaper Tracking System, ASSIST)
- methodological approach, 4–5, 13–24  
analytic challenges, 21–23, 26  
capacity measurement in, 14  
data collection timeline, 17, 18*f*  
ecological/systems model in, 4–5, 14, 16, 330–331, 340  
evolution of, 16–17  
indices, 53–54, 272, 330  
key constructs, 17–20  
key principles, 14–16  
model diagnostics, 273  
one-tailed statistical tests, 272  
outcome measures, 5, 14–16, 19*t*, 20–21, 25*t*  
preliminary analyses, 272–273  
research questions, 21, 21*t*, 271  
societal change in, 14  
units of selection, 272
- of societal change, 14, 338–339
- of state-level conditions affecting tobacco control (*See* economic dependence on tobacco; state conditions)
- of strength of intervention (*See* Strength of Tobacco Control (SoTC) index)
- summary and conclusions, 24–26
- timeline, 18*f*
- of tobacco industry counterefforts and tactics (*See* tobacco industry counterefforts and tactics)
- ASSIST Newspaper Tracking System. *See* Newspaper Tracking System, ASSIST
- ASSIST states  
compared to non-ASSIST states (*See* ASSIST states *versus* non-ASSIST states)  
expenditure data, 310–311, 311*t*, 315  
funding for tobacco control, 153–155, 154*t*  
selection of, 23  
tobacco-growing/manufacturing, 150
- ASSIST states *versus* non-ASSIST states  
cigarette prices, real, 121*t*  
clean indoor air ratings (legislative scores), 92, 103, 103*t*, 124*t*, 130  
demographic factors, baseline, 270*t*  
final outcomes, 269–270, 292  
funding for tobacco control, 154*t*, 155  
initial outcomes, 136  
IOI scores, 130, 131*t*, 283, 284*f*, 342*t*–343*t*  
after diffusion of ASSIST practices, 335  
newspaper coverage of tobacco policy, 199*t*, 199–200  
per capita cigarette consumption, 278*f*, 279, 280*f*, 281*t*, 289–290, 292, 301*t*  
baseline, 270, 270*t*  
and IOI changes, 287–289, 289*t*, 290  
and SoTC scores, 287, 287*t*

smoke-free workplace reports, 127*t*  
 smoking prevalence, adult, 270, 275–276, 289, 292, 301*t*  
   and age, 276, 277*t*  
   baseline, 23, 270, 270*t*  
   sex differences, 276, 277*t*, 289  
   by state, 342*t*–343*t*  
 smoking prevalence reduction, 331, 332  
   projection to U.S. population, 291, 292, 332  
 SoTC scores, 44, 45*t*, 283, 290, 342*t*–343*t*  
   and per capita cigarette consumption, 287, 287*t*  
 state conditions baseline, 270*t*  
 tobacco as share of GSP, 177*t*  
 tobacco industry counterefforts in, 291  
 attitudes. *See* public opinion; views and attitudes

## B

“balanced scorecard” performance measures, 42–43  
 Behavioral Risk Factor Surveillance System (BRFSS), 16, 21  
 benchmark systems  
   for cost-effectiveness evaluation, 308  
   for rating state tobacco control laws, 91–92  
 Bero, L., work on tobacco industry counterefforts to ASSIST, 215–216, 236, 255, 291  
 Beverly Hills, California, 238  
 Bialous, Stella Aguinaga  
   on tobacco industry counterefforts and tactics, 213  
 Bonate, P. L., 293  
 Boston, Massachusetts, 239  
 Boucher, Rick, 248  
 Boyle, R. G.  
   on political ideology and tobacco control, 152–153  
   on state spending on tobacco control, 153  
   on tobacco-growing states, 148  
 BRFSS. *See* Behavioral Risk Factor Surveillance System (BRFSS)  
 Briant, Tom, 249  
 Brownson, Ross C.  
   on policy and legislative changes, 87  
 Brown & Williamson, tobacco control counterefforts by, 238, 246

## C

California  
   analytic treatment of, 273, 276  
   clean indoor air legislative score, 123  
   and IMPACT, 9  
   per capita cigarette consumption, 290  
   smoking prevalence trends, 51  
     in youth, 146–147  
   tobacco control in, 136  
     cigarette/tobacco tax, 10, 153  
     funding of, 51, 153  
     local smoke-free policies, 152  
     timing of outcomes, 20  
 Campaign for Tobacco-Free Kids, 104, 136  
 cancer control research phases, 7*f*  
 capacity  
   definitions and components of, 14, 333  
   for tobacco control, ASSIST evaluation and findings, 14, 331–332, 333  
 capacity (SoTC component), 20, 35  
   definitions, 34, 35, 36, 39  
   scores, 45*t*, 47*f*  
     correlations, 48, 48*t*  
     domain-level, 49–51, 50*t*, 53  
   variables measuring, 35–36, 56*t*, 58*t*–59*t*  
 Capilouto, E. I.  
   on political ideology and tobacco control, 152–153  
   on state spending on tobacco control, 153  
   on tobacco-growing states, 148  
 cardiovascular disease prevention, 338  
 case studies  
   of media interventions, 200, 201  
   of tobacco industry counterefforts and tactics, 230–233  
 CDC. *See* Centers for Disease Control and Prevention (CDC)  
 Census of Agriculture, 166  
 Census of Manufacturers, 170  
 Center for Indoor Air Research, 250  
 Center for Tobacco Policy Research, 337  
 Centers for Disease Control and Prevention (CDC)  
   best practices, 14  
   BRFSS, 16  
   IMPACT, 9–10, 41, 136–137  
   NTCP, 11  
   Office on Smoking and Health, 335

- in SoTC data collection, 39, 41
- STATE database, 104
- Syndemics initiative, 7
- Chaloupka, Frank J.
  - on economic impact of tobacco, 163
  - on political activism and tobacco control, 153
  - on tobacco control spending, 153
  - on tobacco-growing/producing states, 148, 166
- Chase Econometrics study (1985), 172
- Chriqui, Jamie
  - on policy and legislative changes, 87
  - on political ideology and tobacco control, 153
- cigarette(s)
  - exports, 168, 169*f*
  - imports, 167
  - sales data, 115
- cigarette consumption
  - per capita (*See* per capita cigarette consumption)
  - U.S., decline in, 167, 169*f*
- cigarette excise tax, 10
  - and cigarette prices, 120
  - and Master Settlement Agreement payments, 171
  - newspaper coverage of, 197*f*, 198
  - proliferation of, 153
  - in tobacco-growing/producing states, 148, 166
- cigarette prices, real, 120–122
  - as ASSIST policy priority, 119–120
  - definition and determinants of, 120
  - and economic impact of tobacco manufacturing, 176
  - and final outcomes, 130, 133*t*
  - as initial outcome measure, 118, 120
  - and per capita cigarette consumption, 120, 122, 123*f*, 130, 133*t*, 137–138, 287, 288*t*, 290, 292
  - and smoking prevalence, adult, 120, 122*f*, 285–286
  - by state, 120, 121*t*
- cigarette production, 170. *See also* tobacco manufacturing
  - U.S., decline in, 167, 169*f*
- cigarette smoking. *See entries under* smoking
- Clark, Pamela I.
  - on Strength of Tobacco Control (SoTC) index, 31
- clean indoor air laws
  - in California, 152
  - local ordinances, 90, 91, 152
    - rating system, 90, 92, 97–99
    - state+local results, 102–103, 103*t*, 124*t*
  - newspaper coverage of, 196, 197*f*, 198
  - rating methods, 93–99
    - limitations of, 96–97
    - local laws, 97–99
    - state laws, 93–96
  - rating results (*See* clean indoor air ratings)
  - state laws (*See* state clean indoor air laws)
  - in tobacco-growing/producing states, 148, 166
  - workplace (*See entries under* smoke-free workplace)
- clean indoor air ratings (legislative scores), 92, 100, 102–103, 103*t*, 122–123, 124*t*
  - changes in, 100–102, 101*t*, 102*f*
    - ASSIST *versus* non-ASSIST states, 92, 103, 103*t*, 124*t*, 130
- methods, 93–99
  - limitations of, 96–97
  - local laws, 97–99
  - state laws, 93–96
- and per capita cigarette consumption, 123, 126*f*, 133*t*
- and smoking prevalence, adult, 123, 125*f*, 133*t*, 285–286
- and SoTC scores, 44, 48*t*
- by state, 122–123, 124*t*
- state+local results, 102–103, 103*t*, 124*t*
- cluster analysis, in concept mapping, 219, 220, 223*f*, 224*f*
- coalition assessment measure, 16–17
- Coalition on Smoking OR Health, and SoTC data collection, 40
- coalitions
  - protobacco, tobacco industry documents on, 245–246
  - tobacco control (*See* tobacco control coalitions)
- Cochrane Collaboration, 15
- Cohen, Bernard, 189
- Colorado
  - per capita cigarette consumption, 297*f*
  - tobacco control funding, 338
  - tobacco industry media plan for, 252–253
- Columbus, Christopher, 165
- COMMIT (Community Intervention Trial for Smoking Cessation), 6
  - ASSIST compared to, 7–8, 12*t*, 13
  - evaluation methodology, 13
- community
  - interventions based on, 6
  - religious, and smoking behavior, 151–152
  - and view of tobacco use, 144

