

Bibliography on Smoking and Health.

Annual cumulation of Smoking and Health Bulletins.
Earlier editions of the bibliography, from 1970-1988 are available as long as supplies last.

State and Local Programs on Smoking and Health.

A collection of smoking prevention programs, aimed at children and adolescents, school-based programs, community and patient education, worksite programs, mass medical campaigns, and individual self-help and counseling. 151 pages. 1985.

Smoking and Health—A National Status Report.

A survey of National, State, and local programs; categorizes all State legislation concerning smoking; reviews smoking and health research sponsored by the Federal Government and three major voluntary health organizations; reviews smoking and prevalence over the past 30 years, and examines promising intervention strategies. 467 pages. 1986.

Directory of On-Going Research in Smoking and Health.

Summaries of research projects.
1984-85 issue only.

A Physician Talks About Smoking.

Developed for physicians and other health care professionals who are called upon to speak to medical and lay audiences on smoking and health.

Booklet: 55 pages. (Slides available for purchase, National Audiovisual Center, (301)763-1896.)

A Decision Maker's Guide to Reducing Smoking at the Worksite.

A publication designed to answer questions about smoking and its impact on business and to offer information, policies, and programs to reduce smoking.

Booklet: 42 pages. (Photocopies only).

The Surgeon General's reports on the Health Consequences of Smoking:

1980—Women

1981—The Changing Cigarette (out of print)

1982—Cancer

1983—Cardiovascular Lung Disease

1984—Chronic Obstructive Lung Disease

1985—Cancer and Chronic Lung Disease in the Workplace

1986—Involuntary Smoking

1988—Nicotine Addiction.

1989—25 Years of Progress.

Posters

Pregnant?

That's two good reasons to quit smoking.

Poster: 1985

(English version).

Embarazada?

He aqui dos buenas razones para dejar de fumar.

Poster: 1985

(Spanish version).

Animal Posters

Fish poster—Don't you get hooked.

16" x 21" color poster.

(English and Spanish).

Bunny poster—This is a dumb bunny.

16" x 21" color poster.

(English).

Cigarette Mash Poster

17" x 22" color poster.

(English).

Center for Environmental Health and Injury Control (CEHC)

The Center for Environmental Health and Injury Control (CEHC) of the CDC is conducting four research and analysis projects on smoking and health, two in the Division of Environmental Health Laboratory Sciences (EHLS) and two in the Division of Environmental Hazards and Health Effects (EHHE). These research and analysis projects are described in detail below.

- The EHLS is developing a sensitive assay for serum cotinine to measure levels of cotinine in persons with low levels of smoking exposure, such as passive smoking exposure. Current serum cotinine assays are either too insensitive to detect passive smoking levels or are not validated. To prepare for the National Health and Nutrition Examination Survey (NHANES) III, in which thousands of cotinine measurements will be taken, the EHLS is developing immunologic and gas chromatography/mass spectrometry (GC/MS) methods for serum cotinine measurement. The GC/MS method for serum cotinine is approximately 50 percent complete and appears to have adequate sensitivity for detecting levels of cotinine from passive smoking.
- As a followup project, the EHLS will perform serum cotinine measurements on NHANES III participants. The objective of this study is to determine cotinine levels on a set of persons who are representative of the non-institutionalized civilian population in the United States. This knowledge will allow prevalence estimates of the amount of passive smoking exposure that occurs in the United States. Cotinine levels will be measured for each survey participant. Analysis on the samples should begin in October 1988.
- The EHHE, in conjunction with the Office on Smoking and Health, is currently conducting the Rhode Island Workplace Smoking Reduction Program. The program began in October 1987, and will conclude in October 1990. The program's objective is to evaluate the effects of measuring saliva cotinine on smoking behavior in the workplace. The program seeks to determine whether or not feedback on passive smoking levels, added to a standard cessation and education program, will reduce the overall level of smoking and exposure to tobacco smoke in the workplace. This method will be compared to the effect of a stand-alone education program.

The EHHE is also conducting a program in conjunction with the New York City Department of Health. The program's objective is to determine the effect of restrictions on smoking in the workplace on knowledge, attitudes, and practices. Self-administered written questionnaires were completed by Department of Health employees. Saliva cotinine samples were collected at the same interview. The questionnaires will be readministered in the summer of 1988, and a second saliva cotinine sample will be collected. Results are not yet available, but are expected by March 1989.

National Institute for Occupational Safety and Health (CDC)

The National Institute for Occupational Safety and Health (NIOSH) conducts research on the causes of work-related illness and injuries, recommends workplace standards, responds to requests for investigation of apparent occupational health problems, and supports training of professionals in the field. The NIOSH research efforts relating to problems of smoking and clean indoor air focus on work-related hazards and exposure or interaction with tobacco smoke.

The NIOSH has identified the 10 leading work-related diseases and injuries and has developed comprehensive prevention strategies to reduce or eliminate these problems. In general, the strategies include four parts: definitions, descriptions of the nature of the problem, depiction of the preventive measures that can be taken immediately, and depiction of the knowledge required to move forward. Other smoking-related health problems include occupational cancers and occupational cardiovascular diseases; occupational lung disease has the top priority. The 10 strategy plans guide the NIOSH research activities. Copies of the strategy plans are available from the Association of Schools of Public Health.

The NIOSH has a wide range of research work in progress that deals with the interaction of smoking with worksite hazards and exposures. In a related area, the NIOSH is cooperating with the World Health Organization in the development of a technical paper on smoking and occupation, which will be promulgated worldwide.

Health Resources and Services Administration

The Health Resources and Services Administration (HRSA) supports a variety of smoking prevention and cessation activities through its offices. Programs are aimed at specific populations, and several are aimed specifically at the HRSA employees.

