



Robert Wood Johnson Foundation

*RWJF Retrospective Series*

# RWJF's Tobacco Work

**Major Programs, Strategies and Focus Areas**

*Author*

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*April 2011*

A companion report to  
*The Tobacco Campaigns of the  
Robert Wood Johnson Foundation  
and Collaborators, 1991–2010*

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- Clearing the Air: An Overview of Smoke-Free Air Laws
- Social Norms and Attitudes About Smoking, 1991–2010
- More Than a Decade of Helping Smokers Quit: RWJF's Investment in Tobacco Cessation
- The Impact of Tax and Smoke-Free Air Policy Changes
- Major Tobacco-Related Events in the United States
- Surgeon General's Reports on Tobacco
- The Way We Were: Tobacco Ads Through the Years
- Tobacco-Control Work, 1991–2010: RWJF and Collaborators Slideshow
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## *Preface*

Twenty years ago the Robert Wood Johnson Foundation decided to put our name and substantial financial and human resources behind a bold initiative to reduce tobacco use in this country. For two decades, RWJF has been working with partners in government, education, philanthropy and the private sector to make literally the air that we breathe safe to inhale and to free many Americans from a gripping, destructive addiction to which they were seduced in their youth. As this retrospective indicates, our tobacco-control campaigns often have seemed an uphill battle, but they have made significant inroads against the harmful effects of tobacco.

Because of that significant progress, we have scaled back our investments in tobacco control to allow us to focus on new public health challenges. Yet the moral injunction of medicine is “First, do no harm.” As we wound down these investments (though ongoing, we are still providing \$3,589,258 to reduce tobacco use), I was adamant that we needed to monitor the state of tobacco control going forward and to assess the legacy and impact of our body of tobacco-control work.

As we address other critical public health challenges, like the need to roll back the epidemic of childhood obesity, it is important to harvest lessons that can be learned from our tobacco-control work, which has been unique in terms of magnitude, duration, scope and methods. We therefore asked the Center for Public Program Evaluation to conduct an independent assessment to help us and the field understand the results of our efforts, what worked, what didn’t, and what could be adopted or adapted to fulfill our mission to improve and make a demonstrable difference in health and health care for all Americans.

I wish to emphasize our insistence that the center’s work be truly independent. The center’s president, George Grob, is a former Deputy Inspector General of the U.S. Department of Health and Human Services, who personally took charge of this assessment. Grob asked Henry Aaron, Bruce and Virginia MacLaury, senior fellow and former director of economic studies at the Brookings Institution, and Michael O’Grady, senior fellow at the National Opinion Research Center and principal, O’Grady Health Policy, to provide an additional layer of independent review. Aaron and O’Grady advised on study methods and findings, and reviewed draft reports. The resulting assessment report describes both the significance and limits of RWJF’s contributions and achievements.

I want to thank the many individuals and organizations—often working in collaboration—who conducted the tobacco-control campaigns, and I especially want to thank the many RWJF staff members (and former staff) who have worked with such competence and endurance on reducing Americans’ addiction to tobacco. Among them were: Diane Barker, Michael Beachler, Sallie Petrucci George, Karen Gerlach, Marjorie Gutman, Robert Hughes, Nancy Kaufman, Jim Knickman, Michelle Larkin, Joe Marx, Tracy Orleans, Marjorie Paloma and Steven Schroeder, and many others behind the scenes and too numerous to name.

### **Risa Lavizzo-Mourey, M.D., M.B.A.**

*President and Chief Executive Officer  
Robert Wood Johnson Foundation*

# Robert Wood Johnson Foundation's Tobacco Work

## Major Programs, Strategies and Focus Areas

In 2009 the Robert Wood Johnson Foundation (RWJF) contracted with the Center for Public Program Evaluation (CPPE) to provide an independent assessment of its tobacco initiatives. This report is one of several that CPPE has prepared in accordance with the scope of work in its contract with RWJF. It provides a “categorized grant inventory—a documented inventory of the body of RWJF tobacco-related grants categorized by program type.” This report includes the following sections that can serve as a resource for further assessment of RWJF’s tobacco work:

### 1. TOTAL RWJF FUNDING FOR TOBACCO PROJECTS, 1991–2009

Attachment 1 is a figure showing RWJF’s annual funding for tobacco work. RWJF’s total funding for tobacco projects between 1991 and 2009 was approximately \$700 million, distributed through 1,376 grants. The number of grants peaked in 2001 before tapering off. These data are based on a joint analysis of RWJF’s grant records by RWJF and CPPE staff.