- Community Intervention Trial for Smoking Cessation. *See* COMMIT
- competing factors, 22–23, 291–292
- complexity, as evaluation challenge, 11, 338–339
- concept mapping, 330
- methods of, 217
  - reliability of, 220
  - in SoTC index validation, 85, 85*f*, 330
  - of tobacco industry counterefforts and tactics (*See* tobacco industry counterefforts and tactics, concept mapping)
- conceptual framework, of ASSIST evaluation, 15–21, 18*f*, 26, 329, 335
- assumptions of, 16, 272
  - evolution of, 16–17, 23–24, 24*f*
  - key constructs, 17–20, 19*t*, 23–24, 24*f*, 25*t*
  - variables in, 19*t*, 23, 25*t*
- Connecticut
- economic importance of tobacco in, 168
  - smoke-free workplace law in, 153
  - tobacco industry counterefforts in, 241
- core sector (tobacco industry), 171, 172, 174
- cost(s), total, calculation of, 308
- cost-effectiveness analysis, 308–310
- of ASSIST (*See* cost-effectiveness of ASSIST, analysis of)
  - example of, 309
  - sensitivity analysis in, 310
- cost-effectiveness of ASSIST
- analysis of, 307–323
    - data sources, 310–312, 323
    - discounting in, 309–310
    - flaws in, 321–322
    - outcome measures, 308
    - sensitivity analysis in, 310, 313*t*, 314*t*, 315  - compared to other programs, 316, 322–323
  - estimates of, 321
  - key findings on, 332
  - and life-years gained after smoking cessation, 317–321
  - and recidivism rates, 313*t*, 315, 320–322
  - and smoking prevalence rate changes, 314*t*, 315, 316–317
  - and tobacco control establishment, 321
- cost per life-year gained, 307, 321
- cost per person, of tobacco use prevention, 308, 316, 323
- cost per quit, 307
- ASSIST, 315–316, 321, 323
  - compared to other programs, 316, 322–323
  - and cost-effectiveness, 314*t*, 315
  - long-term impact of, 316, 321
  - and timing issues, 322
- covariates
- in ASSIST evaluation, 145–146
  - for smoking prevalence, 23
- CPS. *See* Current Population Survey (CPS)
- Cromwell, J., on cost per life-year gained, 320, 323
- Cullen, Joseph, cancer control phases of, 7*f*
- culture, and smoking behavior, 148, 151, 152
- Current Population Survey (CPS), 114, 149
- Tobacco Use Supplement to (TUS) (*See* Tobacco Use Supplement to the Current Population Survey (TUS-CPS))
- ## D
- Dagli, E., 216
- D’Agostino, R. B., 318
- databases, for tobacco control evaluation, need for, 337
- data collection
- for ASSIST evaluation, timeline of, 17, 18*f*
  - for ASSIST Newspaper Tracking System, 191
  - demographic data, 149
  - for future tobacco control research efforts and evaluations, 336–337
  - standardized, for outcomes, 118
- data sources
- for ASSIST evaluation, 21–22
  - on cost-effectiveness of ASSIST, 310–312, 323
  - on local tobacco control laws, 90, 91, 97–98, 99, 105
  - on per capita cigarette consumption, 115
  - on smoking prevalence, 114–115, 149–150
  - on state tobacco control laws, 90, 91, 104–105
  - on tobacco manufacturing, 174–175
- Davis, William
- on final outcomes, 265
- Daynard, R. A., 216
- Delaware
- adult smoking prevalence changes, 276
  - smoke-free workplace law, 153
  - tobacco control funding, 338
- demographic factors, 22, 146*t*, 146–148, 155. *See also* age; sex differences; state conditions
- baseline, in ASSIST states *versus* non-ASSIST states, 270*t*
  - data sources, 149–150

diffusion, 334  
 of ASSIST practices to non-ASSIST states, 10, 13, 22, 334–335

discounting  
 in ASSIST cost evaluation, 309–310, 314–316  
 and future life-years gained, 318–319  
 of ASSIST expenditure data, 312, 314–315  
 in cost-effectiveness analysis, 309–310

discount rate, calculation of, 309

disease risk, smoking-related, after smoking cessation, 317–318

disempowerment, by protobacco groups, 227

District of Columbia  
 analytic treatment of, 272–273  
 and smoking prevalence analysis, 276, 285–286, 291

document review, of tobacco industry counterefforts, 236–254, 255–257  
 lessons from, 254  
 methods of, 236–237  
 results of, 237–254

“dose measure” performance measures, 42–43

## E

ecological model, 4–5, 14, 16, 330, 340

economic dependence on tobacco, 22, 148–149, 155, 165–182  
 as ASSIST evaluation measure, 146, 150, 166, 174–175, 182  
 data sources, 174–175  
 tobacco growing and manufacturing (combined), 175

conclusions, 182

data results, 150, 175–176, 181  
 tobacco as share of GDP, 176, 178*f*  
 tobacco as share of GSP, 175–181, 176*f*, 177*t*, 178*f*–181*f*

impact on tobacco control policies, 148, 155, 165–166, 171, 182  
 cigarette excise taxes, 148  
 clean indoor air laws (smoking restrictions), 148

studies of, 148–149, 171–174  
 non-tobacco-industry-sponsored, 148–149, 172–174  
 tobacco-industry-sponsored, 148–149, 171–174

summary, 181–182

tobacco growing and, 166–170, 173–174

tobacco industry claims about, 148–149, 171–174

tobacco manufacturing and, 170–171  
 and views on tobacco use, 148

economic impact studies, 148–149, 171–174  
 non-tobacco-industry-sponsored, 148–149, 172–174  
 tobacco-industry-sponsored, 148–149, 171–174

economic intimidation, by tobacco industry, 227, 228*t*, 240–242  
 concept map rating of, 221*t*

economic sectors, impact of tobacco in, 171–172

editorials, on tobacco control policy  
 case study, 200, 201  
 trend analysis, 198

educational attainment, and smoking prevalence, 146, 148

education-based interventions, 5  
 initial outcomes of, 117–118

efforts (SoTC component), 20, 35  
 definitions, 34, 35, 39  
 scores, 45*t*, 47*f*, 52*t*  
 correlations, 44, 48*t*  
 domain-level, 51–53, 52*t*  
 variables measuring, 35–36, 56*t*, 60*t*

elite press, 190

employment  
 impact of tobacco control on, 148–149, 172–173, 182  
 in tobacco growing, 175  
 in tobacco manufacturing, 150, 170, 171

empowerment, of protobacco groups, 227

Environmental Protection Agency, report on health consequences of involuntary smoking (1993), 90

environmental tobacco smoke (ETS), health risks of, 90, 117–118, 250–251

evaluation methodology  
 in ASSIST evaluation (*See* ASSIST evaluation, methodological approach)  
 systems methods in, 330–331, 339

Evans, W. Douglas  
 on ASSIST Newspaper Tracking System, 185

evidence-based approaches, 13

excise tax. *See* cigarette excise tax

expenditure data, on ASSIST, 310–312, 311*t*, 312*t*  
 and cost-effectiveness analysis, 315–316  
 discounted, 312, 314–315

expenditure-induced sector, 172  
 expert panel  
   in ASSIST evaluation, 17, 97, 99  
   concept map interpretation by, 219, 220, 225*f*

## F

family, and smoking behavior, 144, 151, 152  
 FDA. *See* Food and Drug Administration (FDA)  
 feasibility  
   of ASSIST evaluation analytic methods, 272–273  
   of SoTC index variables, 35, 36, 56  
 federal law, on youth access to tobacco, 90–91  
 Federal Trade Commission, cigarette sales data reported to, 115  
 final outcomes, 14, 20, 116, 269–292. *See also* per capita cigarette consumption; smoking prevalence  
   analytic considerations, 272–273  
   in ASSIST *versus* non-ASSIST states, 269–270, 292  
   attribution link with initial and intermediate outcomes, 113, 116–118, 118–119  
   conclusions, 292  
   correlations with initial outcomes, 130, 133*t*  
     IOI, 130–133, 136, 290, 292  
   correlations with SoTC, 290–291, 292  
   funding and, 49–51  
   results, 275–276, 279–291, 292  
   summary, 289–292  
 Finland, 6  
 Florida  
   economic importance of tobacco in, 168, 171  
   tobacco control funding in, 51  
 Food and Drug Administration (FDA), tobacco regulation attempts by, 91, 241–242, 291  
 Fox, Brion J.  
   on tobacco industry counterefforts and tactics, 213  
 Freedom of Information Act (FOIA) requests, by tobacco industry, 227–229, 249–250  
 front groups, tobacco industry funding of, 245–247  
 Frosh, Marcy  
   on policy and legislative changes, 87