The Maternal and Child Health program currently provides support to 12 Special Projects of Regional and National Significance that include smoking as a risk behavior. One project in Baltimore, Maryland, focuses efforts on low-income mothers for a smoking cessation program.

Ten projects in the prenatal program include smoking as one of the risk behaviors. Another project that emphasizes decreasing risk behavior in adolescents includes smoking as one of the nine risk behaviors. Positive results from these

projects will be made available to State and local maternal and child health programs.

In the area of health professions and nursing education, many of the grant-supported activities in curriculum development, demonstration, and training for health care delivery include smoking as a part of the health promotion aspects. Some of the specific programs are:

- Area Health Education Centers Family Medicine Department Grants;
- Family Medicine Residency and Training Grants;
- General Internal Medicine, Pediatrics Residency, and Training Grants;
- Nursing Demonstration Project Grants;
- Nurse Practitioner and Nurse Midwife Grants; and
- Special Nursing Project Grants.

The Primary Care programs and the National Health Service Corps continue to support efforts to help their patients stop smoking. Over one-half of the health promotion and disease prevention (HP/DP) clinics that are Federally supported or staffed indicate smoking cessation programs as an area of special HP/DP emphasis. Further, smoking cessation is an integral part of the lifecycles approach to health care service delivery. Hence, smoking cessation is:

- integrated as part of risk assessment in prenatal care;
- taught as part of anticipatory guidance in pediatric care;
- included in the HP/DP activities for adolescent patients;
- part of the adult wellness programs, with specific emphasis on adults who have other risk factors, such as hypertension and use of birth control pills; and
- part of the geriatric care program, reinforcing the role models that older Americans provide for others.

The HRSA recommended a policy for smoking cessation in all Community and Migrant Health Centers; increasingly, the centers are becoming smoke-free.

The HRSA maintains on-the-job health and safety for many Federal employees and supports efforts to inform employees about smoking and health. The Federal Employees Health Units throughout the country reported 170 smoking cessation and education programs that have reached 11,000 people.

Indian Health Service

The Indian Health Service (IHS), as a public health agency, promotes the practice of healthy lifestyles in American Indian communities. The IHS provided a model for Indian com-

munities by making all IHS facilities smoke-free. The IHS set a goal to make nonsmoking the social norm and reduce all opportunities for the consumption of tobacco. Efforts are now being focused on the maintenance of health by encouraging individuals to eliminate habits that are detrimental and self-destructive. Proper diet, cessation of smoking and alcohol abuse, and an increase in fitness activities are major priorities for the IHS.

Specific community education on the effects of tobacco products is an integral part of all HP/DP activities. Special programs and teaching materials were developed for high-risk communities, including tribes in Alaska, and high-risk groups, including adolescents, that target the hard-to-reach populations of tobacco users. Smoking at tribal council meetings has been banned by some communities. Health and Fitness Fairs are sponsored by many tribes throughout the Nation, emphasizing individual responsibility for health. The IHS is continuing its health promotion and disease prevention emphasis throughout Fiscal Year 1988.

National Institutes of Health

The National Institutes of Health are responsible for the scientific investigation of health problems facing the Nation. Of the nine Institutes, three reported programs, directly related to smoking and health, that have an impact on National health concerns. The primary responsibilities of these Institutes and their smoking-related programs are described below.

National Cancer Institute (NIH)

Through the continuation of its comprehensive research program in cancer control combined with efforts in health promotion and information dissemination, the National Cancer Institute (NCI) can identify strategies with the greatest effectiveness in preventing the onset of tobacco use or in promoting smoking cessation.

National Cancer Institute Publications List

Not Far Enough: Women vs. Smoking. A Workshop for Women's Group and Women's Health Leaders. NIH Publication No. 87-2949, 1987. Summarizes the proceedings and recommendations of a national conference on women and smoking sponsored by the NCI and the Advocacy Institute.

Schwartz, J.L. Review and Evaluation of Smoking Cessation Methods: The United States and Canada, 1978-1985. U.S. Department of Health and Human Services, Public Health Service, National Cancer Institute, NIH Publication No. 87-2940. April 1987. 200 pages. Provides a detailed analysis of both published and unpublished cessation methods and techniques and success rates, from the United States and Canada.

The Health Consequences of Using Smokeless Tobacco: A Report of the Advisory Committee to the Surgeon General. U.S. Department of Health and Human Services, Public Health Service, DHHS Publication No. (NIH) 86-2874,

1986. 195 pages. The first Surgeon General's report to focus exclusively on the health effects of smokeless tobacco use.

Glynn, T.J., Manley, M.W. How to Help Your Patients Stop Smoking: A National Cancer Institute Manual for Physicians. NIH Publication No. 89-3064, 1989. Based on the results of NCI trials, this guide describes brief techniques physicians can use to help patients stop smoking.

Media Strategies for Smoking Control: Guidelines. NIH Publication No. 89-3013, 1989. This guide provides practical advice and strategies on how to use the media effectively for smoking control issues, particularly at the local level.

Boyd, G.M. and Darby, C.A. (eds.) Smokeless Tobacco Use in the United States. *National Cancer Institute Monograph* No. 8, 1989. A monograph which summarizes current issues related to smokeless tobacco use including current prevalence estimates, cancer risks due to smokeless use, and intervention approaches.

Chew Or Snuff Is Real Bad Stuff: A Guide to Make Young People Aware of the Dangers of Using Smokeless Tobacco. A guide for use in schools and other settings to reach youth about the hazards of snuff and chewing tobacco use.

Quit for Good: A Practitioner's Stop Smoking Guide. NIH Publication No. 89-1825, 1989. A guide for the primary care physician on how to help their patients stop smoking.

