



Sally Dee, Principal
Playbook Public Relations, LLC

February 19, 2014

Dear Ms. Dee,

The USF Area Health Education Center (AHEC) Program is pleased to offer this testimonial for the services performed by Playbook Public Relations, LLC. on behalf of our tobacco cessation program.

Since 2007, the USF AHEC Program and its centers, Gulfcoast North AHEC and Gulfcoast South AHEC, has received funding through the Bureau of Tobacco Free Florida to serve as the in-person option for tobacco cessation services as well as student and provider training on tobacco topics. In 2012, USF AHEC began working with Playbook to develop a graphic identity to help promote our services. The resulting "IQuit with AHEC" complimented the BTFF logo and immediately resonated with our participants. When presented to the Florida AHEC Network (of which USF AHEC is a member), it met with such strong approval that it was adopted statewide as the official logo of the Florida AHEC Network's Tobacco Cessation and Training Program.

After the successful launch of the "IQuit with AHEC" brand, Playbook Public Relations, LLC was asked to redesign the ahectobacco.com website, giving it a totally fresh, user-friendly feel it had been sorely lacking.

In addition to the development of the "IQuit" logo and updated website, Playbook Public Relations, LLC also acquired a Google grant that provided USF AHEC with \$10,000 of advertising to promote our cessation services online. This "search engine optimization" strategy combined with the launch of the "IQuit" brand and website overhaul coincided with a 50% increase in the number of cessation participants served by USF AHEC's tobacco cessation program in the year since the brand was launched.

You and your team at Playbook Public Relations, LLC have been exceptionally responsive to any and all requests for materials, technical assistance and troubleshooting issues for us at a moment's notice. We have appreciated your willingness to shepherd us through the world of website design, and marketing and are grateful for the contribution you have made to our success.

Sincerely,

A handwritten signature in blue ink that reads "Anna M. Maynard". The signature is written in a cursive style and is placed on a light-colored rectangular background.

Anna M. Maynard, MPH, CHES
USF AHEC Program Director