Fulton, G. A., on economic impact of tobacco, 148–149, 172–173  
 funding  
   for ASSIST, 8–9  
   for ASSIST evaluation, 15  
   for state tobacco control programs, 49–51, 50*t*  
     in ASSIST *versus* non-ASSIST states, 154*t*, 155  
   and capacity, 14, 333  
   changes in, 51*f*, 153–155, 154*t*  
   future of, 337–338

## G

Gale, H. F., Jr., 170  
 GDP. *See* gross domestic product (GDP)  
 genetics, 151  
 geography, 146, 148  
 Georgia  
   adult smoking prevalence changes, 276  
   cigarette excise tax, 148, 166  
   economic importance of tobacco in, 168, 171  
   tobacco as share of GSP, 176, 180*f*, 181  
 Gibson, James T.  
   on final outcomes, 265  
 Gilpin, Elizabeth A.  
   on final outcomes, 265  
   on Initial Outcomes Index (IOI), 111  
   on smoking recidivism, 320  
   on state conditions affecting tobacco control, 141  
 Glantz, Stanton A., on tobacco industry policy-related activity, 234–235  
 Global Tobacco Research Network, 7  
 grassroots campaigns, led by tobacco industry, 245–247  
 Graubard, Barry I.  
   on cost-effectiveness of ASSIST, 305  
   on final outcomes, 265  
 Greenwald, Peter  
   cancer control phases, 7*f*  
   on lobbying through ASSIST, 248  
 Grimes, D. R., 173  
 gross domestic product (GDP), tobacco as share of, 176, 178*f*  
 gross state domestic product (GSP), tobacco as share of, 175–176, 176*f*, 177*t*

## H

harassment, by tobacco industry, 227–229, 228*t*, 247–250  
 concept map rating of, 222*t*

Hartman, Anne M.  
 on cost-effectiveness of ASSIST, 305  
 on final outcomes, 265  
 on Initial Outcomes Index (IOI), 111  
 on state conditions affecting tobacco control, 141

Hatch, Orrin, 249

Hawaii, real cigarette prices in, 120

health promotion, and media, 189–190

health risks  
 of ETS, 90, 117–118, 250–251  
 smoking-related, after smoking cessation, 317–318

*Healthy People 2010*, 336

Hispanics  
 in ASSIST population, 329  
 and per capita cigarette consumption rates, 150  
 smoking prevalence rates, 147

homes, smoke-free, 117–118

hospitality industry, 243

## I

Ierulli, Kathryn  
 on economic impact of tobacco, 163

Illinois, tobacco manufacturing in, 171

IMPACT (Initiatives to Mobilize for the Prevention and Control of Tobacco), 9–10, 136–137, 137  
 in SoTC data collection, 41

ImpacTeen, 105, 337

income, impact of tobacco control on, 173–174

index (indices)  
 anti-public health, 256  
 in ASSIST evaluation, rationale for, 53–54, 272, 330  
 of clean indoor air law strength (*See* clean indoor air ratings (legislative scores))  
 of initial outcomes (*See* Initial Outcomes Index (IOI))  
 of strength of tobacco control policies (*See* Strength of Tobacco Control (SoTC) index)  
 of tobacco industry tactics, 215–216, 223, 233, 234–235, 254–255  
 challenges of, 254–257

Indiana  
 adult smoking prevalence changes in, 276  
 economic importance of tobacco in, 168

individual(s)  
 conditions affecting tobacco control interventions, 143  
 interventions based on, 5–6  
 political participation by, 166  
 smoking behavior of, factors affecting, 144*f*, 144–148, 151–152  
 adjusting smoking prevalence data for, 293–295

individual-level covariates, 143, 274, 275*t*  
 adjustment for, 293–295

inflation, adjustment for, 312, 315

initial outcomes, 14, 20, 116–119, 135. *See also* intermediate outcomes  
 for ASSIST evaluation, 119–126, 135–136 (*See also* cigarette prices, real; clean indoor air ratings (legislative scores); Initial Outcomes Index (IOI); smoke-free workplace reports (measure))  
 in ASSIST *versus* non-ASSIST states, 136  
 correlations among, 129, 129*t*  
 correlations with final outcomes, 130, 133*t*  
 lessons for tobacco control program evaluation, 137  
 limitations of, 136  
 attribution link with final outcomes, 113, 118–119  
 attribution link with intervention, 116–118  
 definition of, 135  
 examples of, 117  
 need for, 113–114, 135  
 selection criteria, 118–119, 135–136  
 summary, 135–137  
 youth access law enforcement as, 117, 137

Initial Outcomes Index (IOI), 14, 17, 113, 114, 129–138, 131*t*, 145  
 in ASSIST *versus* non-ASSIST states, 130, 131*t*, 283, 284*f*  
 diffusion of ASSIST practices and, 335  
 and per capita cigarette consumption, 287–289, 289*t*, 290  
 changes in  
 in ASSIST *versus* non-ASSIST states, 283, 284*f*; 287–289, 289*t*, 290, 335



and per capita cigarette consumption, 130, 133, 133*t*, 134*f*, 287–289, 289*t*, 290

and smoking prevalence, adult, 130, 133, 133*t*, 134*f*

component measures (*See* cigarette prices, real; clean indoor air ratings (legislative scores); smoke-free workplace reports (measure))

construction of, 129–130

correlations among initial outcomes, 129, 129*t*

data collection timing, 17, 18*f*

correlations with final outcomes, 130–133, 136, 279–289, 291, 292

correlations with per capita cigarette consumption, 130, 133*t*, 287–289, 288*t*

analytical method, 282

at baseline, 130, 132*f*

and changes in IOI, 130, 133, 133*t*, 134*f*, 287–289, 289*t*, 290

trends in states grouped by IOI, 133, 135*f*

correlations with smoking prevalence, adult, 130, 133*t*, 284–286, 285*t*, 290

analytical method, 281

at baseline, 130, 132*f*

and changes in IOI, 130, 133, 133*t*, 134*f*

correlation with SoTC, 281, 282*t*, 283, 290

for District of Columbia, 273

newspaper coverage measurement and, 199

rationale for, 114, 129, 136, 330

by state, 130, 131*t*, 342*t*–343*t*

initiative campaigns, 234

Initiative for the Study and Implementation of Systems (ISIS), 7, 330

Initiatives to Mobilize for the Prevention and Control of Tobacco. *See* IMPACT (Initiatives to Mobilize for the Prevention and Control of Tobacco)

intermediate outcomes, 14, 20, 116–118. *See also* initial outcomes

IOI. *See* Initial Outcomes Index (IOI)

Iowa, clean indoor air legislative score for, 123

## J

Jefferson, Thomas, 4

jurisdiction, and local ordinances, 99

## K

Kentucky

cigarette excise tax, 148, 166

clean indoor air legislative score, 123

economic importance of tobacco in, 168

manufacturing, 170–171

tobacco as share of GSP, 176, 179*f*, 181

IOI values, 130

real cigarette prices, 120

smoke-free workplace reports, 126

## L

laws, tobacco control. *See* tobacco control laws

lawsuits

Master Settlement Agreement (1998), 11, 145, 171, 236

against tobacco industry, 11

by tobacco industry, 234, 242

legal intimidation, by tobacco industry, 227–229, 228*t*, 240–242

concept map rating of, 221*t*

legislative changes, measurement of, 89–106

conclusions, 105–106

importance of, 91–92, 104

rating methods, 93–99

limitations of, 96–97

local laws, 97–99

state laws, 93–96

rating results, 100–103, 105, 106

clean indoor air laws, 100–103, 101*t*, 102*f*, 103*t*

state+local, 100–103

youth access laws, 100, 100*t*, 101*f*

summary, 104–105

tool for, 89, 91–99, 105, 106

legislative scores. *See* clean indoor air ratings (legislative scores)

legislative strategies. *See also* lobbying of tobacco industry, 226*t*, 226–227, 234, 238–240