Glynn, T.J. Essentials Elements of School-Based Smoking Prevention Programs. In press, *Journal of School Health* 59(5), 1989. NIH consensus statement on the essential elements for school-based smoking control programs.

Glynn, T.J. School Programs to Prevent Smoking, the National Cancer Institute Guide to Strategies That Succeed. In press, NIH, 1989. Guide to the selection of effective school based smoking prevention initiatives with a sample list of appropriate curricula.

Smoking Policy Questions and Answers, a series of 10 separate publications providing brief, practical advice about contemporary smoking policy issues.

- Health Effects of Environmental Tobacco Smoke
- Implementation of Smoking Policies
- Strategies for Selecting Smoking Cessation Programs
- Costs and Benefits of Smoking Restrictions in the Workplace
- Smoking in the Workplace: Ventilation
- Smoking in the Workplace: Legal Issues
- Smoking Policies and the Unions
- Smoking Policies and Health Care Institutions

- Smoking and the Female Workforce
- Smoking and the Blue Collar Workforce

Intervention Programs

The Smoking, Tobacco, and Cancer Program

The NCI Smoking, Tobacco, and Cancer Program (STCP) within the Division of Cancer Prevention and Control (DCPC) serves as the focal point for the NCI's research, disease prevention, and health promotion activities related to tobacco use and cancer. In Fiscal Year 1988, the STCP has allocated more than \$39 million to activities for controlling smoking and tobacco use. The majority of these funds will be used for intervention and prevention initiatives. The primary objective of the STCP is to decrease the incidence of cancers caused by, or related to, smoking and the use of other tobacco products. The programs of the STCP may be summarized within five broad categories: basic research, intervention initiatives, target population initiatives, information dissemination and research applications, and surveillance.

The STCP supports intervention projects in eight areas, in addition to the Community Intervention Trial for Smoking Cessation. These projects are all aimed at producing reliable prevention or cessation methodologies to reduce smoking prevalence in the Nation. More than 10 million individuals in 25 States and over 200 cities are affected by these efforts.

The results of these efforts are expected to yield sufficient data to develop large scale demonstration and implementation studies by 1990, leaving the next decade for the dissemination of those strategies. The eight individual approaches are described below.

School-Based Intervention Program

Eight prevention-intervention initiatives based in schools were supported in Fiscal Year 1988 in rural, urban, and suburban areas across the country; two school-based trials were completed at the end of Fiscal Year 1986. The target audience includes approximately 170,000 students in grades 3 through 12 for the current eight trials. Intervention approaches under examination include a variety of smoking prevention curricula and programs. An important aspect of these efforts is the focus on longitudinal followup; several of the projects entail evaluation of the long-term effects of programs that have already proved effective in the short-term. The goal of the STCP in this area is development or refinement of school-based curricula that have the potential for broad dissemination to the Nation's schools. These intervention efforts include:

- A Comprehensive Approach to the Prevention of Smoking;
- Late Adolescent Smoking: Process Analysis and Deterrence;
- School and Family-Oriented Cancer Prevention Program;
- Evaluation of School-Based Smoking Prevention;
- A State-Wide Approach to Adolescent Tobacco-Use Prevention;

- Smoking Prevention: The Youth Health Promotion Program;
- Longitudinal Evaluation of a School Anti-Smoking Program; and
- Smoking Prevention Training for High-Risk Youth.

Minimal Interventions

The STCP is supporting seven intervention efforts to determine the long-term effectiveness of self-help resources; i.e., pamphlets, manuals, books, audiotapes, and other materials. These trials test a variety of self-help approaches, affecting over 200,000 individuals. The trials are expected to result in several self-help programs for smoking cessation and relapse prevention and kits that can be disseminated to smokers through community, worksite, and health care settings. The trials supported in Fiscal Year 1988 were:

- Self-Help Smoking Cessation at the Worksite;
- Stress and Social Support in the Self-Quitting of Smoking;
- Cancer Control by Self-Help Smoking Interventions;
- A Study of Self-Help Smoking Cessation and Maintenance;
- Self-Help Strategies in Long-Term Smoking Cessation;
- Self-Help Models and Manuals for Smoking Cessation; and
- Effectiveness of Self-Help Smoking Cessation Strategies.

Physician- and Dentist-Delivered Interventions

The STCP goals for physician- and dentist-delivered interventions include the development of effective and durable intervention methods and the development of effective methods to train and influence physicians, dentists, and their office staff in counseling smokers. Six physician- and dentist-delivered intervention trials are funded through the NCI. The trials use a variety of approaches in a range of medical and health settings, including medical schools, private offices, and health maintenance organizations. Through these projects, nearly 40,000 patients are receiving interventions from their physicians; over 700 physicians and dentists receive training or instructions on ways to intervene with patients who smoke. Trials currently supported include:

- Compliance with Nicotine-Bearing Chewing Gum;
- Physician Counseling for Smoking Cessation;
- Physician and Dentist Intervention for Smoking Cessation;
- Smoking Cessation Delivered in Physicians' Offices;
- Evaluation of Physician and Dentist Interventions for Smoking Prevention and Cessation; and

- Tobacco Reduction in an HMO: A Model for Cancer Control.

Mass Media Interventions

More than five million people are being exposed to smoking control messages through five mass media intervention trials funded by the NCI. Smoking intervention in this area involves a variety of approaches, including different mass media channels, combinations of media and school-based programs, and combinations of media and community intervention programs. Efforts currently being supported include:

- Mass Media and Prevention of Adolescent Smoking;
- Approaches to Comprehensive Smoking Prevention;
- A Su Salud – A Media and Community Demonstration;
- Smoking Prevention Through Mass Media and School Programs; and
- Community Interventions for Cancer Prevention.

