

## **Meg Riordan**

Meg Riordan is the Director for Policy Research at the Campaign for Tobacco-Free Kids, a privately-funded organization established to focus the nation's attention and action on reducing tobacco use, especially among children.

Meg serves as the Campaign's expert on key issues including state prevalence data, state program spending and sustainability, as well as smoking cessation, and directs Campaign staff in the maintenance of data on these issues and development of materials, including the annual state report on state tobacco prevention spending. She also provides support to the Campaign's federal efforts on health reform issues and effective implementation of the Family Smoking Prevention and Tobacco Control Act.

In addition, Meg provides support and technical assistance to TFK's state team, state programs, and the tobacco control field on a range of tobacco control issues, including implementing Best Practices and the development of program materials, among others. The information that Meg collects and analyzes are used in the development and refining of the Campaign's strategies and tactics, as well as in the creation of fact sheets, briefing papers, and media materials.

Meg received a Bachelor of Arts in Community Health and Anthropology from Brown University in Providence, RI, and a Master in Public Health from the University of Michigan in Ann Arbor.