concept map rating of, 221*t*

Liang, Lan

on economic impact of tobacco, 163

life-years gained after smoking cessation

and age of quit, 319–320

attributable to ASSIST, 313*t*, 315, 320–321, 323

and cost-effectiveness of ASSIST, 317–321

- cost per, 307, 321  
 discounting for, 318–319  
 and sex, 319–320
- limited number of observations, 23, 330
- Linton, R., 217
- literature review, of tobacco industry  
 counterefforts, 224–233, 255  
 case studies, 230–233  
 limitations of, 233  
 methods for, 225–226  
 results of, 226–230
- lobbying  
 through ASSIST, prohibition of, 10, 248–249  
 by tobacco industry, 171, 226*t*, 226–227, 234, 238–240  
 concept map rating of, 221*t*
- local tobacco control ordinances  
 changes in, measurement of, 90, 91–92  
 clean indoor air, 90, 91, 152  
 rating system, 90, 92, 97–99  
 state+local results, 102–103, 103*t*, 124*t*  
 data sources, 90, 91, 97–98, 99, 105  
 state preemption of (*See* state preemption laws)  
 tobacco industry counterefforts to, 152, 232*t*, 238  
 on youth access to tobacco, 90, 91
- logic model, in SoTC, 331
- Lorillard, 240
- lung capacity, and smoking cessation, 318
- ## M
- Maine  
 adult smoking prevalence changes in, 276  
 tobacco control efforts in, 153, 338  
 tobacco industry counterefforts in, 247
- Manley, M. W., 290, 298
- Marceau, Lisa D., 328, 331, 339
- Marcus, Stephen E.  
 on Strength of Tobacco Control (SoTC) index, 31
- Martin, D. C., 294
- Maryland  
 clean indoor air legislative score, 93, 97, 123  
 economic importance of tobacco in, 168  
 efforts scores (SoTC), 153  
 tobacco industry counterefforts in, 241
- Massachusetts  
 economic importance of tobacco in, 168  
 tobacco control efforts in, 10, 51, 153  
 tobacco industry counterefforts in, 239, 242
- Master Settlement Agreement (1998), 11, 145, 171, 236
- MAV. *See* media advocacy variable (MAV)
- McConnell, M., 249
- McKinlay, John B., 328, 331, 339
- media advocacy, 188, 189–190  
 scores (SoTC variable), 52*t*  
 uses of, 53
- media advocacy variable (MAV), 195
- media coverage. *See also* newspaper coverage;  
 Newspaper Tracking System, ASSIST  
 influence of, 189, 190  
 as initial outcome, 117
- media interventions  
 ASSIST, 188, 189, 190, 198, 203  
 evaluation of (*See* Newspaper Tracking System, ASSIST)  
 awareness from, as initial outcome, 117, 119  
 evaluation of, 189–190, 200
- media manipulation, by tobacco industry, 229–230, 231*t*, 251–253  
 concept map rating of, 222*t*
- MEDLINE database, 225
- methodology(ies)  
 of ASSIST evaluation (*See* ASSIST evaluation, methodological approach)  
 evaluation, systems methods in, 330–331, 339  
 of future tobacco control efforts, 336–337
- Michigan  
 economic impact of tobacco in, 172–173  
 efforts scores (SoTC), 153
- Minnesota  
 real cigarette prices, 120  
 tobacco control funding, 51  
 tobacco industry counterefforts in, 244, 246, 250, 251–252  
 tobacco settlement, 236
- Minnesota Coalition of Responsible Retailers, 244
- Minnesota Grocers Association, 250
- Minnesota Wholesale Marketers Association, Inc., 250
- “The Minutemen Project,” 246
- Mississippi  
 clean indoor air legislative score, 123  
 lawsuit against tobacco industry, 11  
 tobacco control funding, 51, 338
- Missouri, economic importance of tobacco in, 168
- monitoring, of tobacco control laws  
 data sources, 104–105

importance of, 91–92, 104  
 measures, for future efforts, 336–337  
 Montana, smoke-free workplace law in, 153  
 Mormons, 151–152  
 multidimensional scaling (MDS) analysis, in  
 concept mapping, 218–219  
 Murray, David M.  
 on final outcomes, 265

## N

Nagaraja, Jyothi  
 on Strength of Tobacco Control (SoTC) index, 31  
 National Cancer Institute (NCI)  
 ASSIST investment and implementation, 8, 9,  
 336  
 ASSIST Newspaper Tracking System, 189, 196  
 cancer control research phases, 7*f*  
 COMMIT, 6, 7–8, 12*t*  
 and evidence-based approaches, 13  
 ISIS, 7, 330  
 SCLD, 90, 91, 104  
 and SoTC questionnaire, 39  
 and state legislative indices, 91–92, 93–99, 335  
 tobacco control monographs (*See* tobacco  
 control monographs (NCI))  
 TUS-CPS, 15, 16, 22, 114, 329, 335  
 National Research Council, report on  
 environmental tobacco smoke, 90  
 National Tobacco Control Program (NTCP), 11  
 NCI. *See* National Cancer Institute (NCI)  
 Nevada, adult smoking prevalence changes in, 276  
 New Jersey, tobacco control efforts in, 153, 238  
 “new public health,” 16, 338  
 news media. *See under* media  
 newspaper coverage. *See also* media coverage  
 influence of, 190  
 of tobacco control policy, 195–204  
 by article type, 196–199, 197*f*  
 in ASSIST *versus* non-ASSIST states, 199*t*,  
 199–200  
 editorial points of view in, 198, 200, 201  
 editorial policies and, 202  
 North Carolina case study, 200, 201  
 by topic, 196–199, 197*f*  
 tracking/evaluation system (*See* Newspaper  
 Tracking System, ASSIST)  
 by volume (rate variable), 195, 199*t*, 199–200

Newspaper Tracking System, ASSIST, 187–204  
 article coding, 192–193  
 coded variables/topics, 193, 194*t*, 205–206  
 article collection, 191  
 key words, 191, 192*t*  
 search strategies, 191, 207–210  
 article relevance, determining, 191–192  
 article tracking, 190–195  
 case study, 200, 201  
 conclusions, 204  
 contributions to program evaluation, 190, 202  
 frequency studies, 193–199, 197*t*, 197*f*  
 future directions, 203–204  
 indices developed from, 193–195  
 limitations of, 202  
 steps in developing, 190  
 summary, 201–204  
 as systems method, 331  
 trend analyses, 195–200  
 by article type, 196–199, 197*f*  
 ASSIST *versus* non-ASSIST states, 199*t*,  
 199–200  
 by editorial point of view, 198  
 by policy topic, 196–199, 197*f*

New York  
 adult smoking prevalence changes, 276  
 smoke-free workplace law, 153

*New York Times*, 191

Nicolas, P., 173

non-ASSIST states  
 ASSIST services to, 10  
 compared to ASSIST states (*See* ASSIST states  
*versus* non-ASSIST states)  
 diffusion of ASSIST-like practices to, 10, 13,  
 22, 334–335  
 tobacco control efforts in, 22, 136–137

North Carolina  
 cigarette excise tax, 148, 166  
 economic importance of tobacco in, 168, 170  
 tobacco as share of GSP, 176, 178*f*, 181  
 newspaper editorials on youth access issues in,  
 200, 201  
 tobacco industry lobbying against ASSIST in,  
 239–240

North Karelia demonstration project, 6

NTCP. *See* National Tobacco Control Program  
 (NTCP)

## O

obesity prevention, 338  
 observations, limited number of, 23, 330  
 Occupational Safety and Health Administration (OSHA) regulations, tobacco industry opposition to, 241–242  
 Ohio, economic importance of tobacco in, 168  
 Ohsfeldt, R. L.  
   on political ideology and tobacco control, 152–153  
   on state spending and tobacco control, 153  
   on tobacco-growing/producing states, 148, 166  
 Oklahoma  
   adult smoking prevalence changes, 276  
   clean indoor air legislative score, 123  
   per capita cigarette consumption, 297*f*  
 one-tailed tests, 272  
 Oregon  
   smoke-free workplace reports, 126  
   tobacco tax initiative, 153  
 outcome measures, for ASSIST evaluation, 5, 14–16, 19*t*, 20–21, 25*t*  
   final (*See* final outcomes)  
   initial (*See* initial outcomes; Initial Outcomes Index (IOI))  
   multiple, rationale for, 14–15, 20  
 outcomes  
   final (*See* final outcomes)  
   initial (*See* initial outcomes)  
   interim, 14  
   intermediate, 20, 116  
     link with intervention, 116–118  
   multiple, relationships among, 14, 20–21  
   timing of, 16, 20, 119

## P

parsimony, of SoTC index variables, 35, 56  
 PDV. *See* present discounted value (PDV)  
 Peck, Richard M.  
   on cost-effectiveness of ASSIST, 305  
 Pennsylvania, economic importance of tobacco in, 168, 171  
 per capita cigarette consumption, 114, 270, 331, 332  
   analytic methods, 272–273, 276–279, 292, 297–300