Black-American Interventions

The NCI currently supports eight intervention projects to address smoking prevention and cessation in the black population. Intervention strategies include the use and potential role of black physicians in delivering smoking cessation strategies, school-based skills training, smoking prevention programs, self-help smoking cessation approaches, and community-based smoking prevention and cessation campaigns. A principal consideration in the design of intervention strategies for blacks is tailoring those strategies to relevant demographic, socioeconomic, and cultural factors. Projects currently being supported include:

- Black Physicians and Smoking Intervention Strategies;
- A Self-Help Quit Smoking Program for Black Americans;
- Community Mobilization for Smoking Cessation; and
- Primary Prevention of Cancer in Black Populations.

Hispanic-American Interventions

The NCI has three intervention projects that are aimed at Hispanics and one media trial, A Su Salud, that focuses primarily on Hispanics. These approaches include smoking campaigns, school-based prevention strategies, group sessions, community organization and training, and systems of social support for coping with stress. These efforts stress the design of culturally appropriate interventions that take into account the important issues related to Hispanic smoking behavior. The three Hispanic projects currently funded are:

- Smoking Prevention Among New York Hispanic Youth;
- Smoking Prevention in Hispanic Adolescents; and
- Smoking Cessation Intervention in Hispanics.

Smokeless Tobacco Interventions

The goals of the STCP intervention efforts in the area of smokeless tobacco are to identify the pattern of use and the major factors that influence its use, and to implement and evaluate intervention strategies to minimize the prevalence of smokeless tobacco use. The eight intervention projects currently funded are:

- Curtailing Use of Smokeless Tobacco Through 4-H Clubs;
- Smokeless Tobacco: Onset, Prevention, and Cessation;
- Project Shout: Smokeless Tobacco Prevention in Public Schools;
- Smokeless Tobacco Cessation for Adults in Dental HMOs;
- Tobacco Use Prevention Among Native Americans;
- Smokeless Tobacco Use Prevention Through Little League;
- Prevention of Smokeless Tobacco Use During Adolescence; and
- Prevention of Smokeless Tobacco Use in Children.

Women's Interventions

The STCP intervention efforts aimed at women emphasize approaches that relate to smoking patterns unique to women. The approaches take into consideration a variety of influencing factors; i.e., the media, the multiple and increasingly complex roles of women in society, fears of weight gain, and stress management. The five projects currently funded include:

- Effect of Competence and Peer Support on Women's Smoking;
- Smoking Cessation for Women in an HMO Population;
- Prevention and Cessation of Smoking by Nursing Students;
- Smoking Cessation Intervention Trial for Pregnant Women; and
- Enhancing Smoking Cessation by Weight Gain Prevention.

Community Intervention Trial for Smoking Cessation

The Community Intervention Trial for Smoking Cessation was initiated in September 1986 to establish a Nationwide cooperative intervention program in 22 communities in the United States and Canada. This trial is the largest in the STCP and will involve almost two million people in the testing of smoking cessation strategies delivered through community organizations and social institutions. Heavy smokers (25 or more cigarettes per day), who are at greatest risk for cancer and who have shown the least reduction in smoking in the last

2 decades, are the prime target audience. Following the 2-year planning and protocol development phase, the most promising intervention methodologies from all other ongoing STCP research trials are being evaluated for broad applicability to this trial. The resulting protocol will be tested during a 4-year intervention period, and the impact will be monitored among heavy and light-to-moderate smokers. The results of the intervention protocol and trial will provide a model to communities around the Nation that want to establish effective smoking control programs.

Office of Cancer Communications (NCI)

Through its press activities and answers to public inquiries, the NCI responds to questions about its tobacco research and control programs and the overall tobacco problem. The NCI assists journalists and health professionals in preparing accurate reports on tobacco-related issues. In its Cancer Prevention Awareness Program, the NCI uses a variety of informational and educational approaches to motivate Americans to avoid the use of all tobacco products. The mass media, health care providers, and health-concerned organizations are priority channels for communicating and reinforcing this key cancer prevention message.

OCC has historically tried to increase the involvement of health professionals in counseling patients about cessation of tobacco use. In collaboration with the American Cancer Society a kit directed toward physicians was developed. Called "Quit for Good: A Practitioner's Stop Smoking Guide," the kit is being promoted separately by both NCI and ACS, with each organization packaging it with supporting materials, including self-help booklets. The guide, which was extensively pretested during development, is based on the protocol resulting from STCP physician and dentist intervention trials. This new protocol includes involvement of the entire office support staff in identifying smokers and encouraging and supporting their quit attempts. Included in the new kits are waiting room materials and chart reminders to focus the physician, office staff, and patients on smoking cessation.

The "Pharmacist's Helping Smokers Quit" kit, similar to physician and dentist kits, was developed in 1986 in collaboration with the American Pharmaceutical Association (APA). A distinctive feature of this program is its focus on drug interactions with smoking. The kit contains a pharmacist's guide, counter cards, posters, and sets of take-home materials for 25 patients. The program was launched in June 1986 at a National news conference—more than 40,000 kits have been distributed. OCC plans to work with APA to revise kit materials in late 1989 before a new wave of promotions to pharmacists.

"A Guide to Make Young People Aware of the Dangers of Using Smokeless Tobacco" was developed and promoted by the NCI and the American Academy of Otolaryngology-Head and Neck Surgery, Inc. The guide is an aide for teachers in providing adolescent boys (ages 10-18 years) with information about the social influences and health consequences of using smokeless tobacco. NCI and the Academy have promoted the materials to school-related organizations and through media attention during the AAO sponsored "Through With Chew" on

the anniversary of the death of Sean Marsee, an Oklahoma youth who died of oral cancer related to his use of smokeless tobacco.

The Office of Cancer Communications has collaborated with the Office on Smoking and Health to develop and promote four television public service campaigns that refer viewers to OCC materials or the Cancer Information Service toll-free number.

