

Rachel M. Iverson, MA

Ms. Iverson has worked as the Associate Director of the New York State Department of Health's Tobacco Control Program (TCP) since 2006. The NY TCP uses a policy-driven, population-based approach designed to prevent youth from smoking and to motivate adult smokers to quit. The NY TCP implements a programmatic framework outlined in the CDC's Best Practices for Comprehensive Tobacco Control Program. Ms. Iverson has over eighteen years of experience working in various areas of public health including HIV/AIDS, STDs, family planning, viral hepatitis, domestic violence, cancer, and tobacco. Ms. Iverson holds a Masters degree in Social Policy from the State University of New York.