  mixed effects time-dependent models, 298–300  
   slopes approach, 297–298  
   state-to-state variability, 298  
 ASSIST *versus* non-ASSIST states, 278*f*, 279, 280*f*, 281*t*, 289–290, 292, 301*t*  
   and IOI changes, 287–289, 289*t*, 290  
   and SoTC score, 287, 287*t*  
 baseline, 270*t*  
 changes in, 5, 301*t*  
   and adult smoking prevalence changes, 115–116, 289–290  
   and initial outcomes, 130, 133*t*  
   and IOI scores, 130, 133, 133*t*, 134*f*, 290  
   as outcome measure, 14–15, 20–21  
   and real cigarette prices, 130, 133*t*, 137–138  
   timing of, 16, 20  
 correlations with initial outcomes, 130, 133*t*  
   clean indoor air legislative scores, 123, 126*f*  
   IOI, 130, 132*f*, 133, 133*t*, 135*f*, 287–289, 288*t*, 290, 292  
   real cigarette prices, 120, 122, 123*f*, 287, 288*t*, 290, 292  
   smoke-free workplace reports, 126, 128*f*  
 correlations with state conditions, 150  
   demographic factors, 150, 277*t*  
 correlation with SoTC, 286*t*, 286–287, 288*t*, 290, 292  
   analytic method, 282–283  
   in ASSIST *versus* non-ASSIST states, 287, 287*t*  
 data collection, 17, 18*f*  
 data sources, 115  
 key findings on, 331–332  
   by state, 301*t*  
   state variations in, 290, 298  
 trends in, by baseline IOI group, 133, 135*f*  
 per capita expenditure, for ASSIST project, 311–312, 312*t*  
   discounted value for, 315  
 Philip Morris USA, 171  
   accommodation/preemption laws and, 239  
   documents on tobacco control counterefforts, 237, 244, 247, 249, 251  
   Colorado media plan, 252–253  
   youth access policies, 254  
 physicians, smoking cessation advice from, cost-effectiveness of, 316, 322–323  
 policy  
   media coverage influence on, 90, 189  
   tobacco control (*See* tobacco control policies)

policy-level interventions, 8–11, 90  
 media interventions for promotion of, 188  
 monitoring of, 91–92

political contributions, by tobacco industry, 226, 227, 234, 239

political ideology, and tobacco control, 152–153, 155

political participation, and tobacco control, 166

politics, and public health interventions, 328

population-level interventions, 6–7, 11–12

population surveys, 118

poverty, and per capital cigarette consumption, 150

preemption laws. *See* state preemption laws

preemption reduction, in legislative scores, 95, 123  
 clean air laws, 99, 101*t*, 101–102, 102*f*, 123  
 youth access laws, 100, 100*t*, 101*f*

pregnant women, smoking cessation advice for, cost-effectiveness of, 322–323

present discounted value (PDV), 308–310  
 and ASSIST cost-effectiveness analysis, 314–316  
 calculation of, 309

prohealth point of view, in newspaper editorials, 198, 201

protobacco point of view, in newspaper editorials, 198, 201

public awareness, as initial outcome, 117–118, 119

public education interventions, 5  
 initial outcomes of, 117–118

public health interventions  
 advocacy in, 189–190, 340  
 complex, evaluation and, 11, 338–339  
 media and, 189–190  
 “new,” 16, 338  
 politics and, 328  
 randomized clinical trials and, 15  
 undermining of, by tobacco industry, 227, 247–248, 250–251

public opinion. *See also* views and attitudes  
 media coverage and, 189  
 tobacco industry tactics shaping, 229–230  
 on tobacco use and policies  
 ASSIST aims for, 14, 328, 339  
 factors affecting, 144–145, 148  
 historic changes in, 8, 11, 144  
 in tobacco-growing/producing states, 148

public relations activities, of tobacco industry, 229–230, 231*t*, 253–254  
 concept map rating of, 222*t*

## Q

quality-adjusted life-years (QALY), 317

questionnaire (agency worksheet), for SoTC, 39, 61*f*–64*f*  
 administration of, 41–42

quit. *See also* smoking cessation  
 cost per (*See* cost per quit)  
 distribution age, 322  
 life-years gained after (*See* life-years gained after smoking cessation)

## R

race/ethnicity. *See also* African Americans; Hispanics  
 in ASSIST population, 329  
 and smoking prevalence, 146, 147–148

randomized clinical trials, 15

rate index (ASSIST Newspaper Tracking System), 195, 199

raw frequency index (ASSIST Newspaper Tracking System), 193–195

recidivism rates (smoking), and cost-effectiveness analysis, 313*t*, 315, 320–322

referendum campaigns, 234

relative frequency index (ASSIST Newspaper Tracking System), 193–195  
 of article type by year, 196, 197*f*  
 of policy topic by year, 196–199, 197*f*

religious communities, 151–152

REMI model, 172

research questions, 21, 21*t*, 271

resources (SoTC component), 20, 35  
 definitions, 34, 35, 36  
 funding, 49–51, 50*t*  
 in ASSIST *versus* non-ASSIST states, 154*t*, 155  
 and capacity, 14, 333  
 changes in, 49, 51*f*, 153–155, 154*t*  
 scores, 45*t*, 46*f*  
 correlations, 44, 48*t*  
 domain-level, 49–51, 50*t*, 53  
 variables measuring, 35–36, 56*t*, 57*t*

retailers’ associations, 244

Rhode Island  
 efforts scores (SoTC), 153  
 smoke-free workplace law, 153  
 tobacco industry counterefforts in, 247

- Riis, Jacob, 340
- risk assessment, after smoking cessation, 317–318
- R.J. Reynolds, actions against ASSIST, 240, 248–249
- Robert Wood Johnson Foundation
- ImpacTeen project, 105
  - SmokeLess States, 9, 10, 41, 136, 137, 202
  - and SoTC survey, 39, 41, 335
  - tobacco control programs funded by, 136–137
- Rockville, Maryland, 98–99
- S**
- Saffer, H.
- political activism and tobacco control, 153
  - tobacco-growing/producing states, 148, 166
- sales tax, 120
- Saloojee, Y., 216
- sample size, trends in, 11–12
- Satcher, David, on data monitoring and analysis, 91, 104
- Schmitt, Carol L.
- on ASSIST evaluation contributions, 325
  - on ASSIST evaluation overview, 1
  - on Strength of Tobacco Control (SoTC) index, 31
  - on tobacco industry counterefforts and tactics, 213
- science, undermining by tobacco industry, 229, 230*t*, 250–251
- concept map rating of, 222*t*
- scientific support, of SoTC index variables, 35, 36, 56
- SCLD. *See* State Cancer Legislative Database (SCLD)
- SCLD Updates Index*, 104
- search strategies
- for ASSIST Newspaper Tracking System, 191, 192*t*, 207–210
  - for tobacco industry counterefforts evaluation, 225–226
- secondhand smoke. *See* environmental tobacco smoke (ETS)
- secular trends, 22, 291–292
- sensitivity analysis, in cost-effectiveness analysis, 310, 313*t*, 314*t*, 315
- Seventh-Day Adventists, 151–152
- sex differences. *See also* women
- in smoking cessation, 147
  - life expectancy gains after, 318–320
  - in smoking prevalence, 146, 147
  - and ASSIST cost-effectiveness, 315
  - ASSIST *versus* non-ASSIST states, 276, 277*t*, 289
  - and IOI score, 285*t*
- similarity matrix, in concept mapping, 218
- Slater, Sandy J.
- on state conditions affecting tobacco control, 141
  - on tobacco industry counterefforts, 291
- SLATI. *See* State Legislated Actions on Tobacco Issues (SLATI)
- smoke-free homes, 117–118
- smoke-free workplace reports (measure)
- changes in, 130, 133*t*
  - correlations with final outcomes, 130, 133*t*
  - correlation with adult smoking prevalence, 126, 128*f*, 285–286
  - correlation with per capita cigarette consumption, 126, 128*f*
  - findings, 332
  - as initial outcome, 123–125
  - by state, 125–126, 127*t*
- smoke-free workplaces
- causes of, 116–117
  - state government, rating of, 94, 96
  - state laws on, factors promoting, 152, 153
- SmokeLess States National Tobacco Policy Initiative, 9, 136, 137
- and ASSIST, 10, 335
  - evaluation, 202, 335
  - in SoTC data collection, 41
- smokers' rights campaigns, 234, 241
- smoking behavior
- factors affecting, 144*f*, 144–148, 151–152
  - smoking restrictions and, 123, 144
  - of youth, 144–148
- smoking cessation
- and cost-effectiveness of ASSIST, 317
  - factors affecting, 144, 145, 147, 151
  - interventions, 5–6, 117
  - life expectancy gains after, 318–320 (*See also* life-years gained after smoking cessation)
  - recidivism rates, and cost-effectiveness of ASSIST, 313*t*, 315, 320–322
  - smoking-related disease risk after, 317–318
- smoking initiation
- among African Americans, 147–148
  - factors affecting, 144, 145, 151
  - rate, and cost-effectiveness of ASSIST, 317