### 2. MAJOR TOBACCO PROGRAMS

This attachment groups RWJF major tobacco grants into categories of programs or projects.

Although RWJF’s headquarters defines the terms “program” and “project,” these terms are not consistently used within or outside the Foundation. In some cases, RWJF formed national programs and awarded funds to an external agency to manage the grant program. Examples are *SmokeLess States*<sup>®</sup>: *National Tobacco Policy Initiative*, *Campaign for Tobacco-Free Kids* (official name is the *National Center for Tobacco-Free Kids*), *Addressing Tobacco in Managed Care*, *Smoke-Free Families: Innovations to Stop Smoking During and Beyond Pregnancy* and *National Tobacco Cessation Leadership Center*. However, some of these programs, such as *SmokeLess States*, had several parts that were not universally or consistently distinguished by RWJF officials and their grantees. Program nomenclature is also inconsistent, with the names in some documents not necessarily corresponding with the names in other documents, or the names that national program offices or staff members commonly use in referring to these programs. Nevertheless, we were able to categorize grants using program names that are recognizable to both the Foundation and its grantees.

To analyze the body of RWJF's tobacco work, we developed a list of what we call major programs, which we define as programs with budgets larger than \$1 million or that we, RWJF staff members or RWJF collaborators regard as critical to the success of the subcomponents of the Foundation's tobacco work. Attachment 2 lists these major programs chronologically. The table shows the total amount of funding and the beginning and end dates for each program. These major programs account for \$432,802,855, or 62 percent of RWJF's tobacco funding.

### 3. STRATEGIES

This figure portrays RWJF's major strategies in its tobacco work. These overlapping categories represent significant deliberate programmatic choices made by the RWJF team as its tobacco work evolved over time. Key RWJF's decisions included:

- **Commitment.** Take on tobacco as a major activity focus.
- **Research.** Base all of RWJF's tobacco-related work on research.
- **Collaboration.** Collaborate with other advocacy stakeholders.
- **Advocacy for State Tobacco-Control Policies.** Support, promote and facilitate the work of grassroots groups in states to advocate for tobacco-control policies.
- **Tactical Leadership and Communications.** Create a public "voice" to counteract that of the tobacco industry and to support federal- and state-level advocacy efforts.
- **Smoking-Cessation Treatment.** Fund tobacco-cessation research and implementation projects to help tobacco users quit.
- **Empowering Minorities.** Enhance the role of minority organizations in tobacco control.
- **Focus Areas.** Focus on tobacco-cessation treatment and insurance coverage for treatment, excise taxes, smoke-free indoor air laws, and nationwide protections.
- **Results.** Aim for the bottom line: reduced tobacco use and longer, healthier lives.
- **Moving Forward.** Phase out tobacco work while sustaining a modest presence in the field.

### 4. MAJOR PROGRAMS BY STRATEGY

This listing aligns the major programs shown in Attachment 2 with the strategic themes presented in Attachment 3. Some programs appear in more than one category. For the sake of simplicity, programs are not necessarily listed under all relevant categories. For example, we did not list *SmokeLess States* under the Smoking-Cessation Treatments category even though some states used their *SmokeLess States* grants to promote Medicaid coverage of cessation treatments, but this was less prominent than their support of taxes and clean indoor air laws.

