

Replicable Media Advocacy Case Studies from Tobacco Control

Rebecca Murphy-Hoefer, PhD, MPH

Assistant Professor, Department of Communication
Kennesaw State University



*“Never doubt that a small
group of thoughtful, committed
citizens can change the world.
Indeed, it’s the only thing that
ever has.”*

Margaret Mead

Tuesday, November 6, 2007

135th American Public Health Association Annual Meeting and Exposition

Copyright 2007, Rebecca Murphy-Hoefer, rmurphy1@dc.gov

Washington, DC

Objectives

- Define media advocacy
- Give examples of principles of media advocacy
- Give examples of gaining media access

Thank You:

Anthony Brown

*Project Coordinator, Department of Health Behavior
Roswell Park Cancer Institute*

Karla Sneegas

*Executive Director, Program Evaluation, Indiana Tobacco Prevention and
Cessation Indiana Tobacco Prevention and Cessation*

Don Chaney, Ph.D., CHES, Texas A&M University

Anne Marie O'Keefe, PhD, JD, Phil Wilbur, Michael Cummings, PhD, NCI, CDC, NY, UT, Legacy

Prevention, Cessation, Elimination of SHS, Disparities



Copyright 2007, Rebecca Murphy-Hoefer, rmurphy1@cdc.gov

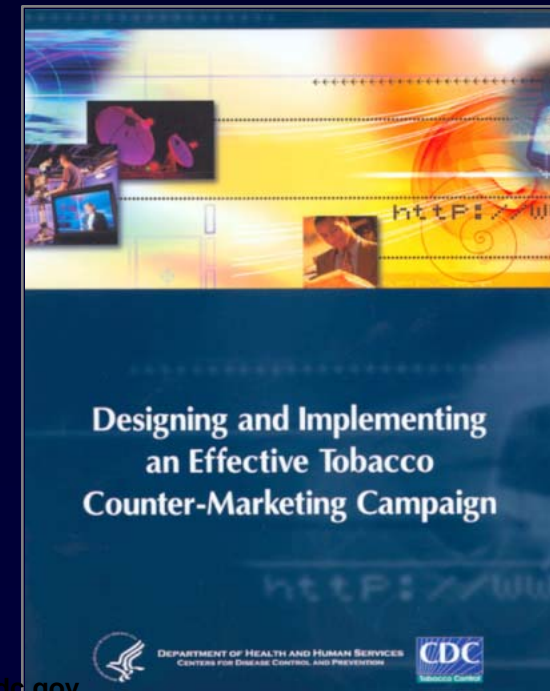
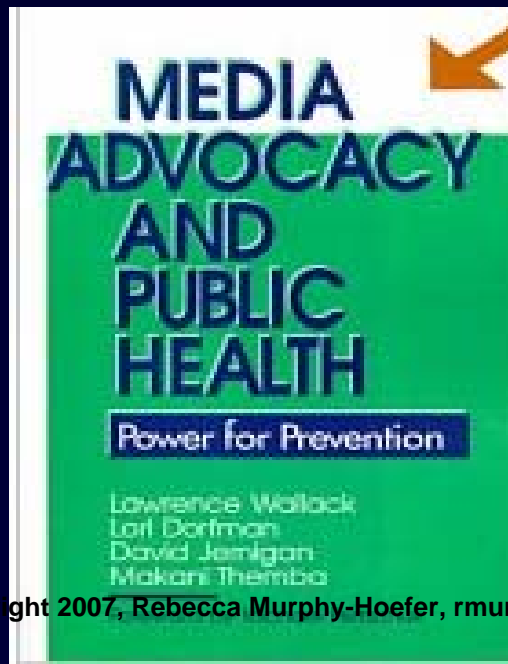
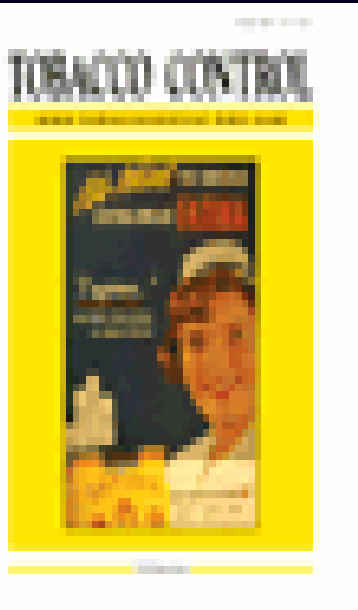
Why Media Advocacy?

Media Advocacy, Tobacco Control Policy Change and Teen Smoking in Florida

Niederdeppe et al. *Tob Control*.2007; 16: 47-52

Conclusion:

This study adds to the growing literature supporting the use of media advocacy as a tool to change health-related policies.



Media Advocacy Planning



Overall-

What is the problem?

What is the solution?

Who has the power to make the necessary changes?

Who must be mobilized to apply pressure?

