

Contents

Acknowledgements i
Contents xi

Chapter 1: Smoking Cessation: Recent Indicators of What’s Working at a Population Level **1**
 Introduction and Overview 1
 What Works 7
 Summary 23
 References 23

Chapter 2: Cessation and Cessation Measures among Adult Daily Smokers: National and State-Specific Data **25**
 Cessation 25
 Measures of Cessation 27
 Multivariate Logistic Modeling of Cessation Data 43
 Cessation in California 50
 Smoking Behavior in Massachusetts: 1993 to 1997 55
 Results 57
 Summary 58
 Appendix 1 (Tables 2-7 through 2-20) 61
 Appendix 2 93
 References 97

Chapter 3: Restrictions on Smoking in the Workplace **99**
 Overview 99
 Changes in Smoking Behavior with Implementation of Smoking Restrictions 104
 Cessation 111
 Summary 117
 References 126

Chapter 4: Population Impact of Clinician Efforts to Reduce Tobacco Use **129**
 Introduction 129
 Rationale for Clinician-Delivered Tobacco Interventions 129
 How Many Patients Receive Tobacco Advice and Assistance, and Do They Quit? 131
 Summary 152
 References 153

Chapter 5: Impact of Medications on Smoking Cessation	155
Overview	155
Use of Medications	156
Efficacy/Effectiveness	158
Interpretation	162
Conclusion	163
References	163
Chapter 6: Effect of Cost on Cessation	165
Background on the Role of Price/Taxation	165
Overview of Recent Studies	166
The Canadian Experience	168
Effects of Cost on Measures of Cessation	170
Long-Term Successful Cessation	170
Measures of Cessation	171
Caveats	172
Summary	174
Appendix	175
References	177
Chapter 7: Self-Help Materials	179
Introduction	179
Utilization of Self-Help Materials	180
Impact of Self-Help Materials on Smoking Cessation	184
General Conclusions	186
References	187
Chapter 8: Telephone Quitlines for Smoking Cessation	189
The Strengths of Telephone Quitlines	189
The Use of Telephone Quitlines	190
Efficacy of Telephone Quitlines	192
An Area for Synergy: Telephone Quitline as a Support for Physician Advice and Adjuvant Treatment for NRT	195
Conclusions	196
References	196
Chapter 9: Mass Media in Support of Smoking Cessation	199
Introduction	199
California and Massachusetts Antismoking Advertising Campaigns	200
Stanford Five-City Project (FCP)	203
Community Intervention Trial for Smoking Cessation (COMMIT)	207
Discussion	209
References	214

Chapter 10: Community-Wide Interventions for Tobacco Control	217
Introduction	217
Are These Assumptions Correct?	217
Do Community-Wide Interventions Work?	218
What Lessons Have We Learned?	219
Summary	220
References	221
 Chapter 11: Interaction of Population-Based Approaches to Tobacco Control	 223
Overview	223
Background	223
Framework for Our Study	223
Independent Evaluation Methods	225
Sampling Schemes	225
Data Collection Methods	226
Approach	226
Results	227
Summary	233
References	233