**5. MAJOR PROGRAMS BY FOCUS AREA**

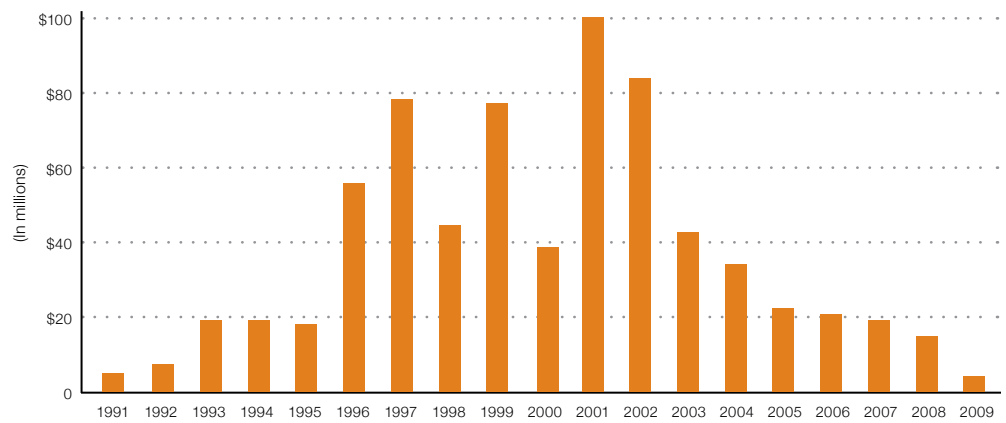
Attachment 5 aligns the major programs listed in Attachment 2 to the four focus areas. Several major programs targeted more than one focus area. Within the broad strategies shown in Attachment 3, RWJF focused on four areas of policy and systems change:

- Supporting the development and implementation of tobacco-cessation treatments and health insurance coverage for these treatments.
- Enacting smoke-free indoor air laws.
- Increasing federal and state tobacco excise taxes.
- Establishing nationwide protections through the Master Settlement Agreement and federal oversight and regulation of tobacco and nicotine.

ATTACHMENT I

**Total RWJF Funding for Tobacco Projects, 1991–2009**

Total Funding Equals \$700 million



Source: RWJF Program Information Management System

## ATTACHMENT 2

**RWJF's Major Tobacco Programs by Initial Year and Funding Amount**

Program	Dates	Funds
<b>Tobacco and Substance Abuse Policy Research</b>	1992–2011	\$43,402,018
<i>Part 1: Tobacco Policy Research and Evaluation Program</i>	1992–1998	\$5,102,836
<i>Part 2: Substance Abuse Policy Research Program</i>	1995–2011	\$38,078,080*
<b>Evaluation of a Four-Community Project to Reduce Adolescent Tobacco Use</b>	1992–1995	\$195,332
<b>SmokeLess States® National Tobacco Policy Initiative</b>	1994–2004	\$104,210,509
<b>Smoke-Free Families: Innovations to Stop Smoking During and Beyond Pregnancy</b>	1994–2008	\$28,933,787
<b>Campaign for Tobacco-Free Kids (includes both national program and ad hoc funding)</b>	1995–2010	\$94,568,594
<i>Part 1: Coordinating Committee to Prevent Tobacco Use by Youth</i>	1995–1996	\$453,154
<i>Part 2: Campaign for Tobacco-Free Kids</i>	1995–2010	\$86,574,205
<i>Part 3: Educating the U.S. Public About the Framework Convention on Tobacco Control</i>	2001–2004	\$3,991,235
<i>Part 4: Conducting Public Education on Tobacco Control and Advocacy Training for State Public Health Leadership</i>	2008–2010	\$1,700,000
<i>Part 5: Providing Assistance to State Tobacco Prevention and Public Health Policy Projects</i>	2008–2009	\$1,500,000
<i>Part 6: Ensuring That the Law Giving the FDA Regulatory Authority Over Tobacco Products is Effectively Implemented</i>	2010–2013	\$350,000
<b>Tobacco Etiology Research Network</b>	1995–2006	\$9,487,317
<b>Development and Dissemination of Smoking-Cessation Clinical Practice Guidelines</b>	1996–2007	\$1,492,753
<i>Part 1: Agency for Health Care Policy and Research Smoking-Cessation Clinical Practice Guideline</i>	1996–2000	\$512,493
<i>Part 2: Developing a Five-State Consortium to Implement Tobacco-Cessation Guidelines</i>	2001–2004	\$774,865
<i>Part 3: Blueprint for Disseminating Tobacco-Dependence Guidelines</i>	2001–2002	\$107,641
<i>Part 4: Co-Funding an Update of the National Clinical Guideline for Treating Tobacco Use and Dependence</i>	2006–2007	\$97,754



