



Drexel University
School of Public Health
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**THE DREXEL-HEALTH PARTNERS PUBLIC HEALTH
GRAND ROUNDS LECTURE SERIES**

Thursday, April 19th 2007, 4:30 PM



**The American Legacy Foundation's truth®
Youth Smoking Prevention Campaign**
Cheryl Heulton, DrPH, President and CEO,
American Legacy Foundation

Following the creation of the American Legacy Foundation in 1999, Dr. Cheryl Heulton joined the staff as the first president and chief executive officer of this groundbreaking public health nonprofit, created by the historic Master Settlement Agreement between 46 state attorneys general, five U.S. territories and the tobacco industry. Dr. Heulton was selected for this important post following a nationwide search and has worked tirelessly to further the foundation's ambitious mission: to build a world where young people reject tobacco and anyone can quit. During her tenure with the foundation, she has guided the highly acclaimed, national youth tobacco prevention counter-marketing campaign, truth®, that has been credited in part with reducing youth smoking prevalence to its current 28-year low. Although her current focus is aimed at reducing the deadly toll of tobacco on Americans, Dr. Heulton's long and dynamic career in the field of public health has earned her national recognition and praise. The recipient of numerous prestigious awards, she has recently been honored with the American Lung Association's Life and Breath Award in 2003; with the 2003 Social Justice Award from the State of Hawaii; and has been named "Star" honoree for the 2004 New York Women's Agenda (NYWA) Star Breakfast - a gala where the NYWA honors outstanding women who represent the spirit of New York, who provide leadership in business and in the community, and who are role models for other women. Dr. Heulton holds a doctorate from Columbia University's School of Public Health and a master's degree in Public Administration at New York University for health policy and planning. She joined the American Legacy Foundation from Columbia University's Joseph L. Mailman School of Public Health in New York, where she served as Head of the Division of Socio-medical Sciences and Associate Dean for Program Development.

LOCATION:

Drexel University
Center City, Hahnemann Campus
New College Building, Geary B Auditorium
245 N. 15th St., Phila., PA
Live videoconferencing to Queen Lane
Microbiology/Immunology Conference Room G46

Learning Objectives:

- Interpret the application of social marketing theory to a real world public health educational effort
- Analyze methods challenges in social marketing
- Explain Master Settlement Agreement in relation to public education
- Describe the legal challenges to public education and Legacy's effort to counteract them

Target Audience: Public health professionals, physicians, and health care practitioners.

For more information about Grand Rounds contact the School at 215-762-4110.

Accreditation Statement

Drexel University College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **AMA:** The Drexel University College of Medicine designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit(s)*™. **AOA:** This program is eligible for 1 credit in Category 2A of the American Osteopathic Association. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Faculty Disclosure Statement

Speakers at continuing medical education activities are required to disclose to the audience any financial relationships with the manufacturer(s) of any commercial products, goods or services. Any conflicts of interest must be resolved prior to the presentation and announced to the audience.

Faculty Disclosure

Dr. Heulton has no commercial relationships to disclose.

Acknowledgement of Funding

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