NCI resources are available to health professionals and the public to aid in the prevention or cessation of tobacco use. Copies of all materials are available free of charge by writing to the NCI, Office of Cancer Communications, Building 31, Room 10A24, Bethesda, Maryland 20892. The materials available to professionals and the general public include:

- Quit For Good brochure for use by physicians and dentists;
- Helping Smokers Quit brochure for use by pharmacists;
- Clearing The Air brochure on cessation techniques;
- Guia Para Dejar De Fumar Spanish language booklet for self-help smoking cessation;
- Why Do You Smoke self-test;
- Chew Or Snuff Is Real Bad Stuff brochure on smokeless tobacco;
- Cancer Prevention Brief: Tobacco, an overview of the relationship of smoking to health problems; and
- Resources For Smokeless Tobacco Education list of materials available on smokeless tobacco.

The NCI also supports a toll-free telephone inquiry system that supplies information about cancer and contacts for additional information. The Cancer Information Service (CIS) toll-free number is 1-800-4-CANCER.

National Heart, Lung, and Blood Institute (NIH)

The primary responsibility of the National Heart, Lung, and Blood Institute (NHLBI) is the scientific investigation of heart, blood vessel, lung, and blood diseases. The Institute oversees the research, demonstration, prevention, education, control, and training activities in these areas. To enable the rapid transfer of research-generated knowledge into the mainstream of clinical medicine and personal health practices, the Institute administers four educational programs designed to alert health professionals, patients, and the public to new knowledge for preventing and controlling cardiovascular, pulmonary, and blood diseases.

Education Program

The NHLBI Smoking Education Program was created to reduce smoking-related cardiovascular and pulmonary disease by developing and marketing educational materials and programs for physicians, other health care providers, and specialized patient populations. The program emphasizes the importance of clinical opportunities: unique "teachable moments" when an intervention by a physician or other health

care provider can have a profound impact on a smoker's behavior. Several studies support the premise that a brief, but firm, message from a physician about smoking cessation during a routine office visit can be the critical factor in a patient's decision to quit smoking. Program materials include a variety of tools and publications that support this strategy. The program also addresses smoking at the worksite, where employee health programs provide an effective means of risk factor reduction and where smoking policies are growing in popularity.

Selected items available from the program include the following.

- **Clinical Opportunities For Smoking Intervention: A Guide For The Busy Physician** identifies simple steps physicians and other office personnel can take to encourage smoking cessation among patients. The guide describes a variety of methods that can be used to change patients' smoking behavior; e.g., adapting the waiting room to prepare patients for intervention, capitalizing on the physical examination, and steps to prevent relapse. The interventions are easily integrated into the physician's clinical setting.
- **Clinical Opportunities For Smoking Intervention: A Slide Program For Physicians** is a training kit for physicians, medical students, and other professionals on smoking cessation and how to set up an intervention program within a clinical setting. The kit contains 110 slides, a script, an audio tape of the script, instructions, and a resource package of supporting materials. Kits are available on loan from the NHLBI.
- **Proceedings: National Working Conference On Smoking Relapse** is a special issue of *Health Psychology* that provides a summary of the current state of knowledge about smoking relapse. Information is included on variables that contribute to relapse, mechanisms of relapse, and nicotine's role in relapse prevention.
- **School-Based Opportunities For Tobacco Use Intervention** is a guide for physicians that describes how they can play an important role in preventing children from using tobacco by working with community schools. The guide encourages professionals to serve as resources to schools and promote the use of effective programs developed by other agencies or organizations. **We Can't Go On Like This** is a series of seven video segments produced as part of the Multiple Risk Factor Intervention Trial. These segments are useful for patient education, individual and group therapy, maintenance sessions, discussion groups, experimental and established efforts, and many others.
- **It's Your Business: Smoking Policies For The Workplace** summarizes the proceedings of a workshop that brought corporate managers and health experts together to discuss smoking policies. Brief examples of how selected companies instituted policies are provided.
- **The Physician's Guide: How To Help Your Hypertensive Patients Stop Smoking** presents a four-step minimal smoking cessation procedure that emphasizes patient

commitment and physician followup. A more intensive strategy is also described.

- **NHLBI Smoking Education Program Strategy Development Workshop For Minorities: A Summary Report** presents the background and recommendations from a workshop convened to define a minority focus for the NHLBI Smoking Education Program. The main body of the report is organized according to minority group; i.e., blacks, Hispanics, Asians, Pacific Islanders, and American Indians.

Other materials include the NHLBI Smoking Education Program: Planning Workshop For Professional And Patient Education Summary Report; Facts About... Smoking And Chronic Obstructive Lung Diseases; Facts About...Smoking And Your Heart; It's Your Business: A Guide To Heart And Lung Health At The Workplace; and With Every Beat Of Your Heart: An Ideabook For Community Heart Health Programs.

National Institute of Child Health and Human Development (NIH)

The National Institute of Child Health and Human Development (NICHD) Office of Research Reporting prepared and distributes the brochure *Facts About Pregnancy and Smoking*. Approximately 50,000 copies of this pamphlet have been distributed over the past 2 years; it has been reprinted and is available for physicians and clinics to distribute to patients.

Material from this fact sheet was incorporated into the packet of health education materials distributed in conjunction with the Secretary of the DHHS' Initiative on Smoking and Pregnancy. This packet, sent to 33,000 physicians and other providers of health care, reached virtually all physicians, clinics, and offices that provide prenatal care in the United States, Puerto Rico, and the Virgin Islands.