Program	Dates	Funds
<b>Addressing Tobacco in Managed Care</b>	1996–2008	\$11,712,556
<i>Part 1:</i> Managed Care Performance Indicators for Prevention and Treatment of Tobacco Use and Addiction	1996	\$46,699
<i>Part 2:</i> Addressing Tobacco in Managed Care	1997–2008	\$11,665,867
<b>Program Activities for the World Conference on Tobacco OR Health</b>	1993–2009	\$2,091,873
<b>National Spit Tobacco Education</b>	1996–2005	\$10,234,737
<b>Assessing Insurance Coverage of Preventive Services by Private Employers</b>	1996–2006	\$473,605**
<i>Part 1:</i> Assessing Insurance Coverage of Preventive Services by Private Employers	1996–1998	\$50,000
<i>Part 2:</i> Examining Insurance Coverage for Clinical Preventive Services in Employer-Sponsored Health Plans	2001–2006	\$423,605
<b>Bridging the Gap: Research Informing Practice and Policy for Healthy Youth Behavior</b>	1997–2012	\$19,200,000
<b>The PRISM Awards—Encouraging Accurate Depiction of Substance Abuse and Addiction by the Entertainment Industry</b>	1998–2005	\$8,171,242**
<b>Developing Leadership in Reducing Substance Abuse</b>	1998–2007	\$8,850,322**
<b>Enhancing Minority Organizations in Tobacco Control</b>	1998–2008	\$9,907,298
<i>Part 1A:</i> Creating New Mountains: A National Asian American/Pacific Islander Tobacco Control Network	1998–2002	\$499,999
<i>Part 1B:</i> Enhancing Minority Organizations' Leadership in Tobacco Control	2000–2003	\$166,316
<i>Part 2A:</i> Strengthening Latino Networks to Address Alcohol and Tobacco Issues	1998–2001	\$570,224
<i>Part 2B:</i> Enhancing Minority Organizations' Involvement in Tobacco Control	2000–2002	\$187,500
<i>Part 3:</i> Strengthening the Capacity of the African-American Community in Tobacco and Alcohol Control	1998–2002	\$596,596
<i>Part 4:</i> Tobacco Control Training Forum for Multicultural Groups	2001–2002	\$90,164

Program	Dates	Funds
<b>Enhancing Minority Organizations in Tobacco Control (continued)</b>		
<i>Part 5:</i> Enhancing Minority Organizations in Tobacco Control	2001–2006	\$186,599
<i>Part 6:</i> Enhancing Minority Organizations in Tobacco Control	2002–2004	\$187,500
<i>Part 7:</i> Voices in the Debate: Minority Action for Tobacco Policy Change	2001–2008	\$7,422,400
<b>Youth Tobacco Cessation</b>		
<i>Part 1:</i> Coordination for Youth Tobacco Cessation Partnerships	1998–2005	\$452,258
<i>Part 2:</i> Helping Young Smokers Quit: Identifying Best Practices for Tobacco Cessation	2002–2009	\$7,305,835
<b>Statewide Youth-Led Program to Prevent Tobacco Use by Young People</b>	1999–2004	\$1,993,698
<b>Innovators Combating Substance Abuse</b>	2000–2008	\$7,078,294*
<b>Partners With Tobacco Use Research Centers: Advancing Transdisciplinary Science and Policy Studies</b>	2000–2007	\$12,263,453
<b>Kids Involuntarily Inhaling Secondhand Smoke</b>	2000–2009	\$1,279,893
<b>Establishment of the Institute for Advocacy on Environmental Tobacco Smoke</b>	2001–2007	\$5,471,114
<b>National Tobacco Control Technical Assistance Consortium</b>	2001–2006	\$7,198,187
<b>Promoting the Use of Evidence-Based Tobacco-Cessation Treatments and Services</b>	2002–2007	\$1,131,986
<b>Why Youth Don't Quit: Finding Answers to Design Effective Smoking-Cessation Programs</b>	2002–2010	\$3,676,288
<b>Policy Advocacy on Tobacco and Health: An Initiative to Build Capacity in Communities of Color for Tobacco Policy Change</b>	2002–2007	\$3,424,619
<b>Do National-Level Tobacco Policies Decrease Smoking? A Four-Country Tobacco Policy Study</b>	2002–2007	\$1,499,663
<b>Tobacco Teamwide Communications Support</b>	2003–2009	\$1,634,063