What messages would convince those with power to act for change?

Goals-

Base your program goals on research

Are there sub-groups effected by this problem?

Separate plans and strategies must be used for each sub-group

Conduct SWOT analysis

Objectives-

Should be specific to your target audience.

Should be realistic, measurable and time-specific.

Should be specific to location.

Media Advocacy Planning

Primary and Secondary Audiences

- Who or what institution has the power to solve the problem and grant your demands?
 - Who must you get to first before those above?
- What are the strengths and weaknesses of each potential target?

- Which targets are elected? Appointed? Private?
- How do you have influence over them?
- What is their self-interest?
- Who would have jurisdiction if you redefined the issue?
- Develop a communication goal for each selected audience.

Monitor the news

Is your issue being covered? Which reporters are covering your issue? What are the main themes and arguments presented on various sides of your issue? Who appear as spokespersons? For the opposition?

Successful Soundbites

Keep it short. 15 seconds max. First reach people emotionally. Hearts first, then minds. Talk about what's at stake. Frame the problem and your proposed solution. Evoke pictures. Stake a stand.

Media Advocacy Planning

Review and Revise

- Is this still working?
- Are we moving closer to our goal?
- What additional funding needs do we have??

Evaluation

- What do you want to know?
- Did you do what you intended?
- What your issue covered by the news media that your target reads or sees?
- Was your story told in the way you had hoped?
- Have you become a source for this journalist?
- Did your media work help build community support for the overall program goal?
- What didn't go well? Why?

Think in terms of Process, Short-term, Intermediate, and Long-term Outcomes

What is Media Advocacy?

- Working with the media to bring about policy change
 - Agenda Setting
 - Shaping the Debate
 - Policy Advancement

The "Paradigm Shift"

- Tobacco Use
- Personal
- Short-Term Programmatic
- Public Information
- Individual/Cessation
- Tobacco Distribution
- Social
- Long-Term Policy
- Media Advocacy
- Comprehensive/Environmental

Principles of Media Advocacy

- Creativity
- Opportunity
- Issues
- Localize
- Medium
- Target
- Media
- Spokesperson
- Humor



Fluffy Quits.com

I love you...

...but the smoke is *killing* me!

Remember, when you smoke
so does your pet!

   Erie-Niagara
Tobacco-Free
Coalition 

For help call
1.800.QUIT.NOW



**This Ride is
Smoke-Free
Baby**

Principles of Media Advocacy

- Creativity
- Initiative/Not Intimidation

BREAKING NEWS

Weapons of Mass Destruction found in your neighborhood

1775-2006
1,189,490
AMERICANS DIED
IN
ALL THE U.S. WARS

More Americans have died from smoking cigarettes in the last 3 years than all US wars combined

REVOLUTIONARY WAR	4,435
WAR OF 1812	2,260
MEXICAN WAR	13,263
CIVIL WAR	529,332
SPANISH AMERICAN WAR	2,446
WORLD WAR I	116,553
WORLD WAR II	407,826
KOREA	54,246
VIETNAM	56,261
DESERT STORM / SHIELD	353
IRAQI FREEDOM	2,453

www.50yearsofdeath.com
see how many deaths

Copyright 2007, Rebecca Murphy-Hoefler, rmurphy1@cdc.gov

Say this 5 times fast

Filter Fiber Fallout
Filter Fiber Fallout
Filter Fiber Fallout
Filter Fiber Fallout
Filter Fiber Fallout

With each puff inhale tar-coated, plastic fibers from your filter

Filter fiber embedded in a lung

doingyoudamage.com

Call the Quitline 1-866-NY-QUITS (1-866-697-8487)

See if you are eligible for a FREE starter kit of nicotine patches to help you quit

Principles

- Issues FDA – [News_11.rm](#)

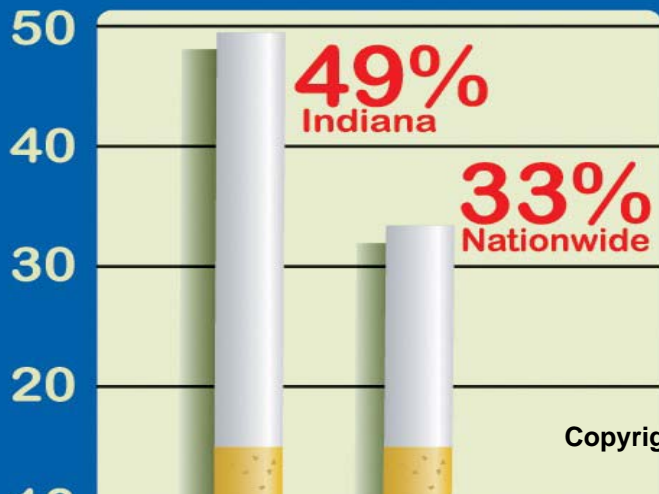


- Localize – [Tob Free](#)
– Local- Hide Ciga

Smoking costs Hoosiers

\$750
Per Pack Sold

Uninsured Hoosiers have higher smoking rates



ease • Premature Death • Lost Productivity

Principles of Media Advocacy

■ Media, Medium, & Target

- Television, Radio, Print
- Billboard
- Post-its
- Web
- Web Ads
- Businesses internal
- Retail entry forms
- Sponsors
- News magazines
- Text messages
- Blogs
- Second Life



