

**FOR IMMEDIATE RELEASE**

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**TRUTH INITIATIVE ANNOUNCES NEW LEADERSHIP FOR ITS SCHROEDER INSTITUTE  
FOR TOBACCO RESEARCH AND POLICY STUDIES**

*Dr. Donna Vallone named to the new post of chief research officer for both the Schroeder Institute and the Evaluation Science and Research Expertise Center at Truth Initiative*

**WASHINGTON, D.C. (June 13, 2017)** – [Truth Initiative](#)<sup>®</sup>, America’s largest non-profit public health organization dedicated to making tobacco use a thing of the past, today announced the promotion of Dr. Donna Vallone to chief research officer for both its [Schroeder Institute](#)<sup>®</sup> for [Tobacco Research and Policy Studies](#) and the organization’s Evaluation Science and Research expertise center.

Dr. Donna Vallone, who has lead the Evaluation Science and Research expertise center since 2003, will take over leadership of the Schroeder Institute in a new position as chief research officer for both, effective July 1, 2017.

Prior to Dr. Vallone’s appointment, the Schroeder Institute had been led by Dr. David Abrams, who helped to establish the institute in 2008 and has since served as its executive director. Dr. Abrams developed it into one of the preeminent centers for tobacco control research, informing federal, state and local tobacco control policy. This September, he will join the faculty of New York University as a professor of its College of Global Public Health, and embark on a new venture to apply his public health expertise on a global scale.

Dr. Vallone led the work that first established the behavior-changing impact of the **truth**<sup>®</sup> campaign, and has been a close collaborator with the Schroeder Institute on many joint, peer-reviewed papers. Most recently, Dr. Vallone was the architect and driving force behind the Truth Longitudinal Cohort (TLC) research that further confirmed the effectiveness of **truth**.

“The Schroeder Institute is critical to Truth Initiative because it extends our mission through tobacco control research and policy studies,” said Robin Koval, CEO and president of Truth Initiative. “I am very excited to have Donna lead all of our research and science efforts as we continue to make history, and get closer to achieving our goal to make this the first generation for whom tobacco is a thing of the past.”

“We are so very thankful to David for his significant role and many contributions in advancing our vision to end the tobacco epidemic. We wish him all the best and look forward to continuing to collaborate with him in his new role in global public health at New York University,” said Koval.



For more information on the Schroeder Institute for Tobacco Research and Policy Studies, visit [tobaccocontrolresearch.org](http://tobaccocontrolresearch.org). For more information on Truth Initiative, visit [truthinitiative.org](http://truthinitiative.org).

### **About Truth Initiative**

Truth Initiative is a national public health organization that is inspiring tobacco-free lives and building a culture where all youth and young adults reject tobacco. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized truth<sup>®</sup> public-education campaign, our rigorous and scientific research and policy studies, and our innovative community and youth engagement programs supporting populations at high risk of using tobacco. The Washington, D.C.-based organization, formerly known as Legacy, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more about our work speaking, seeking and spreading the truth about tobacco, visit [truthinitiative.org](http://truthinitiative.org).