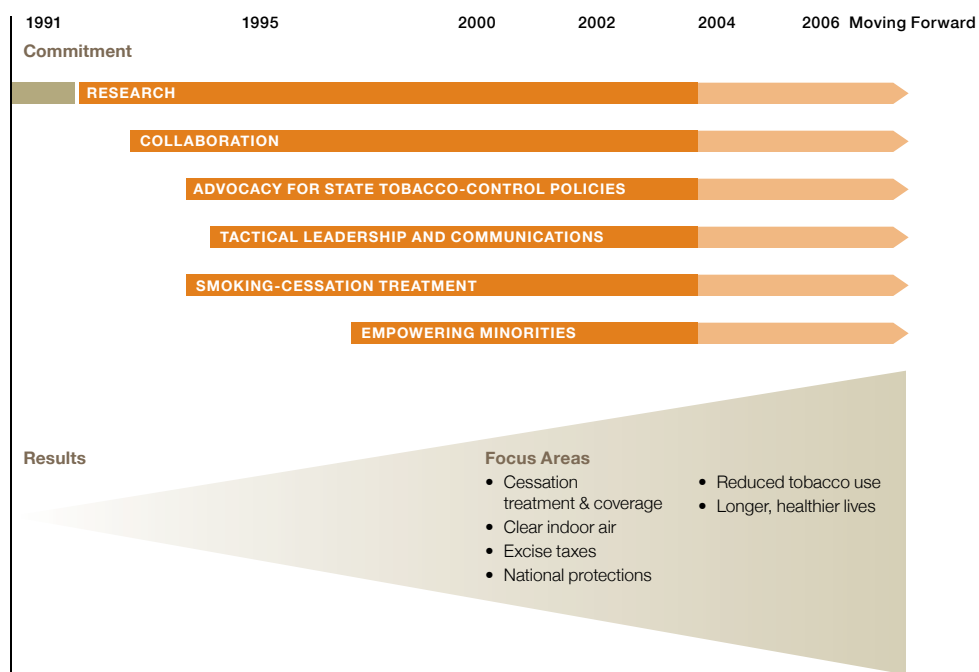
Program	Dates	Funds
<b>Smoking-Cessation Leadership Center</b>	2003–2011	\$9,871,538
<b>Tobacco-Free Nurses</b>	2003–2008	\$1,800,000
<b>Tobacco Policy Change: A Collaborative for Healthier Communities and States</b>	2004–2011	\$11,842,649
<b>Smoke-Free New Jersey and Smoke-Free Philadelphia</b>	2006–2007	\$1,947,374
<i>Part 1: Smoke-Free New Jersey</i>	2006	\$1,500,000
<i>Part 2: Smoke-Free Philadelphia</i>	2006–2007	\$447,374
<b>Total</b>		<b>\$432,802,855</b>

\*Program also supports grants that are not related to tobacco. However, the funding total in this table includes funds for the national program office, evaluation and tobacco-related projects only.

\*\*Program also supports grants or activities not related to tobacco. We did not have information on which portion of these grants supported tobacco-related work, so the amounts for these programs reflect the funding for the entire program.

ATTACHMENT 3

**RWJF's Tobacco Work Strategies**



Source: RWJF Program Information Management System

## ATTACHMENT 4

**RWJF's Major Tobacco Programs by Strategy****I. RESEARCH****Research about the relative effectiveness of various state and federal government policies for preventing tobacco use.**

- *Tobacco Policy Research and Evaluation Program* (1992–1998)
- Evaluation of a Four-Community Project to Reduce Adolescent Tobacco Use (1992–1995)
- *Substance Abuse Policy Research Program* (1995–2011)
- *Bridging the Gap: Research Informing Practice and Policy for Healthy Youth Behavior* (1997–2012)
- *Developing Leadership in Reducing Substance Abuse* (1998–2007)
- Do National-Level Tobacco Policies Decrease Smoking? A Four-Country Tobacco Policy Study (2002–2007)

**Research about tobacco addiction.**

- *Tobacco Etiology Research Network* (1995–2006)
- *Developing Leadership in Reducing Substance Abuse* (1998–2007)
- *Innovators Combating Substance Abuse* (2000–2008)