- smoking noninitiation, and ASSIST cost-effectiveness, 315, 316
- smoking prevalence, 114
- adjusted two-stage results, 276, 277*t*
  - by age, 276, 277*t*
  - analytic methods, 272–273, 274, 292, 293–296
    - basic calculation, 293, 316–317
    - covariates, 23, 274, 275*t*, 293–295
    - model diagnostics, 295
    - for SoTC and IOI relationships, 281
  - ASSIST *versus* non-ASSIST states, 270, 275–276, 289, 292, 301*t*, 342*t*–343*t*
    - baseline, 23, 270, 270*t*
    - final results, 270, 289
    - and sex, 276, 277*t*, 289, 292
  - baseline data, 23, 270, 270*t*, 275, 293
  - changes in, 5, 275–276, 301*t* (*See also* smoking prevalence reduction)
    - and ASSIST cost-effectiveness, 314*t*, 315
    - and initial outcomes, 130, 133*t*
    - and IOI scores, 130, 133, 133*t*, 134*f*, 284–286, 285*t*
    - as outcome measure, 14–15, 20–21
    - and per capita cigarette consumption changes, 115–116, 289–290
  - correlations with initial outcomes, 130, 133*t*
    - cigarette prices, 120, 122*f*, 285–286
    - clean indoor air legislative scores, 123, 125*f*, 285–286
    - IOI scores, 130, 132*f*, 133*t*, 284–286, 285*t*, 290, 292
    - smoke-free workplace reports, 126, 128*f*, 285–286
  - correlation with SoTC, 44, 48*t*, 284, 285*t*, 290–291, 292
  - data sources, 114–115, 274, 310
  - demographic factors, 146–148
    - adjusting for, 293–295
  - key findings on, 331, 332
  - reduction in (*See* smoking prevalence reduction)
  - religious factors in, 151–152
  - results, 270, 275–276, 292
  - sex differences, 276, 277*t*, 315
  - by state, 301*t*, 342*t*–343*t*
  - state-level conditions associated with, 146–148, 150, 151–152
  - in 2005, 336
  - unadjusted descriptive results, 275–276
  - views on tobacco use and, 144
- smoking prevalence reduction. *See also* smoking prevalence, changes in
- in ASSIST cost-effectiveness analysis, 314*t*, 315, 316–317
  - in ASSIST states, projected to U.S. population, 291, 292, 332
  - calculation of, 317
  - in California, 10, 146–147
  - factors affecting, 20, 144–145
  - historical, 5
  - in Massachusetts, 10
  - national goal for, 336
  - as outcome measure, 14–15, 20–21
  - overall U.S., 11, 12, 270, 275
  - timing of, 16, 20
  - in women, 276, 277*t*, 289
  - in youth, 146–147
- smoking-related disease risk, after smoking cessation, 317–318
- smoking restrictions
- in homes, 117–118
  - and smoking behavior, 123, 144
  - in workplaces (*See* smoke-free workplaces)
- Snow, John, 340
- socioeconomic status
- and per capita cigarette consumption, 150
  - and smoking prevalence, 146, 147, 148, 155
- societal changes
- evaluation of, 14, 338–339
  - as intervention objective, 14, 116, 338
  - in tobacco use
    - as ASSIST objective, 14, 328, 339
    - factors affecting, 144–145
    - in 1990s, 8, 11
- SoTC index. *See* Strength of Tobacco Control (SoTC) index
- South Carolina
- cigarette excise tax, 148, 166
  - economic importance of tobacco in, 168
  - tobacco as share of GSP, 176, 180*f*
- Southeast, economic impact of tobacco use decline in, 173
- Spearman Management, Inc., 239
- spillover effect, 153
- stakeholders, proliferation of, 12
- Stanford Three Community Study, 6
- STATE. *See* State Tobacco Activities Tracking and Evaluation System (STATE)
- state(s). *See also* individual states ASSIST (*See* ASSIST states)

- compared to non-ASSIST (*See* ASSIST states *versus* non-ASSIST states)
  - bias in selecting, 23
  - cigarette prices, real, 120, 121*t*
  - clean indoor air legislative scores, 122–123, 124*t*
  - conditions in, affecting tobacco control (*See* state conditions)
  - economic dependence on tobacco (*See* economic dependence on tobacco)
  - IOI scores, 130, 131*t*, 275–276, 342*t*–343*t*
  - lawsuits against tobacco industry, 11
  - non-ASSIST (*See* non-ASSIST states)
  - per capita cigarette consumption, 301*t*
  - smoke-free workplace reports, 125–126, 127*t*
  - smoking prevalence, adult, 275–276, 301*t*, 342*t*–343*t*
    - changes in, 301*t*
  - SoTC scores, 44, 45*t*, 46*f*, 342*t*–343*t*
  - tobacco as share of GSP, 175–176, 177*t*
  - tobacco control coalitions, 16–17, 40
  - tobacco control funding, 49–51, 50*t*, 51*f*, 153–155, 154*t*
  - tobacco control laws (*See* state tobacco control laws)
  - tobacco control policies (*See* state tobacco control policies)
  - tobacco-growing/manufacturing (*See* tobacco-growing/manufacturing states)
  - tobacco industry behavior in, studies of, 231, 232*t*
  - as unit of analysis, 272
  - variations among, as analytical consideration, 290, 298
- State Cancer Legislative Database (SCLD), 90, 91, 104
- state clean indoor air laws
- as ASSIST policy priority, 119
  - rating results, 100–103, 101*t*, 102*f*, 106
    - ASSIST *versus* non-ASSIST states, 92, 103, 103*t*, 124*t*, 130
    - changes in, with and without preemption, 91, 100–102, 101*t*, 102*f*
    - state+local, 102–103, 103*t*
  - rating system, 89, 90, 92, 93–97, 105–106
    - preemption reduction, 95, 123
    - state+local, 99
    - target criteria, 93–95, 95*t*, 105–106
  - smoke-free workplace, 94, 96, 152, 153
- state conditions (affecting tobacco control), 22, 143–156, 330. *See also* economic dependence on tobacco
- as analytic covariates, 274, 275*t*
- ASSIST evaluation measures, 145–149, 146*t*
- data sources and collection, 146*t*, 149–150
  - conclusions, 156
  - demographic, 146*t*, 146–148, 149–150, 155
  - family, 151, 152
  - local tobacco control initiatives, 152
  - political ideology, 152–153, 155
  - religious communities, 151–153
  - summary, 155–156
  - wealth/funding for tobacco control, 49–51, 50*t*, 51*f*, 153–155, 154*t*
- state government worksites, smoke-free, 94, 96
- state health departments
- and ASSIST, 8, 10
  - as SoTC respondents, 40, 41
- State Legislated Actions on Tobacco Issues (SLATI), 104
- state+local clean indoor air rating, 92
- calculation of, 99
  - results (*See* clean indoor air ratings (legislative scores))
- state preemption laws
- and clean indoor air laws, 91, 100–102, 101*t*, 102*f*
  - definition of, 91
  - rating (legislative score) reduction based on, 95, 123
    - clean air laws, 99, 101*t*, 101–102, 102*f*, 123
    - youth access laws, 100, 100*t*, 101*f*
  - as tobacco industry tactic, 152, 239
  - trend toward, 91
  - and youth access laws, 91, 100, 100*t*, 101*f*
- State Tobacco Activities Tracking and Evaluation System (STATE), 104
- state tobacco control laws
- changes in, measurement of (*See* legislative changes, measurement of)
  - clean indoor air (*See* state clean indoor air laws)
  - data sources, 90, 91, 104–105
  - economic importance of tobacco and, 165–166
  - history of, 90–91
  - monitoring, importance of, 91–92
  - preemption provisions in (*See* state preemption laws)
  - rating of (*See* legislative changes, measurement of)
  - smoke-free workplace, 152, 153
  - on youth access to tobacco (*See* state youth access laws)



- state tobacco control policies. *See also* state tobacco control laws; *individual states*
- activities associated with, measurement of (*See efforts (SoTC component)*)
- ASSIST and, 8–9, 10
- economic arguments as barriers to, 148, 155, 165–166, 171, 182
- evaluation of
- ASSIST evaluation's contribution to, 15–16, 291–292, 335
  - future needs for, 336–337
  - SoTC as tool for, 49–53
- funding, 49–51, 50*t*
- in ASSIST *versus* non-ASSIST states, 154*t*, 155
  - and capacity, 14, 333
  - changes in, 49, 51*f*; 153–155, 154*t*
  - future of, 336–337
- future needs for, 336–337
- of individual states, 10
- SoTC as evaluation tool for, 49–53
- initial outcomes of, measure of (*See Initial Outcomes Index (IOI)*)
- national initiatives promoting, 8–10
- newspaper coverage trends, 196–199
- proliferation of, 22, 291
- state-level conditions affecting (*See state conditions*)
- strength of, measure of (*See Strength of Tobacco Control (SoTC) index*)
- tracked by ASSIST Newspaper Tracking System, 193, 194*t*
- trend analysis, 197*f*
- state youth access laws. *See also* youth access laws
- history of, 90–91
  - rating results, 100, 100*t*, 101*f*
  - rating system, 89, 90, 92, 93–97
  - target criteria, 93–95, 94*t*, 105
- statistical tests, one-tailed, 272
- Stillman, Frances A.
- on ASSIST evaluation contributions, 325
  - on ASSIST evaluation overview, 1
  - on ASSIST Newspaper Tracking System, 185, 200
  - on diffusion of ASSIST practices to non-ASSIST states, 335
  - on final outcomes, 265
  - on Initial Outcomes Index (IOI), 111
  - on legislative changes rating system, 87, 91–92
  - on newspaper coverage comparison methods, 200
  - on Strength of Tobacco Control (SoTC) index, 31
  - on tobacco industry counterefforts and tactics, 213, 216, 217, 256
- Strategies to Control Tobacco Use in the United States: A Blueprint for Public Health Action in the 1990's* (first NCI tobacco control monograph), 5, 8, 336
- Strauss, Warren
- on Strength of Tobacco Control (SoTC) index, 31
- Strength of Tobacco Control (SoTC) index, 17, 20, 33–55, 145, 215, 223
- capacity (construct), 20, 35
  - definitions of, 34, 35, 36, 39
  - domain-level scores, 49–51, 50*t*, 53
  - key findings, 331–332
  - scores, 45*t*, 47*f*
  - scores correlations, 44, 48*t*
  - variables measuring, 35–36, 56*t*, 58*t*–59*t*
- component constructs, 20, 33–39, 37*f*, 38*t*
- combination of, 43
  - scores, 45*t*, 46*f*–47*f*
- conceptual/heuristic model, 34, 35, 36
- limitations of, 48
  - map, 37*f*
  - validation of, 40, 43–44, 77–82, 82*f*–84*f*
- conclusions, 55
- continuation after ASSIST, 335
- data analysis methods, 40, 42–43, 77–78, 280–283
- correlation with ASSIST status, 280–281
  - correlation with per capita cigarette consumption, 282–283
  - correlation with smoking prevalence, adult, 281
- data collection, 40–42
- instruments, 39
  - questionnaire (worksheet), 39, 41–42, 61*f*–64*f*
  - respondents, 40–42, 48–49
  - telephone interview (survey 2), 39, 41, 65*f*–76*f*
  - timeline, 17, 18*f*
- development of, 34–39
- domains/indicators, 36, 38*t*, 39, 57*t*–60*t*
- scores by, 49–53
- efforts (construct), 20, 35
- definitions of, 34, 35, 39
  - domain-level scores, 51–53, 52*t*
  - scores, 45*t*, 47*f*, 52*t*