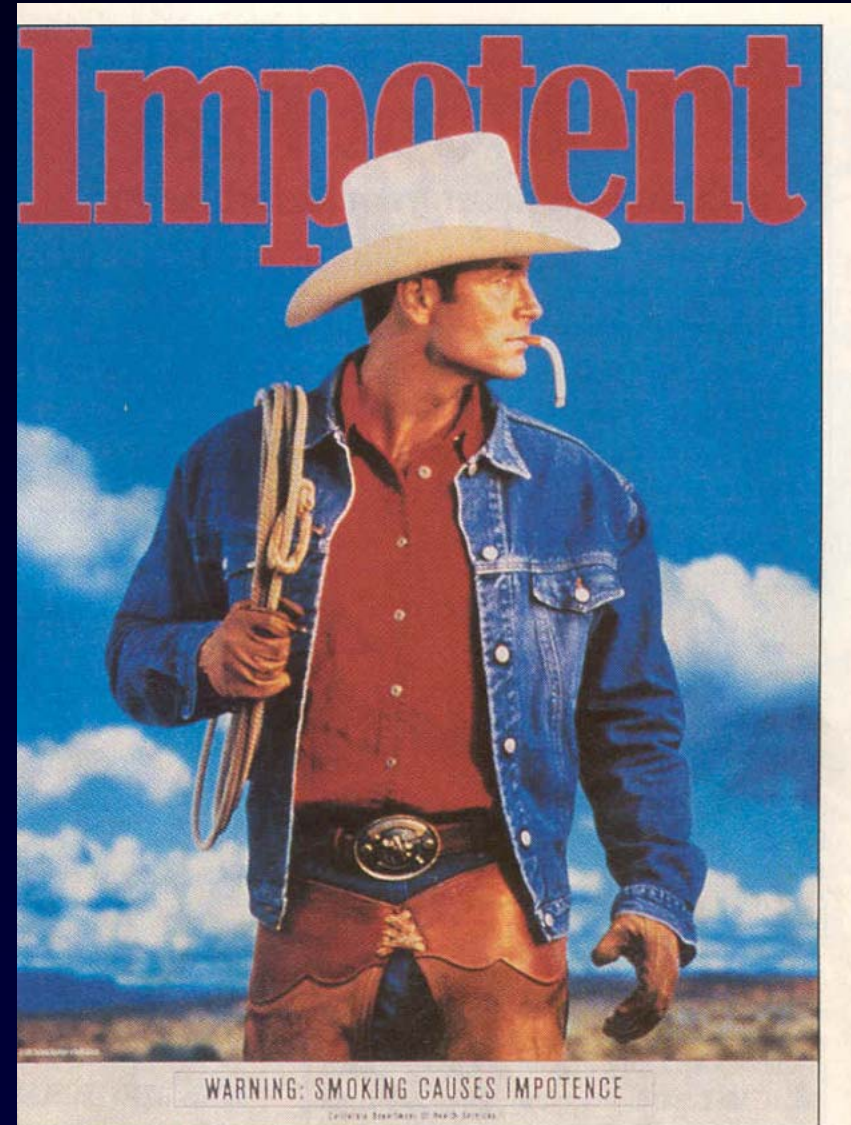
Principles of Media Advocacy

- Spokesperson
- [Asthma_CH4.rm](#)



Principles of Media Advocacy

- Humor



A \$21 million antismoking campaign in California features a billboard linking smoking to impotence. Public-health advocates hope that the fear of impotence might motivate smokers to quit.

Gaining Access

- Newsworthy
- Epidemiology
- Timely
- Turning the Tables
- Public Policy
- Role Models
- Events
- Earned Media
- Paid Advertising