**II. COLLABORATION****Collaborative efforts with interested stakeholders on all major components of the Foundation's tobacco work. Examples include the following:**

- Coalition on Smoking and Health
- *SmokeLess States® National Tobacco Policy Initiative* (1994–1999)

[Phases 1 and 2, capacity building and early implementation (supported development of state coalitions), with the American Medical Association providing the program office]

- *Partners With Tobacco Use Research Centers* (2000–2007)
- *Addressing Tobacco in Managed Care* (1997–2008)
- *Policy Advocacy on Tobacco and Health* (2002–2007)
- *Smoking Cessation Leadership Center* (2003–2011)

**III. ADVOCACY FOR STATE TOBACCO-CONTROL POLICIES****Guidance, technical assistance and other resources for state-based coalitions to advocate for enactment of state tobacco-control legislation.**

- *SmokeLess States® National Tobacco Policy Initiative* (1994–2004)
- *Campaign for Tobacco-Free Kids* (1996–2012)
- Establishment of the Institute for Advocacy on Environmental Tobacco Smoke (2001–2007)
- *Tobacco Reallocation Dollars* (2003–2010)
- *Tobacco Policy Change* (2004–2011)
- *National Tobacco Control Technical Assistance Consortium* (2001–2006)
- *Smoke-Free New Jersey* (2006)
- *Smoke-Free Philadelphia* (2006–2007)

#### IV. TACTICAL LEADERSHIP AND COMMUNICATIONS

**Identification of and support for priorities, opportunities and tactics to minimize tobacco use, responding to claims of the tobacco industry, and educating the public and policy-makers about the risks associated with tobacco use.**

##### **The Voice of the Campaign**

- *Campaign for Tobacco-Free Kids* (1995–2010)
- Tobacco Teamwide Communications Support (2003–2009)

##### **Research Information Dissemination**

- *Tobacco Policy Research and Evaluation Program* (1992–1998)
- *Substance Abuse Policy Research Program* (1995–2011)
- *Smoke-Free Families: Innovations to Stop Smoking During and Beyond Pregnancy* (2000–2008)
- *Partners With Tobacco Use Research Centers* (2000–2007)
- *Addressing Tobacco in Managed Care* (1997–2008)

##### **Entertainment Media**

- The PRISM Awards—Encouraging Accurate Depiction of Substance Abuse and Addiction by the Entertainment Industry (1998–2005)

##### **International**

- Program Activities for the World Conference on Tobacco OR Health (1993–2009)
- Educating the U.S. Public for the Framework Convention on Tobacco Control (2001–2004)

##### **Focus on Youth**

- Coordinating Committee to Prevent Tobacco Use by Youth (1995–1996)
- National Spit Tobacco Education Program (1996–2005)
- Statewide Youth-Led Program to Prevent Tobacco Use by Young People (1999–2004)
- Kids Involuntarily Inhaling Secondhand Smoke (2000–2009)

#### V. SMOKING-CESSATION TREATMENTS

**Promotion and implementation of effective tobacco-cessation approaches, development of evidence-based clinical practice guidelines, expansion of insurance coverage for smoking cessation treatment and dissemination of youth tobacco-cessation strategies.**

##### **Addiction Research**

- *Tobacco Etiology Research Network* (1995–2006)

##### **Clinical Cessation Practices**

- *Addressing Tobacco in Managed Care* (1997–2008)\*
- *Smoke-Free Families: Innovations to Stop Smoking During and Beyond Pregnancy* (1994–2008)
- Promoting the Use of Evidence-Based Tobacco-Cessation Treatments and Services (2002–2007)
- Tobacco-Free Nurses (2003–2008)
- *Smoking Cessation Leadership Center* (2003–2011)

\*Name later changed to *Addressing Tobacco in Health Care*

#### **Clinical Practice Guidelines**

- Development and Dissemination of Smoking-Cessation Clinical Practice Guidelines (1996–2007)
  - Agency for Health Care Policy and Research Smoking-Cessation Clinical Practice Guideline (1996–2000)
  - Developing a Five-State Consortium to Implement Tobacco-Cessation Guidelines (2001–2004)
  - Blueprint for Disseminating Tobacco-Dependence Guidelines (2001–2002)
  - Co-Funding an Update of the National Clinical Guideline for Treating Tobacco Use and Dependence (2006–2007)

