

Contents

<i>Acknowledgements</i>	i
<i>Contents</i>	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 Control217

 Introduction217

 Are These Assumptions Correct?217

 Do Community-Wide Interventions Work?218

 What Lessons Have We Learned?219

 Summary220

 References221

Chapter 11: Interaction of Population-Based Approaches to Tobacco Control223

 Overview223

 Background223

 Framework for Our Study223

 Independent Evaluation Methods225

 Sampling Schemes225

 Data Collection Methods226

 Approach226

 Results227

 Summary233

 References233