As part of its continuing effort to inform women of the hazards associated with smoking, the NICHD, in conjunction with the Division of Maternal and Child Health, funded a *Healthy Mothers, Healthy Babies* project. The project entailed the distribution of health education materials to 10 States that lacked the resources to develop similar materials. Developed by the New York State Health Department, the materials have won numerous awards for their effectiveness in conveying to pregnant women four important health messages: stop smoking, receive regular prenatal care, avoid alcohol consumption, and follow a healthy diet while pregnant. These materials, available in both English and Spanish, will form the basis for *Statewide Healthy Mothers, Healthy Babies* programs in the 10 States.

The Institute is setting up a smoking intervention program for pregnant women that will be implemented by obstetricians and other primary care providers during patient visits. The project is being implemented in collaboration with the American College of Obstetricians and Gynecologists (ACOG). Three different intervention strategies will be evaluated in terms of their effectiveness, feasibility, and cost. One strategy involves minimal interaction between the obstetrician, his or her staff, and the patient, and includes distribution of a self-help guide with some instruction as to its use. A second approach includes

application of the first strategy plus some followup at scheduled prenatal visits; a third approach incorporates the first two approaches and establishes an individual in the obstetrician's office who maintains regular telephone contact with the patient. Obstetricians interested in participating in this project will be identified through ACOG. They will be assigned to one of the three intervention strategies or to a control group. The control group will continue providing advice that obstetricians currently give to women who smoke. As the most important risk factor currently known to affect low birthweight, smoking offers potential for intervention. This project provides smoking intervention strategies for obstetricians to use as part of regular prenatal care during pregnancy.

Office of Disease Prevention and Health Promotion (ODPHP)

The Office of Disease Prevention and Health Promotion (ODPHP), within the Office of the Assistant Secretary for Health (OASH), coordinates all prevention activities of the PHS. The ODPHP coordinates policy development, program planning and development, and information dissemination in disease prevention and health promotion matters. The ODPHP leads, oversees, and monitors PHS activities related to achievement of the 1990 Health Objectives for the Nation.

As part of its Workplace Health Promotion initiative, the ODPHP commissioned and disseminated two reports on worksite smoking. A Decision Makers Guide To Reducing Smoking At The Worksite, produced in cooperation with the Office on Smoking and Health, and the National Survey Of Worksite Health Promotion. The latter report found that over two-thirds of worksites surveyed offer smoking control activities.

The ODPHP has several school health activities related to smoking. In an advisory capacity, the ODPHP works with the OSH in planning an in-depth teen health survey and with the CDC in developing a smoking and smokeless tobacco component for two National school health curricula. The results of a National Adolescent School Health Survey, which includes smoking and smokeless tobacco, will be ready by Fall 1988. The ODPHP also worked with the ACS over the past 4 years to conduct anti-smoking workshops in Latin-American countries.

The U.S. Preventive Services Task Force, created by the ODPHP to recommend age-and sex-specific areas for clinical screening and preventive interventions, reviewed smoking cessation counseling and followup by physicians and other health care providers in clinical settings. These recommendations appeared in the May 20, 1988, issue of the *Journal of the American Medical Association*. Finally, smoking cessation is one of the six key health messages addressed in the ODPHP public education campaign for Healthy Older People, aimed at reducing dependency, disability, and disease among older Americans.

In addition, the ODPHP provided staff support for the smoking workgroup of the Surgeon General's Workshop on Health

Promotion and Aging. The ODPHP is represented on the Interagency Committee on Smoking and Health and the ACS Tobacco-Related Research Coordinating Committee.

Office of Minority Health (OASH)

The Office of Minority Health (OMH), within the OASH, was created in response to the growing public health planning needs of minority populations in the Nation. The OMH focuses efforts on health promotion programs and research projects that will respond to the needs of these populations. In the area of smoking and health, the OMH funds a Minority Community Health Coalition Demonstration Grant Program which has a smoking and health component. A project entitled Community Coalition For Minority Health: Diet-Smoking-Blood Pressure Control In Nashville Blacks, is being conducted by the Meharry Medical College in Nashville, Tennessee.

This project will establish a coalition of organizations to reduce mortality from cardiovascular disease and cancer among blacks in Nashville/Davidson County. This goal will be achieved by planning and implementing programs designed to reduce the associated risk factors of diet, obesity, smoking, and high blood pressure. Specific project objectives are:

- to develop networks of communication between health professionals and lay workers interested in mounting intensive prevention programs that will have an impact on a large number of blacks in Nashville;
- to transform existing disease prevention and health promotion programs that reduce exposure to the four risk factors into a black framework and implement them in black churches and other suitable community organizations; and
- to evaluate the effectiveness of such community networks and community interventions.

In addition to Meharry Medical College, key member organizations of the coalition include the AHA; the ALA; the Metro Government (Department of Health); Healthfare, Inc.; the Interdenominational Ministerial Alliance; and the Young Women's Christian Association (YWCA). Specific interventions will begin with disease risk assessments performed at a series of health fairs held at four churches and the subsequent conduct of health education programs. Some interventions will be based on input from focus groups involving representatives from the target population. For the smoking cessation component, the project is using the ALA manual, *Freedom From Smoking For You And Your Family*. Other materials may be developed or existing ones modified for use in a smoking awareness program.

Department of Defense

As the Nation's largest employer, the Department of Defense (DoD) is responsible for the health and wellbeing of its employees throughout the Nation and worldwide. In response to the Surgeon General's report on involuntary smoking, the

DoD Directive 1010.10, Health Promotion, established a health promotion policy within DoD to improve and maintain military readiness and the health of DoD personnel. The Directive places increased emphasis on educational programs regarding health risks associated with smoking, use of drugs and alcohol, diet, lack of exercise, and hypertension.