#### **Insurance Coverage**

- Managed Care Performance Indicators for Prevention and Treatment of Tobacco Use and Addiction (1996)
- Addressing Tobacco in Managed Care—Surveys of Managed Care Organizations (1997 and 2003)
- Annual Surveys of Medicaid coverage
- Assessing Insurance Coverage of Preventive Services by Private Employers (1996–2006)

#### **Youth Tobacco Use**

- Youth Tobacco Cessation (1998–2009)
  - Coordination for Youth Tobacco-Cessation Partnerships (1998–2005)
  - *Helping Young Smokers Quit: Identifying Best Practices for Tobacco Cessation* (2005–2009)
- Why Youth Don't Quit: Finding Answers to Design Effective Smoking-Cessation Programs (2002–2010)

### **VI. EMPOWERING MINORITIES**

#### **Support for tobacco-control efforts—including community education and policy-related advocacy—by organizations and coalitions serving minority communities.**

- Enhancing Minority Organizations in Tobacco Control
  - Creating New Mountains: A National Asian American/Pacific Islander Tobacco-Control Network (1998–2002)
  - Enhancing Minority Organizations' Leadership in Tobacco Control (2000–2003)
  - Strengthening Latino Networks to Address Alcohol and Tobacco Issues (1998–2001)
  - Enhancing Minority Organizations' Involvement in Tobacco Control (2000–2002)
  - Strengthening the Capacity of the African-American Community in Tobacco and Alcohol Control (1998–2002)
  - Tobacco-Control Training Forum for Multicultural Groups (2001–2002)
  - Enhancing Minority Organizations in Tobacco Control (2001–2006)
  - Enhancing Minority Organizations in Tobacco Control (2002–2004)
  - Voices in the Debate: Minority Action for Tobacco Control (2001–2008)\*
- *Policy Advocacy on Tobacco and Health* (2002–2007)

### **VII. MOVING FORWARD**

#### **Continuing to support research, public education, and advocacy for tobacco-control legislation.**

- *Campaign for Tobacco-Free Kids* (1996–2012)
- *Bridging the Gap: Research Informing Practice and Policy for Healthy Youth Behavior* (1997–2012)
- Continuing Communications Support (2003–2010)
- *Smoking Cessation Leadership Center* (2003–2011)
- *Tobacco Policy Change* (2004–2011)

\*Voices in the Debate included grants to the Association of Asian Pacific Community Health Organizations and a spin-off organization, Asian Pacific Partners for Empowerment, Advocacy and Leadership, the National Latino Council on Alcohol and Tobacco Prevention and the National African American Tobacco Prevention Network.

## ATTACHMENT 5

**RWJF's Major Tobacco Programs by Focus Area**

Program	Excise Taxes	Smoke-Free Indoor Air	Cessation Treatment & Coverage	Nationwide Protections
<b>Tobacco and Substance Abuse Policy Research</b>				
<i>Part 1:</i> Tobacco Policy Research and Evaluation Program	X	X		
<i>Part 2:</i> Substance Abuse Policy Research Program	X	X	X	
<b>Evaluation of a Four-Community Project to Reduce Adolescent Tobacco Use</b>				
<b>SmokeLess States® National Tobacco Policy Initiative</b>				
<i>Part 1:</i> SmokeLess States® National Tobacco Policy Initiative	X	X	X	
<i>Part 2:</i> Tobacco Re-allocation Dollars	X	X	X	
<b>Smoke-Free Families: Innovations to Stop Smoking During and Beyond Pregnancy</b>				
<b>Campaign for Tobacco-Free Kids</b>				
<i>Part 1:</i> Coordinating Committee to Prevent Tobacco Use by Youth				
<i>Part 2:</i> Campaign for Tobacco-Free Kids	X	X	X	X
<i>Part 3:</i> Educating the U.S. Public About the Framework Convention on Tobacco Control	X	X		
<b>Tobacco Etiology Research Network</b>				
<b>Development and Dissemination of Smoking-Cessation Clinical Practice Guidelines</b>				
<i>Part 1:</i> Agency for Health Care Policy and Research Smoking-Cessation Clinical Practice Guideline			X	
<i>Part 2:</i> Developing a Five-State Consortium to Implement Tobacco-Cessation Guidelines			X	
<i>Part 3:</i> Blueprint for Disseminating Tobacco Dependence Guidelines			X	
<i>Part 4:</i> Co-Funding an Update of the National Clinical Guideline for Treating Tobacco Use and Dependence			X	
<b>Addressing Tobacco in Managed Care</b>				
<i>Part 1:</i> Managed Care Performance Indicators for Prevention and Treatment of Tobacco Use and Addiction			X	
<i>Part 2:</i> Addressing Tobacco in Managed Care			X	



