



Danny McGoldrick is Vice President for Research at the Campaign for Tobacco-Free Kids. The Campaign's mission is to promote policies and programs that prevent kids from smoking, help adult smokers quit, and protect everyone from secondhand smoke. Mr. McGoldrick's Research Department conducts secondary and primary research to support the advocacy and communication efforts of the Campaign. The research focuses on message development and testing for communications, monitoring public opinion, policy analysis, and producing information on tobacco industry marketing practices and their effects. The results are used in the development and refining of Campaign strategies and tactics, as well in the creation of fact sheets, briefing papers, and media materials.

Mr. McGoldrick also provides support and technical assistance to the states as they design and implement comprehensive tobacco prevention programs and pursue tobacco policy change. In this role, he and his department have developed numerous materials on the need for these programs and policies, as well as on their key components and effectiveness. In addition to consulting with state advocates and health departments on these issues, he has provided testimony in state legislatures and public hearings and appears often in the media.

Now in his sixteenth year at the Campaign, Mr. McGoldrick has more than twenty-five years of experience conducting marketing and communications research. He received a Bachelor of Arts in Political Science from the University of Georgia and a Master of Arts, also in Political Science, from Michigan State University.