



December 2, 2003

To Whom it May Concern,

I am familiar with the work Patrick Reynolds has done over the years and the important contribution he has made to the movement fighting tobacco use. I admire his dedication to the tobaccofree cause and believe Mr. Reynolds has made a difference in the progress the anti-smoking movement has made in recent years.

As the Dean of the School of Public Health at the University of California, Berkeley, I strongly support *The Foundation for a Smokefree America* and the work it is doing to further the goal of a smokefree society. Because of the leadership and commitment of Patrick Reynolds, I have every confidence that the organization has the capacity to competently fulfill the grants this worthy organization applies for.

I fully support the Foundation for a Smokefree America's effort to:

- Provide school-based programs to educate children through smoking prevention activities and educational materials.
- Create a stronger network of school programs, coordinated with local health agencies.
- Enhance the Foundation websites, www.anti-smoking.org and www.notobacco.org.
- Enact peer-teaching programs to empower youth to resist peer pressure and advertising, including the building of a new awareness among youth that countertop tobacco displays are paid advertising, often next to the candy or chewing gum.
- Implement programs to encourage physicians to take a proactive role with their smoking patients, to intervene and ask them to quit.
- Establish *Hollywood for Youth*, a group that will raise awareness of the bad examples stars set when they smoke in films.
- Establish an anti-smoking campaign for Universities and Colleges, which will include posters, tobacco free days, and educational speakers on campus.
- Design educational materials for legislators regarding current tobacco laws and cigarette taxes in their State, vs. other States.

I also fully support the Foundation for a Smokefree America's efforts to raise funds, in order to enhance and expand its tobacco control programs.

Sincerely,

Stephen M. Shortell, PhD, MPH
Dean