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Note  
Biological and Medical Sciences--Substance Abuse--Substance Abuse General  
Biological and Medical Sciences--Consumer Health  
Biological and Medical Sciences--Public Health--Public Health General  
Geographical (By Place)--California--Bay Area

Collection number: MSS 97-01

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Processed by:
Tami Suzuki
Date Completed:
March 2000
Encoded by:
UCSC OAC Unit

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Descriptive Summary
Title: American Lung Association of Alameda County Records,
Date (inclusive): 1994-1996,
Date (bulk): (bulk 1995)
Collection number: MSS 97-01
Creator: American Lung Association of Alameda County
Extent: 1 box,
.5 linear ft.
Repository: University of California, San Francisco. Library. Archives and Special Collections.
San Francisco, California 94143-0840
Abstract: This collection contains documents collected and created by the American Lung Association of Alameda County in 1995 and 1996 as a contractor with the Alameda County Tobacco Control Project which is a Local Lead Agency as designated by the California State Legislature through the California Department of Health, Tobacco Control Section.
Physical location: Archives
Language: English.
Access
Collection is open for research.
Publication Rights
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Preferred Citation
Acquisition Information
The American Lung Association of Alameda County Records were given to the Tobacco Control Archives by Philip MacDonald in 1997.

Organizational History
The American Lung Association of Alameda County (aka American Lung Association of the East Bay) is a local affiliate of the American Lung Association. Founded in 1903, the local chapter provides a wide variety of lung health services in the areas of tobacco, asthma, environmental health/clean air, lung disease and tuberculosis. Tobacco control programs include information and referral, a loan library, smoking cessation clinics, tobacco prevention education, policy and media advocacy, and implementation of statewide and local tobacco control policies. These efforts implement Proposition 99, the California referendum passed in 1988, raising cigarette taxes and supporting tobacco education programs.

Scope and Content of Collection
This collection contains documents collected and created by the American Lung Association of Alameda County in 1995 and 1996 as a contractor with the Alameda County Tobacco Control Project which is a Local Lead Agency as designated by the California State Legislature through the California Department of Health, Tobacco Control Section. The bulk of the collection deals with Operation Storefront which surveyed tobacco advertising in nearly 6000 tobacco retail establishments in California. Tobacco use surveys, city ordinances and a videotape on compliance with clean indoor air laws are also included.

Arrangement
The records are arranged by subject.

Indexing Terms
The following terms have been used to index the description of this collection in the library's online public access catalog.
United States--Prevention--Tobacco use--Children
Tobacco Use Disorder--prevention and control--United States
Smoking--prevention--control
Tobacco industry--United States
California--Law and legislation--Proposition 99

"Operation Storefront"
- Box-folder 1:1 Questionnaires, 1995
- Box-folder 1:2 Alameda County Survey Results, 1995
- Box-folder 1:3 Project Summaries by City, 1995
- Box-folder 1:4 Lists of Stores Surveyed, 1995
- Box-folder 1:5 Community Action Plan Excerpts, 1996
- Box-folder 1:6 Tobacco Use, Marketing Surveys, 1995
- Box-folder 1:7 City Ordinances, 1992-1994
- Box-folder 1:8 Videotape, "Smoke-Free Workshop for Employers", 1994