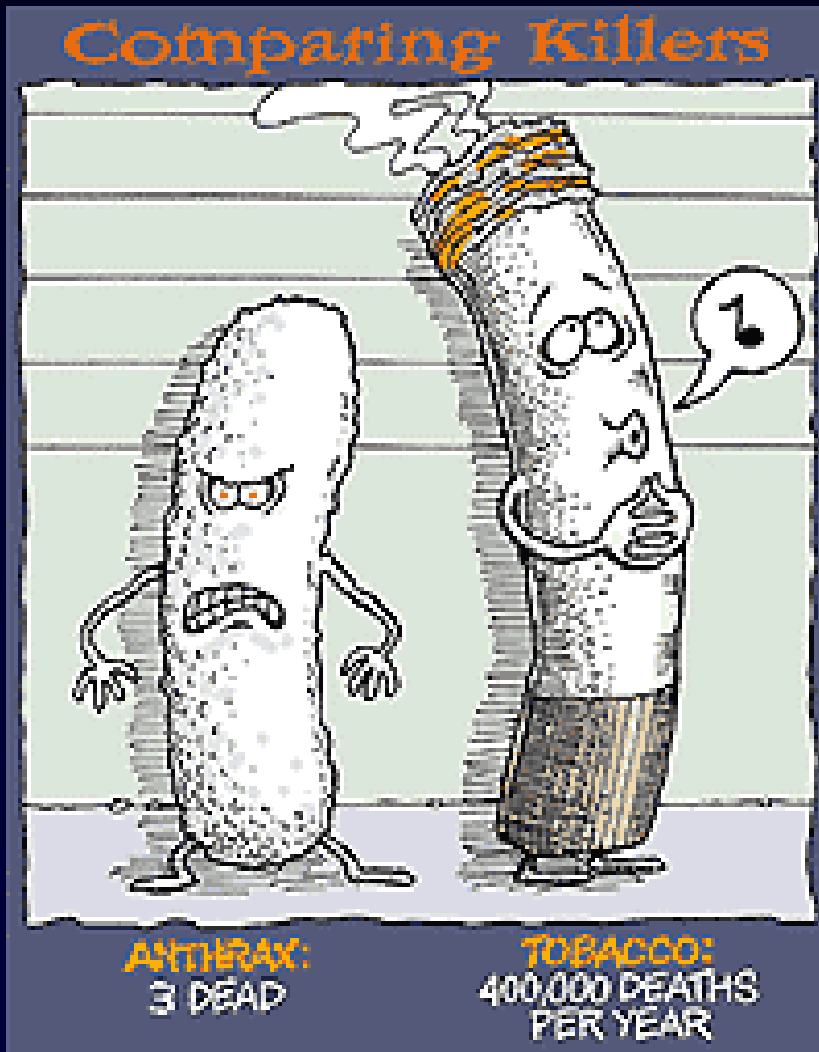
Gaining Access

- Role Models
- [Goerlitz_CH2.rm](#)
- [Mike Fisk_CH4.rm](#)



Gaining Access

- Epidemiology [Pregnancy](#)



What if cigarette ads
told the **Truth?**

YEE HAW! You Too Can Be An Independent,
Rugged, Macho-looking Dead Guy.

www.fresh.com

Timely- SGR 40th Anniversary-UT

deseretnews.com

'64 report lit up war on smoking

Utahns hail 40th anniversary,
say work remains

By [Amy Joi Bryson](#)
Deseret Morning News

"Utah public health officials on Friday hailed the upcoming 40th anniversary of the landmark document that acknowledged tobacco products as dangerous, but they warn that much work is left to be done to snuff out the deadly habit.

A press conference was held at the State Historical Society to recognize the Jan. 11, 1964, report by the Surgeon General's Advisory Committee on Smoking and Health. That report was America's first official recognition that cigarette smoking causes cancer and other serious diseases."



Bib worn by 7-month-old Marianne Hoefler on Friday delivers a message at the Utah Department of Health.

Lisa Marie Miller, Deseret Morning News

SGR 40th Anniversary- IN



- Picked up national release - 17
- Picked up state release "IN unexpected legacy in smoking research" - 17
- Local generated stories- 8
- Op ed- 1

Gaining Access

- Public Policy - [News](#)



\$1.00 Cigarette Tax Gets Us:

- 400,000 Uninsured Covered
- 50% More Immunizations
- 89,000 Fewer Youth Smokers
- 52,000 Fewer Adult Smokers

Gaining Access

- Events & Earned Media - [Becky_GASO_CH2.rm Rally7_CH5.rm](#)
- http://www.cdc.gov/tobacco/media_communications/calendar/index.htm



Declare Your Independence

FREE Nicotine Patches to help you quit smoking

1-866-NY Quits (1-866-697-8487)
or visit www.nysmokefree.com

Call now to see if you are eligible
M-F 9am-9pm Sat/Sun 9am-1pm

CAN WE BRIBE YOU?

QUIT THE SMOKES WIN \$5,000

TO WIN

- quit smoking (not just since October 1st, but actually 10, 20, or 30+ days),
- quit for good by January 15, 2007,
- and save your name (with a phone number) to be certified as a non-smoker.