- scores correlations, 44, 48t  
 variables measuring, 35–36, 56t, 60t
- individual state program evaluation using, 49–53
- lessons for tobacco control program evaluation, 55
- limitations, 48–49
- rationale for, 53–54, 330
- resources (construct), 20, 35  
 definitions of, 34, 35, 36  
 domain-level scores, 49–51, 50t, 53  
 funding, 49–51, 50t  
 funding changes, 49, 51f, 153–155, 154t  
 scores, 45t, 46f  
 scores correlations, 44, 48t  
 variables measuring, 35–36, 56t, 57t
- results (scores), 44–49, 45t, 46f  
 ASSIST status and, 44, 45t, 283, 342t–343t  
 of component constructs, 45t, 46f–47f  
 correlations with/effect on IOI, 281, 282t, 283, 290  
 correlations with final outcomes, 290–291, 292  
 correlation with legislative scores, 44, 48t  
 correlation with per capita cigarette consumption, 286t, 286–287, 288t, 290, 292, 332  
 in ASSIST *versus* non-ASSIST states, 287, 287t  
 correlation with smoking prevalence, adult, 44, 48t, 284, 285t, 290–291, 292  
 domain-level, 49–53  
 by state, 45t, 46f, 342t–343t
- summary, 53–54
- systems methods in, 330–331
- tracking trends with, 54
- validation of, 40, 43–44, 77–82, 82f–84f, 330–331  
 concept-mapping, 85, 85f, 330  
 correlation analysis, 77, 78–80, 79t, 80t  
 factor analysis, 43, 44, 77–78, 80–81, 82f  
 principal components analysis, 43, 77–78, 80, 81t  
 structural equations modeling, 43, 44, 78, 80–82, 83f, 84f  
 variables measuring, 57t–60t  
 selection and validation, 35–36, 56t
- Sullivan, Louis, 249
- supplier sector, impact of tobacco in, 171–172
- support, creating illusion of, by tobacco industry, 227, 228t, 245–247  
 concept map rating of, 221t
- Supreme Court, and youth access regulations, 91
- Surgeon General’s reports  
 on environmental tobacco smoke (1986), 90, 252  
 on health benefits of smoking cessation (1990), 317, 318  
*Healthy People 2010*, 336  
 on smoking and health, first, 5  
 on women and smoking (2001), 147
- surveillance. *See* monitoring
- Sweda, E. L., Jr., 216
- Synar amendment, 90–91
- Syndemics initiative, 7
- system-level interventions, 7
- systems evaluation methods, 330–331, 339
- systems view of the world, 330, 340. *See also* ecological model
- T**
- tax, excise. *See* cigarette excise tax
- tax revenues, tobacco-generated, 172
- telephone interview (survey 2), for SoTC, 39, 65f–76f  
 administration of, 41
- Tennessee  
 cigarette excise tax, 148, 166  
 economic importance of tobacco in, 168, 171  
 tobacco as share of GSP, 176, 181f
- timing  
 of data collection for ASSIST evaluation, 17, 18f  
 of outcomes of tobacco control interventions, 16, 20, 119  
 of quits attributable to ASSIST, 322
- tobacco  
 economic dependence of state on (*See* economic dependence on tobacco)  
 varieties, 168  
 warehousing, 174
- tobacco advertising  
 as countereffort to tobacco control, 145, 291  
 expenditures, 9, 23, 170  
 newspaper articles on, 197t, 198  
 restrictions, 119, 145, 239
- tobacco consumption. *See also* per capita cigarette consumption; tobacco use  
 changes in  
 economic impact forecasts, 171–174  
 as outcome measure, 20–21  
 U.S. cigarette consumption, 167, 169f

- tobacco control
- future of, 336–338
  - media advocacy for, 188
- tobacco control coalitions, 40, 117
- and capacity, 14, 333
  - measure of, 16–17
- tobacco control community, harassment of, 227–229, 228*t*, 247–250
- concept map rating of, 222*t*
- tobacco control evaluation
- ASSIST evaluation’s contributions to, 334–336
  - initial outcomes methodology, 137
  - SoTC model, 55
  - state-level conditions, 155–156
  - for complex programs, 11, 338–339
  - future challenges for, 336–338
  - of program components, 17
  - trends over time in, 6*f*
- tobacco control interventions
- ASSIST-like, diffusion to non-ASSIST states, 10, 13, 22, 334–335
  - community impacts of, 144
  - community-level, 6
  - complex, evaluation of, 11, 338–339
  - components of, evaluation of, 17
  - cost per person, 308, 316, 323
  - current trends, 11–13
  - education-based, 5
  - environmental factors affecting (*See* state conditions)
  - establishment of, and cost-effectiveness of ASSIST, 321
  - evaluation of (*See* tobacco control evaluation)
  - evolutionary phases of, 5–8, 6*f*
  - historical trends in, 4–13, 6*f*
  - individual-level, 5–6
  - key questions for, 337
  - in 1990s, 8–11
  - outcomes/outcome measures of (*See* outcome measures; outcomes)
  - policy-level, 8–11, 90 (*See also* tobacco control laws; tobacco control policies)
  - population-level, 6–7, 11–12
  - science-based model for, 7–8
  - state-based (*See* state tobacco control laws; state tobacco control policies)
  - system-level, 7
  - and tobacco industry, 11 (*See also* tobacco industry counterefforts and tactics)
- tobacco control laws. *See also* tobacco control policies
- aimed at tobacco industry, 11, 145
  - changes in, measurement of (*See* legislative changes, measurement of)
  - clean indoor air (*See* clean indoor air laws)
  - data sources, 90, 91, 97–98, 99, 104–105
  - local (*See* local tobacco control ordinances)
  - preemptive (*See* state preemption laws)
  - rating results, 100–103
  - rating system, 89, 91–99, 105, 106
  - smoke-free workplace, 152, 153
  - spillover among states, 153
  - state (*See* state tobacco control laws)
  - tobacco advertising restrictions, 119, 145, 239
  - on youth access to tobacco (*See* youth access laws)
- tobacco control monographs (NCI)
- 1, *Strategies to Control Tobacco Use in the United States: A Blueprint for Public Health Action in the 1990’s* (the “blueprint”), 5, 8, 336
  - 16, *ASSIST: Shaping the Future of Tobacco Prevention and Control*, 9, 11
- tobacco control policies. *See also* tobacco control laws
- ASSIST policy areas, 90, 119–120, 269
  - as intervention focus, 339, 340
  - media interventions promoting, 188
  - monitoring of, 91–92, 104
  - newspaper coverage of (*See* newspaper coverage, of tobacco control policy)
  - in 1990s, 8–11
  - state (*See* state tobacco control policies)
  - in tobacco-growing/producing states, 148, 165–166
  - tobacco industry efforts and tactics counter to (*See* tobacco industry counterefforts and tactics)
- tobacco growing, 165–170
- decline in, 167, 167*f*
  - economic impacts of, 173–174
  - factors contributing to, 167–170, 169*f*
  - in economic dependence measure, 150, 174, 175
  - employment in, 175
  - as share of GDP, 176, 178*f*
  - as share of GSP, 176*f*, 178*f*–181*f*
  - states most dependent on, 150, 168