Program	Excise Taxes	Smoke-Free Indoor Air	Cessation Treatment & Coverage	Nationwide Protections
<b>Program Activities for the World Conference on Tobacco OR Health</b>			X	
<b>National Spit Tobacco Education Program</b>				
<b>Assessing Insurance Coverage of Preventive Services by Private Employers</b>			X	
<b>Bridging the Gap: Research Informing Practice for Healthy Youth Behavior</b>	X	X		
<b>The PRISM Awards—Encouraging Accurate Depiction of Substance Abuse and Addiction by the Entertainment Industry</b>				
<b>Developing Leadership in Reducing Substance Abuse</b>			X	
<b>Enhancing Minority Organizations in Tobacco Control</b>				
<i>Part 1A: Creating New Mountains: A National Asian American/Pacific Islander Tobacco-Control Network</i>	X	X	X	
<i>Part 1B: Enhancing Minority Organizations' Leadership in Tobacco Control</i>	X	X	X	
<i>Part 2A: Strengthening Latino Networks to Address Alcohol and Tobacco Issues</i>	X	X	X	
<i>Part 2B: Enhancing Minority Organizations' Involvement in Tobacco Control</i>	X	X	X	
<i>Part 3: Strengthening the Capacity of the African-American Community in Tobacco and Alcohol Control</i>	X	X	X	
<i>Part 4: Tobacco Control Training Forum for Multicultural Groups</i>	X	X	X	
<i>Parts 5, 6: Enhancing Minority Organizations in Tobacco Control</i>	X	X	X	
<i>Part 7: Voices in the Debate: Minority Action for Tobacco Policy Change</i>	X	X	X	
<b>Youth Tobacco Cessation</b>				
<i>Part 1: Coordination for Youth Tobacco-Cessation Partnerships</i>			X	
<i>Part 2: Helping Young Smokers Quit: Identifying Best Practices for Tobacco Cessation</i>			X	
<b>Annual Surveys of Medicaid Coverage</b>			X	

Program	Excise Taxes	Smoke-Free Indoor Air	Cessation Treatment & Coverage	Nationwide Protections
<b>Statewide Youth-Led Program to Prevent Tobacco Use by Young People</b>		X		
<b>Innovators Combating Substance Abuse</b>			X	
<b>Partners With Tobacco Use Research Centers</b>				
<b>Kids Involuntarily Inhaling Secondhand Smoke</b>		X		
<b>Establishment of the Institute for Advocacy on Environmental Tobacco Smoke</b>		X		
<b>National Tobacco Control Technical Assistance Consortium</b>	X	X		
<b>Promoting the Use of Evidence-Based Tobacco-Cessation Treatments and Services</b>			X	
<b>Why Youth Don't Quit: Finding Answers to Design Effective Smoking Cessation Programs</b>			X	
<b>Policy Advocacy on Tobacco and Health</b>	X	X		
<b>Do National-Level Tobacco Policies Decrease Smoking? A Four-Country Tobacco Policy Study</b>	X	X		
<b>Continuing Communications Support</b>			X	
<b>Smoking Cessation Leadership Center</b>		X	X	
<b>Tobacco-Free Nurses</b>			X	
<b>Tobacco Policy Change</b>	X	X	X	
<b>Smoke-Free New Jersey and Smoke-Free Philadelphia</b>		X		
<i>Part 1: Smoke-Free New Jersey</i>		X		
<i>Part 2: Smoke-Free Philadelphia</i>		X		

Note: Not all major RWJF tobacco-control programs appear in the table above as not all of them related specifically to these four focus areas.