For help to quit smoking call 1-800-QUIT-NOW (1-800-784-8689) or visit quitlines.com
Find out if you are eligible for a FREE starter kit of NICOTINE PATCHES.

eX COPD Alliance Tobacco Free Coalition NORML Fantastic Sams

TOBACCO ENTRY FORM

Name: _____
Address: _____
City/State: _____
Phone Number: _____
E-mail Address: _____
Date of Birth: _____
Sex: _____
Race: _____
Ethnicity: _____
Smoking Status: _____
How long have you smoked? _____
How many cigarettes do you smoke per day? _____
How many packs of cigarettes do you smoke per week? _____
How many packs of cigarettes do you smoke per month? _____
How many packs of cigarettes do you smoke per year? _____
How many packs of cigarettes do you smoke per lifetime? _____
How many packs of cigarettes do you smoke per day? _____
How many packs of cigarettes do you smoke per week? _____
How many packs of cigarettes do you smoke per month? _____
How many packs of cigarettes do you smoke per year? _____
How many packs of cigarettes do you smoke per lifetime? _____

I agree with the terms and conditions of the contest and I agree to participate in the contest. I understand that I will be required to provide proof of my smoking status to the contest organizers. I understand that I will be required to provide proof of my smoking status to the contest organizers. I understand that I will be required to provide proof of my smoking status to the contest organizers.

Signature: _____
Date: _____

Official seal belonging to the contest organizers. For more information, please contact the contest organizers at 1-800-QUIT-NOW (1-800-784-8689) or visit quitlines.com.

Paid Advertising

QYSH6023_VictorDeNoble.wmv

cdc.gov/tobacco



SAFER • HEALTHIER • PEOPLE™

[CDC Home](#) | [Search](#) | [Health Topics A-Z](#)

National Center for Chronic Disease Prevention and Health Promotion
media campaign resource center (mcrc)


[TIPS Home](#) | [What's New](#) | [Mission](#) | [Site Map](#) | [Contact Us](#)

Contents

- [MCRC Home](#)
- [What's New](#)
- [Online Database](#)
- [Advertising on a Tight Budget](#)
- [MCRC Products](#)
- [MCRC FAQ](#)
- [Glossary](#)
- [Tobacco Information Prevention Source](#)



media campaign resource center



WARNING: SMOKING CAUSES IMPOTENCE

Creating high-quality, effective advertising campaigns for tobacco use prevention can be time consuming and expensive. To save you this time and cost, CDC has licensed existing advertisements developed by more than 25 state health departments, nonprofit health organizations and federal agencies.

Gaining Access

- Newsworthy
- Epidemiology
- Timely
- Public Policy
- Role Models
- Events
- Earned Media
- Scientific
- **Turning the Tables**

Why We Give

“The clearest demonstration of our beliefs is in our grant making. Feeding the hungry and helping them to become self-sufficient...giving hope to a victim of domestic violence...comforting someone living with AIDS...nurturing the creative spirit and educating students of all ages...protecting nature's water and food resources....

Taken together, our grants reflect our values, encourage human aspirations and address basic human concerns.”

From: http://www.philipmorris.com/philanthropy/grants/grant_guidelines.asp

Gaining Access

- Newsworthy
- Epidemiology
- Timely
- Public Policy
- Role Models
- Events
- Earned Media
- Scientific
- Turning the Tables

So a Guy Walks Into a Bar With an Air Monitor . . .

By RICHARD PÉREZ-PEÑA

It takes a toll, being the scientist who has to measure the air quality in bar after bar around the East and West Coasts, wearily checking for smoke particles between beers.

"You go to a bar, have a beer, go to another bar," said Mark Travers, a 28-year-old doctoral candidate at the University at Buffalo, part of the State University of New York. He carried his sophisticated monitoring equipment in a shoulder case.

"By the end of the night, you aren't so motivated to pick up and go on to the next bar," he said. "Occupational hazard. I'm not really complaining. 'Oh, I have to go bar-hopping again.' But I definitely don't go in to work early like I used to."

Nonetheless, after months of arduous research, Mr. Travers and other scientists at Roswell Park Cancer Institute in Buffalo have reached a significant conclusion about indoor air in Mayor Michael R. Bloomberg's New York, a year after the city banned smoking in all bars and restaurants: The atmosphere in them has, on average, less than one-tenth as many fine particles and other harmful chemicals as in cities where smoking is still allowed. When they looked only at bars, and only late at night when the indoor haze was thickest, the contrast to New York City was much sharper.

While the results he gathered may not be terribly surprising, the study, financed in part by the Campaign for Tobacco-Free Kids, an antismoking group, put a numerical stamp on the still-new experience of walking into a bar past midnight and being able to see across the room, of hoisting a pint or two and not having your eyes sting or your hair and clothes smell of the experience the next morning.

"It still seems really strange to be in the bar at 1 a.m., when I'd say 80 percent of the people are at least part-time smokers, and not see that cloud," said William Schumacher, a bartender at Ken's Broome Street Bar in SoHo. "I always thought the smoke didn't bother me, but I go

home feeling better these days."