The goals of the DoD program for smoking prevention and cessation are to create a social environment that supports abstinence and discourages use of tobacco products, to create a healthy environment, and to provide smokers with assistance in quitting. Smoking is prohibited in auditoriums, conference rooms, classrooms, buses, vans, elevators, and, unless adequate space and ventilation are available to ensure a healthy environment for nonsmokers, in eating areas, and common work areas. Branches of DoD are not allowed to participate in tobacco product manufacturer's or distributor's promotional programs, activities, or contests aimed primarily at DoD personnel.

A framework that established program goals and organized the four Armed Services' programs into a coherent and comprehensive DoD approach to smoking reduction was completed in April 1986, and revised in November 1986, to increase the reduction goals. Specifically, the program goals are to reduce the rates of smoking and use of other tobacco products among personnel on active duty to levels significantly below civilian rates; this will be accomplished by lowering the current rates by at least 10 percent each year. The DoD will provide information, motivation, education, and cessation programs on smoking reduction to DoD beneficiaries and employees. To minimize the effects of smoking on nonsmokers, the DoD will specify designated places and times where smoking can occur.

As of October 1987, the authorized age for the purchase of tobacco products in the overseas military resale system was raised to a minimum of 18 years of age. This policy will apply to all service personnel, family members, and all other authorized patrons of military resale outlets.

Meetings to plan and share information have been held and are ongoing with the ACS, the AHA, the ALA, the NCI, and the OSH. The DoD Smoking Working Group and individual representatives from each of the four Armed Services have met with an ACS representative to discuss strategies for developing a DoD equivalent to an ACS division. The purpose of this division will be to obtain materials and disseminate information to military locations outside the continental United States. Print and audiovisual materials have been obtained from voluntary and Federal agencies at no cost or purchased by the American Forces Information Service, an office within the Office of the Assistant Secretary for Defense for Public Affairs. The ACS agreed to provide printed materials worth over \$60,000 at no cost to DoD for use at overseas locations. The AHA has underwritten over \$20,000 to furnish its Heart At Work kit at no cost to DoD. Other direct support for the Department's anti-smoking program has included provision of master sets of ACS films and slides that DoD can produce for use outside the United States.

In addition, training support for facilitators of smoking cessation programs has been provided. Representatives from the ACS assisted the Department of the Air Force in two facilitator training classes at two overseas locations during the latter part

of 1986. Classes were held for the Departments of the Army and Navy in May 1987.

The DoD conducted surveys on smoking behavior patterns in each of the four Armed Services, among DoD personnel, and among the DoD civilian population in the United States and worldwide locations. The results of these surveys are available in the Updated Report on Smoking and Health in the Military, published by the Department in July 1987.

U.S. Department of the Air Force

The Air Force offers smoking cessation classes to all personnel who request them. The Consumer Health Education Division of the Air Force Medical Service Center provides advice and assistance in starting smoking cessation classes. All Air Force medical facilities are required to offer smoking cessation classes to those who want to quit, and smoking is prohibited in any Air Force medical facility. Medical personnel are required by the Surgeon General of the Air Force to set a good example by not smoking in the presence of patients. In addition, Nicorette chewing gum is available in all pharmacies by medical prescription. Tobacco sales have been discontinued at all Air Force medical treatment facilities.

U.S. Department of the Army

The Army's anti-smoking campaign emphasizes voluntary cessation by educating and informing soldiers, civilians, retirees, and family members. Education programs have been developed to stress the dangers of tobacco use and the benefits of quitting. Cessation programs are offered for individuals who want to quit. The Army is working with the ACS to provide free cessation clinics at military bases in Korea and Germany.

The Army's smoking policy, effective July 1986, bans the use of tobacco products during basic training and restricts their use in other military courses. Army training centers and service schools have included anti-tobacco information in the curriculum.

U.S. Department of the Navy

The Navy's hospitals, clinics, and Family Service Centers periodically hold smoking cessation classes that accommodate 8 to 15 attendees. These classes model either the ACS or the ALA cessation programs. The Navy has also developed materials in support of the ACS Great American Smokeout. Four hundred packets of information on the Smokeout were mailed to Navy commands worldwide.

Naval medical and dental personnel are prohibited from smoking in the presence of patients. Tobacco products cannot be sold within medical and dental facilities, and all naval hospitals are required to offer group programs in smoking cessation. Educational classes stress health risks of tobacco use in basic training and general military training for all Navy personnel. Assistance in smoking cessation efforts is generally offered by group clinics rather than self-help materials.

U.S. Marine Corps

The Marine Corps developed and is implementing a Tobacco Use Prevention And Cessation Program. The intent is to ensure that all Marines are aware of the detrimental health consequences of tobacco use and the benefits of not using

tobacco products. The program strategy has been designed to create an environment that supports abstinence and discourages the use of tobacco products, to create a healthy work environment, and to provide smokers with the encouragement and professional assistance necessary to stop smoking.

The Marine Corps implementation plan includes education and information, assistance and referral, promotion and publicity, and program evaluation. Family Service Centers and Drug and Alcohol Counseling Centers will be used to provide smoking cessation and tobacco education programs.

Veterans Administration

The Veterans Administration (VA) operates diverse programs to benefit veterans and members of their families. These benefits include compensation payments for disability or death related to military service, pensions, education and rehabilitation, and a medical program incorporating nursing homes, clinics, and 172 medical centers.

Public Law 98-160 authorizes the VA to provide preventive health services to any veteran under care. Smoking cessation has been emphasized as an important preventive intervention. All major VA health facilities have developed smoking policies to restrict areas in which smoking is permitted and have implemented aggressive smoking education and cessation programs. Currently, 27 VA medical centers have banned the sale of tobacco products in VA canteens and an additional 26 medical centers are awaiting approval of their request to do the same.

