

Acronyms and Abbreviations

AB	Assembly Bill
ACS	American Cancer Society
AFSCME	American Federation of State, County, and Municipal Employees
AHA	American Heart Association
ALA	American Lung Association
ALF	American Legacy Foundation
ASH	Action on Smoking and Health
ASSIST	American Stop Smoking Intervention Study for Cancer Prevention
AzTEPP	Arizona Tobacco Education and Prevention Program
BUGA-UP	Billboard Utilising Graffitists Against Unhealthy Promotions
CBOs	community-based organizations
CBPR	community-based participatory research
CD	compact disc
CDC	Centers for Disease Control and Prevention
CI	confidence interval
COMMIT	Community Intervention Trial for Smoking Cessation
DFL	Democratic Farm Labor Party
DHHS	Department of Health and Human Services
DMAs	designated market areas
DOC	Doctors Ought to Care
DV	dependent variable
DVD	digital versatile disc
ESPN	<i>[a multimedia sports entertainment company]</i>
FCC	Federal Communications Commission
FDA	Food and Drug Administration
FTC	Federal Trade Commission
FTCP	Florida Tobacco Control Program
FY	fiscal year
HB	House Bill
HIS	Health Interview Survey
HYD	“Helping Youth Decide” <i>[an education campaign]</i>
IAA	International Advertising Association
IHC	interactive health communications
IMPACT	Initiatives to Mobilize for the Prevention and Control of Tobacco Use
IV	independent variable
LGIs	large group interventions
LISREL	<i>[software for structural equation modeling]</i>
MBH	Maine Bureau of Health
MCRC	Media Campaign Resource Center
MDPHHS	Montana Department of Public Health and Human Services
MEA	Michigan Education Association
MSA	Master Settlement Agreement
MSAs	metropolitan statistical areas

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MSDH	Mississippi State Department of Health
MTV	Music Television
NA	not applicable
NAAG	National Association of Attorneys General
NASBE	National Association of State Boards of Education
NCSH	National Clearinghouse for Smoking and Health
NRT	nicotine replacement therapy
NTC	National Tobacco Campaign
OECD	Organisation for Economic Co-operation and Development
OR	odds ratio
OSH	Office on Smoking and Health
PM21	Philip Morris in the 21st century <i>[an advertising campaign]</i>
PREP	potential reduced exposure product
PSA	public service announcement
ROM	read only memory
SWAT	Students Working Against Tobacco
TACNH	Technical Advisory Committee on Nonsmoking and Health
TUPAC	Tobacco Use Prevention Advisory Committee
UK	United Kingdom
WHO	World Health Organization