- tobacco growing and manufacturing (combined measure), 175  
 as share of GDP, 176, 178f  
 as share of GSP, 175–181, 177t  
 selected states, 176, 176f, 178f–181f
- tobacco-growing/manufacturing states, 150, 168, 170–171. *See also individual states*  
 economic impact forecasts, 173–174  
 tobacco as share of GSP, 176, 176f, 178f–181f, 181  
 tobacco control barriers in, 148, 155, 165–166, 171, 182  
 views on tobacco use in, 148
- tobacco industry. *See also tobacco growing; tobacco manufacturing*  
 advertising by (*See tobacco advertising*)  
 cigarette sales data, 115  
 definition of, 215n  
 documents on tobacco control counterefforts, 236–254, 255–257  
 economic dependence of state on (*See economic dependence on tobacco*)  
 economic impact claims of, 148–149, 171–172  
 on economic impact of tobacco, 148–149  
 studies, 171–174  
 economic impacts, 176  
 history of, 165  
 lawsuits against, 11  
 and local ordinances, 152, 232t, 238  
 marketing expenditures, 9, 23, 170  
 Master Settlement Agreement (1998) and, 11, 145, 171, 236  
 and youth access policies, 227, 244, 254
- tobacco industry counterefforts and tactics, 11, 22–23, 215–257  
 advertising as, 145, 170, 291  
 agenda usurping as, 227, 228t, 243–244  
 concept map rating, 221t  
 aimed at ASSIST, 22, 215–216, 291  
 industry documents on, 236, 239–240, 242, 244, 246–250  
 aimed at specific public health initiatives, case studies, 231, 232t  
 combination of, 231–233  
 concept mapping, 215, 216, 217–224, 255, 256  
 background for, 216–217  
 data validation for, 223–224  
 expert panel interpretation of, 219, 220, 225f  
 lessons from, 220, 223–224  
 participants in, 217  
 procedures for, 217–219  
 results of, 219–220, 221t–222t, 223f, 224f  
 conclusions, 256–257  
 creating illusion of support as, 227, 228t, 245–247  
 concept map rating, 221t  
 definition of, 216  
 direct *versus* indirect, 227, 231  
 document review, 236–254, 255–257  
 lessons from, 254  
 methods, 236–237  
 results, 237–254  
 economic intimidation as, 227, 228t, 240–242  
 concept map rating, 221t  
 evaluation challenges, 254–257  
 harassment as, 227–229, 228t, 247–250  
 concept map rating, 222t  
 index/measurement of, 215–216, 223, 233–235, 254–257  
 legal intimidation as, 227–229, 228t, 240–242  
 concept map rating, 221t  
 legislative strategies as, 226t, 226–227, 234, 238–240  
 concept map rating, 221t  
 literature review, 224–233, 255  
 case studies, 230–233  
 limitations, 233  
 methods, 225–226  
 results, 226–230  
 lobbying as, 171, 226t, 226–227, 234, 238–240  
 concept map rating, 221t  
 local-level, 152, 232t, 238  
 Master Settlement Agreement (1989) and, 145, 236  
 media manipulation as, 229–230, 231t, 251–253  
 concept map rating, 222t  
 public relations as, 229–230, 231t, 253–254  
 concept map rating, 222t  
 quantification of, 234–235  
 research on, since ASSIST evaluation, 335–336  
 state-level, case studies of, 231, 232t  
 state preemption laws as, 152, 239  
 summary, 255–256  
 undermining science as, 229, 230t, 250–251  
 concept map rating, 222t
- Tobacco Institute  
 budgets, 336  
 cigarette sales data, 115  
 documents on tobacco control counterefforts, 237–246, 250–253

- tobacco leaf  
 exports, 169*f*, 170  
 imports, 168–170, 169*f*  
 production (*See* tobacco growing)
- tobacco manufacturing, 165–166, 170–171. *See also* economic dependence on tobacco  
 cigarette production decline, 167, 169*f*  
 in economic dependence measure, 150, 174–175  
 as share of GDP, 176, 178*f*  
 as share of GSP, 176*f*, 178*f*–181*f*  
 states most dependent on, 150, 170–171
- tobacco product(s)  
 laws prohibiting sales to minors (*See* youth access laws)  
 prices (*See also* cigarette prices)  
 as ASSIST policy priority, 119–120
- tobacco tax. *See* cigarette excise tax
- tobacco use. *See also* entries under smoking  
 factors affecting, 144*f*, 144–145  
 prevalence of (*See* smoking prevalence)  
 reduction, economic impact studies of, 171–174  
 views on  
 changing, as ASSIST objective, 14, 328, 339  
 factors affecting, 144–145  
 historical changes in, 8, 11, 144  
 in tobacco-growing/producing states, 148
- tobacco use prevention and control. *See* entries under tobacco control
- Tobacco Use Supplement to the Current Population Survey (TUS-CPS)  
 adult smoking prevalence data, 15, 16, 21, 114–115, 122, 150, 274, 310  
 in cost-effectiveness analysis, 310, 323  
 development of, 329, 335  
 future directions, 336–337  
 workplace smoking restrictions data, 125, 149
- Trochim, William M. K.  
 on Strength of Tobacco Control (SoTC) index, 31  
 on tobacco industry counterefforts and tactics, 213, 217, 218, 220
- TUS-CPS. *See* Tobacco Use Supplement to the Current Population Survey (TUS-CPS)
- U**
- U. S. Department of Health and Human Services,  
 on state preemption laws, 91
- Ulasevich, Alec  
 on ASSIST Newspaper Tracking System, 185
- University of California  
 at San Francisco, digital tobacco industry library of, 335–336  
 Social Science Data Collection Web site, 150
- University of Illinois at Chicago, ImpacTeen project, 105
- upstream interventions, 13, 339. *See also* tobacco control policies
- U.S. Bureau of Economic Analysis, economic impact data from, 174, 175
- U.S. Bureau of Labor Statistics, ES-202 reports, 174, 175
- U.S. Census Bureau  
 CPS, 114, 149  
 demographic data, 149  
 economic data, 175  
 population estimate data, 98, 115  
 TUS-CPS, 15, 16, 21, 114
- U.S. Congress, tobacco industry and, 11, 248–249
- USDA, economic impact study by, 173–174
- Utah, smoking prevalence in, 152
- V**
- variability  
 of initial outcomes, 118  
 state-to-state, as analytical consideration, 290, 298
- Vermont, smoke-free workplace law in, 153
- views and attitudes  
 on social issues, media coverage and, 189  
 on tobacco control policies, in newspaper editorials, 198, 200, 201  
 on tobacco use  
 changes in, as ASSIST objective, 14, 328, 339  
 factors affecting, 144–145, 148  
 historical changes in, 8, 11, 144  
 in tobacco-growing/producing states, 148
- Virginia  
 cigarette excise tax, 148, 166  
 economic importance of tobacco in, 168, 170  
 tobacco as share of GSP, 176, 179*f*, 181  
 smoking prevalence changes, 276
- Viswanath, K.  
 on ASSIST Newspaper Tracking System, 185
- voluntary organizations, as SoTC respondents, 40, 41

## W

Wakefield, M., on tobacco control program spending, 153

Wallack, L. K., 189

Wallop, Malcolm, on lobbying through ASSIST, 248, 249

Walls, Tina, 239

Warner, K. E., on economic impact of tobacco, 148–149, 172–173  
*The Washington Post*, 191, 199–200

Washington State, smoke-free workplaces in, 126, 153

Waxman, Henry, 11

wealth of state, and tobacco control success, 153–155

West Virginia  
cigarette excise tax, 148  
economic importance of tobacco in, 168, 171

Wewers, Mary Ellen  
on cost-effectiveness of ASSIST, 305

White, J., on work on tobacco industry counterefforts to ASSIST, 215–216, 236, 255, 291

Wisconsin, economic importance of tobacco in, 168

women. *See also* sex differences  
life expectancy gains after smoking cessation, 318–320  
life-years gained attributable to ASSIST, 313*t*, 315  
pregnant, cost-effectiveness of smoking cessation advice for, 322–323

smoking prevalence  
and ASSIST cost-effectiveness analysis, 314*t*, 315  
in ASSIST *versus* non-ASSIST states, 276, 277*t*, 289

*Women and Smoking: A Report of the Surgeon General* (2001), 147

workplace smoking restrictions. *See also* smoke-free workplaces  
causes of, 116–117  
as initial outcome, 20, 123–125

## Y

yellow fever epidemic, 340

youth  
factors affecting smoking behavior, 144, 145, 146–147, 151  
smoking prevalence rates, and cost-effectiveness of ASSIST, 317

youth access laws  
as ASSIST policy priority, 119  
enforcement of, 117, 137  
local, 90, 91  
newspaper coverage of, 196, 197*f*, 198, 199  
North Carolina case study, 200, 201  
state, 90–91  
rating results, 100, 100*t*, 101*f*  
rating system, 89, 90, 92–97, 94*t*, 105  
target criteria, 93–95, 94*t*, 105  
tobacco industry and, 227, 244, 254