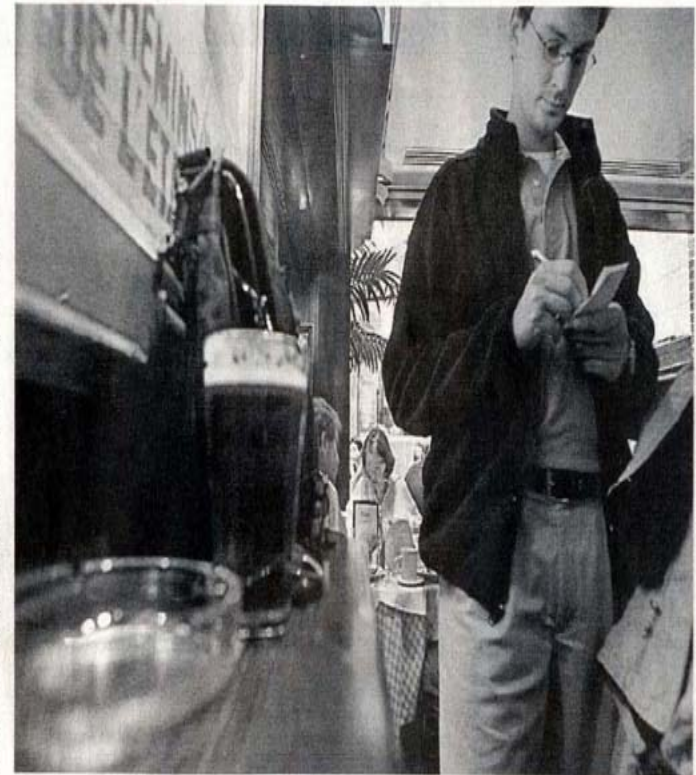
In a sampling of Manhattan taverns Mr. Travers visited last Saturday night, the average concentration of those tiny particles, soot, was 25 micrograms per cubic meter of air, about the same as he had found a few weeks earlier in Buffalo. Health experts say that number is not particularly good — the city has measured lower concentrations at the mouth of the Holland Tunnel at rush hour — and reflects New York City's general air pollution problems.

But it is a far cry from cities where smoking is still allowed. In dozens of bars and restaurants in Washington, Baltimore, Philadelphia and Hoboken, N.J., Mr. Travers found an average particulate concentration of almost 300. That number includes measurements taken at places that are primarily restaurants, and some readings taken before the nights got busy. In bars visited late at night, the particulate pollution in other cities often topped, 400, 600, even 1,000 in one case.

California began the effort to ban smoking in bars back in 1988. But for all its health-conscious image, the trend-setting left coast did not match New York in Mr. Travers' findings, for the simple reason that people there cheated. In some Los Angeles night spots, he found smokers defying the ban, and an average particulate level of 94.

In addition to particulates, second-hand smoke contains carbon monoxide and a group of carcinogens called polycyclic aromatic hydrocarbons, or PAH. Mr. Travers measured carbon monoxide and found significant, but less striking, differences between smoking and nonsmoking businesses. He did not test for PAH, which studies show varies in direct proportion to particulates.

Several studies have shown that secondhand smoke poses a risk of cancer and heart disease, while a few others — the ones cited by opponents of smoking bans — have not shown any link. Finding the particles in large amounts, from whatever



Stephen Crowley/The New York Times

Mark Travers at work, monitoring the level of smoke at a bar in the Georgetown section of Washington.

source, can cause many health problems.

The numbers collected by Mr. Travers show striking variation, in ways that both sides in the ongoing debate might seize on to support their arguments. In Albany, tavern owners and some legislators are proposing exemptions to the ban that New York State passed last year, for bars with good air-flow systems.

The ESPN Zone at Baltimore's Inner Harbor presented one extreme early one evening. Families with children having dinner sat at many of the tables, and there were only a few smokers in a half-full, modern room with high ceilings and gale-force ventilation. The particulate level was 70 — far below most other smoking places, but still almost triple the New York City average.

A few hours later, at the Horse You Came In On bar in Falls Point, a low-ceilinged and bathroom space packed with hard-drinking people in their

20's listening to a band playing Cheap Trick covers, it was 526. And that was mild compared with the upstairs bar the next night at Millie & Al's, in the Adams Morgan section of Washington, D.C., where the particulate level hit 1,119, or about 45 times as high as a typical New York City place.

Even the nonsmoking places varied, depending on factors like the presence of a kitchen (stoves and ovens produce some particulates), and the general level of air pollution in the city.

Tagging along with Mr. Travers and talking with patrons also turned up a wide range of attitudes. Some nonsmokers said they did not mind smoking and opposed any infringement on the right to smoke, while some smokers said they would be happy to see a ban.

People said that smoking prohibitions had subtly altered their social equations, encouraging them or dis-

couraging them from going out to bars, depending on their tastes, and causing nicotine refugees to gather out on the sidewalks.

"I believe in personal accountability, and I know what I'm doing to myself, and this is one of my happiest moments," Hafeez Rajji, a visiting New Yorker, said between drags on a Parliament in Garrett's, a bar in the Georgetown section of Washington.

A number of smokers said they approved of nonsmoking laws, and even saw a benefit to themselves. "I smoke a lot less now because of it," said Matt O'Brien, 26, who sat with friends last weekend at the Heartland Brewery Union Square in Manhattan.

The ban has even changed the pickup scene, according to Mr. Schumacher, the bartender. "There are lot of guys you see in here, not smoking," he said, "but as soon as they see a pretty girl go out there for a smoke, they step out and light up."

SELF

YOU AT YOUR BEST

Drew Barrymore
"Getting involved in..."



The SELF Smoke-o-Meter

If you have any doubts about the immense difference it makes to live in a nonsmoking city, check out the numbers below. Secondhand smoke contains 69 cancer-causing chemicals, and nonsmokers who inhale high levels of cotinine—a nicotine by-product—have about a 50 percent increased risk of developing heart disease in their lifetime, according to a study published in the *British Medical Journal*. SELF asked researchers at the Roswell Park Cancer Institute in Buffalo, New York, to report on levels of indoor pollution in 56 bars and restaurants of various U.S. cities. See how your hometown stacks up. You may want to dine alfresco instead. —Kristin Kane

343* GALVESTON

Levels of indoor air pollution were 23 times what the Environmental Protection Agency recommends as safe.

293 BALTIMORE

The law requires ventilation systems, but high levels of indoor air pollution suggests they may not be doing the job.

254 PHILADELPHIA

The city of brotherly love is also a friend to smokers, who are free to light up in most bars and restaurants.

94 LOS ANGELES

California state law bans lighting up in bars and restaurants, but testers caught scofflaws puffing away in three of nine venues.

25 NEW YORK CITY

Pre-smoking ban, pollution in bars was 50 times higher than at the entrance to the Holland Tunnel. Now the breathing is easy.

* Average micrograms per cubic meter of smoke and other particulate pollution

Cigarette City

...like in the nation's
...t city for women?
...n't bother to ventilate,
...spend peanuts



TY

I like such a had
...19 years now,
...e was pregnant.
...oke, though, I
...says. "I smoked
...to the hospital."
...9-year-old son
...er to stop, telling
...er father—that
...her lungs turn
...Morreale won't
...son, not by her
...I just don't feel
...tell people what
...he says.
...eel ashamed of a
...egal. "As long as
...one's space, it
...d she died in her
...er's. My brother
...ed in a robbery
...ens for a reason,
...not understand
...of necessity to it
...me. Enjoy your
...orie and carb?"
...philosophy goes
...hrough the mid-
...residents took
...the Gulf Coast's
...nking and gam-

It's not only smokers who pay those medical costs, however. In Texas, residents pay \$494 per household in taxes to treat tobacco-related illnesses—although 77 percent of them don't smoke. "The individual-choice argument is the tobacco industry's argument," Dr. Bloch says. "But smoking is rarely a choice. It's an addiction. And we need to promote an environment that helps people quit. We put fences around bridges and dangerous places; if someone wants to crawl over, they can do that."

Finding a way out of the fog

Brenda Hodge, 40, a Galveston property manager, had been too stressed out to quit smoking. She had to take care of her family—she never got a break. But about six months ago, she developed a chest cold that lasted four weeks. It wasn't the first time she felt congestion exacerbated by her habit. So even though she had dropped out of smoking-cessation programs three times previously, she decided to try again. "When I was 20, I aerobicized four times a week; I played volleyball and softball," she says. "And after every game, I smoked. You can't do that forever. You may think you can when you're 20 years old, but you can't."

le night at a smoky bar, Hodge had the amount of carbon in her lungs.

...ition. Herbert Y.
...Galveston from
...hing he could to

Hodge knew quitting cold turkey wouldn't work for her. She'd tried before and failed. Then her husband told her about the smoking-cessation support available at UTMB, a university-funded program that costs patients only \$30 for six counseling sessions over a year. At the three-month point, she's at the hospital for a checkup with Emily Riffe, the counselor who runs the program.

Hodge chews a small piece of sugar-free gum. "I had a bad night last night," she says in Riffe's small office. "I went to a birthday party at a karaoke bar, and the place was thick with smoke. I woke up with

a sore throat this morning, and my clothes stank. Now I can see why nonsmokers complain about secondhand smoke."

The first thing Hodge had noticed at the karaoke bar was a sign: THIS IS A SMOKING ENVIRONMENT. "What could I do?" she asks. "I knew I had to go to my friend's party. So I walk in, and there's a huge cloud of smoke hovering over the room. I thought, Oh, my God—I'm going to get lost in the cloud!" As the night wore on, she'd catch herself watching another woman smoke the way a dieter watches someone eat a banana split.

Riffe checked Hodge's carbon monoxide rating, as she had in past sessions. Riffe considers anything over a 2 to be a risk; at Brenda's first session, when she was still smoking, she measured 7.2. During her second session, on her quit date, she rated 0.5. Per her third session, she was at 0.4. This time—because she had been at the bar the night before—she blew a 1.3. In a single night at a smoky karaoke bar, Hodge had tripled the amount of carbon monoxide in her lungs. "That's scary," she says, her eyes wide.

Without a cessation program, Hodge would have had only a 5 percent chance of going without cigarettes for a year. With the program—and by using a combination of the nicotine patch and the craving-control drug Zyban—she has a 20 to 30 percent chance of making it that far. Those are still long odds, and she would have a better chance of success in a place where state and local laws are more supportive of nonsmokers, Dr. Bloch says. In 2002, for example, New York City's health department provided 35,000 smokers with a free six-week course of the patch, and about 11,000 of them kicked the habit.

Hodge used to find smoking bans annoying, like a lot of her neighbors, she thought nonsmokers were a bunch of whiners. These days, however, she's hanging around fewer and fewer smokers. And she's gravitating toward completely smokeless zones, appreciative of any measure that can help her quit. "It helps not to be around it and be in an atmosphere that's free," she says. "When I see a sign that says NO SMOKING, I breathe a sigh of relief. Because that's one less battle I have to fight that day."

The city of brotherly love is also a friend to free to light up in most bars and restaurant

94 LOS ANGELES

California state law bans lighting up in bar but testers caught scofflaws puffing away in

25 NEW YORK CITY

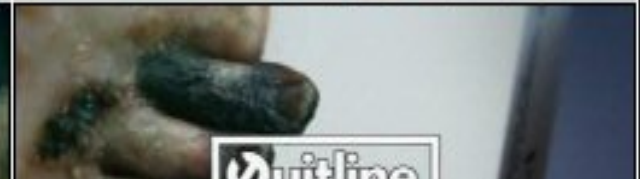
Pre-smoking ban, pollution in bars was 50 the entrance to the Holland Tunnel. Now th

Internal Tobacco Industry Documents

From: Brown & Williamson Tobacco Corporation, Report Marketing, October 1982. Quotes from focus group interviews Bates No. 504102889

- "True" brand: "Female very hyperactive, runs around in circles but doesn't get anything done, all activity, but no progress flutter brained, surface value only. Frivolous. A TRUE smoker is not a true smoker."
- "Vantage" brand: Female housewife at a bridge game, strictly a social smoker who needs a prop. Someone trying to quit. Ghosts. Very frivolous, all surface value, flaky."
- Those who smoke "Merit" brand: Woman on the go, pressured. Flighty woman, dumb blonde, couldn't depend on. Friendly. Hyper."
- Those who smoke "Carlton" brand: A nonsmoking smoker, desperate, little old lady, trying to quit, puny, squeaky, wimp, poor taste, someone in a nursing home."

Online Media Tracking Survey Ad Screenshots: "Gangrene"



Internal Tobacco Industry Documents

From: "RJR Wins Fight" by David Carrig, USA Today: B1,
April 18, 1996

"Charles Harper, R.J. Reynolds
Chairman: 'If children don't like to be in
a smoky room, they'll leave.' When
asked by a shareholder about infants,
who can't leave a smoky room, Harper
stated, 'At some point, they begin to
crawl.'"

Online Media Tracking Survey Ad Screenshots: "Smoking Kids"

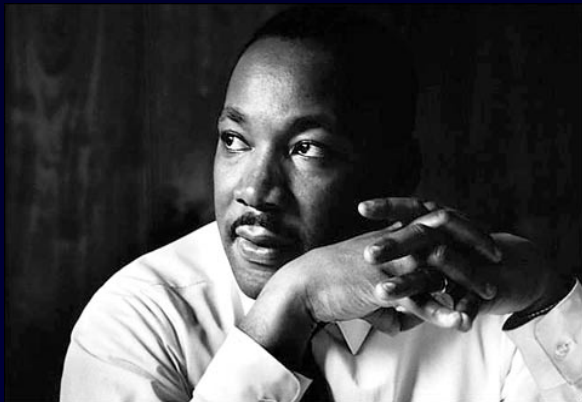


NHS

Protect children.
Don't make them breathe cigarette smoke.

0800 169 0 169
www.givingupsmoking.co.uk

“Our lives begin to end the day we become silent about things that matter.”



Martin Luther King Jr.

Replicable Media Advocacy Case Studies from Tobacco Control

Rebecca Murphy-Hoefer, PhD, MPH

Assistant Professor, Department of Communication
Kennesaw State University



Contact:

rmurph27@kennesaw.edu

1-678-797-2417

Tuesday, November 6, 2007

135th American Public Health Association Annual Meeting and Exposition

Copyright 2007, Rebecca Murphy-Hoefer, rmurphy1@dc.gov

Washington, DC