Information and Referral Services

Many organizations and government agencies maintain libraries of materials on smoking and health. Pamphlets, audiovisual materials, media presentations, posters, and other educational materials are available upon request by contacting the agency or organization. Several hotlines offer service to the community by providing free information on the hazards of smoking and tips to quit the habit. Some organizations also furnish addresses of programs that can provide further information and assistance to people who wish to stop smoking. Organizations and programs with these types of services are listed below.

American Cancer Society
90 Park Avenue
New York, New York 10016
(212)382-2169
(800)ACS-2345

American Heart Association
National Center
7320 Greenville Avenue
Dallas, Texas 75231
(214)750-5300

American Lung Association
1740 Broadway
New York, New York 10019-4374
(212)315-8700

Center for Chronic Disease
Prevention and Health Promotion
Centers for Disease Control
Building 3
1600 Clifton Road, N.E.
Atlanta, Georgia 30333
(404)639-3699

General Conference of Seventh-Day Adventists
Health and Temperance Department
6840 Eastern Avenue, N.W.
Washington, D.C. 20012
(202)722-6700

National Audiovisual Center
Order Section IQ
Washington, D.C. 20409
(301)496-4236

National Cancer Institute
9000 Rockville Pike
Building 31, 4A-18
Bethesda, Maryland 20892
(301)496-4000
(800)4-CANCER

National Heart, Lung, and Blood Institute
Smoking Education Program
9000 Rockville Pike
Building 31, 4A-21
Bethesda, Maryland 20892
(301)496-1051

National Institute for Child Health
and Human Development
Department of Health and Human Services
Building 31, Room 2A-32
9000 Rockville Pike
Bethesda, Maryland 20892
(301)496-1711

Office of Disease Prevention and Health Promotion
Department of Health and Human Services
Mary E. Switzer Building
Room 2132
330 C Street, S.W.
Washington, D.C. 20201
(202)245-7611

Office on Smoking and Health
Centers for Disease Control
Park Building, Room 1-58
5600 Fishers Lane
Rockville, Maryland 20857
Public Inquiries:
(301)443-1575

Technical Information Center
Office on Smoking and Health
Centers for Disease Control
Park Building, Room 1-16
5600 Fishers Lane
Rockville, Maryland 20857
Technical Inquiries:
(301)443-1690

National Cancer Institute supports a toll-free telephone inquiry system called the Cancer Information System (CIS), which supplies information about cancer and smoking-related sources to the general public. Each CIS office provides free

printed materials on subjects ranging from types of cancer and treatment to advice on how to talk with cancer patients. The CIS numbers for all States is (800)4-CANCER.

PART 2

STATE AND LOCAL PROGRAMS

The following section contains a directory of smoking- and health-related programs implemented at the State and local level throughout the Nation. While not a complete listing of all programs offered to the public, this directory includes descriptions of over 1,500 programs. These programs

represent the efforts of voluntary groups; State, county, and local departments of health; hospitals and clinics; and private organizations in each State and in the Virgin Islands, Guam, and Puerto Rico. Following this listing is a description of efforts of smoking and health advocacy groups.

STATE AND LOCAL PROGRAMS

ALABAMA

0001. ALABAMA DEPARTMENT OF PUBLIC HEALTH,
644 State Office Building, Montgomery, Alabama
36111.

Program Title:
Health Department Activities.

Contact:
James J. McVay, M.P.A., Director
(205)261-5095.

Description:
The department gives ongoing assistance to agencies, corporations, and other worksites in establishing nonsmoking policies and related programs, and participates, in conjunction with the American Lung Association or American Heart Association, in the annual Worksite Health Promotion Health Fair with a booth on smoking issues. Participants at this fair are recruited for smoking cessation programs.

The health office conducts a smoking cessation program for various audiences but most efforts are geared toward educational awareness. Local health departments are provided with in-service training in a smoking cessation program for pregnant women.

Some other educational efforts include: 1) a 15-day television public service series entitled Tobacco Use: Your Health, presented by the State health officer, Claude Earl Fox, M.D., M.P.H.; 2) Statewide distribution of taped radio public service announcements on smoking issues, also by Dr. Fox; 3) setting up a survival station at the State Health Department during the annual Great American Smokeout; and 4) the establishment, by the department, of a Certificate of Recognition program to recognize ex-smokers.

0002. AMERICAN CANCER SOCIETY, ALABAMA
DIVISION, 402 Office Park Drive, Suite 300,
Birmingham, Alabama 35223.

Program Title:
FreshStart.

Contact:
Ms. Anita G. Wright, Public Education Director
(205)879-2242 or (800)292-4935.

Description:
The American Cancer Society offers FreshStart programs and materials free of charge and also trains instructors to conduct in-house smoking cessation programs for organizations. For more information, see the detailed program description in Part 1.

0003. AMERICAN CANCER SOCIETY, ALABAMA
DIVISION, 402 Office Park Drive, Suite 300,
Birmingham, Alabama 35223.

Program Title:
Smokeless Tobacco.

Contact:
Ms. Anita G. Wright, Public Education Director
(205)879-2242 or (800)292-4935.

Description:
The American Cancer Society provides educational materials to adults and youth on the dangers of smokeless tobacco, including films, videos, pamphlets, and slides.

0004. AMERICAN HEART ASSOCIATION, ALABAMA
AFFILIATE, 1449 Medical Park Drive, Post Office
Box 9097, Birmingham, Alabama 35213.

Program Title:
Calling It Quits.

Contact:
Mr. James A. McDermott, Program Director
(205)592-7100.

Description:
Calling It Quits is a self-help program designed to help the smoker quit on his or her own. Materials developed by the American Heart Association National Center are used. For more information, see the detailed program description in Part 1.

0005. AMERICAN HEART ASSOCIATION, ALABAMA
AFFILIATE, 1449 Medical Park Drive, Post Office
Box 9097, Birmingham, Alabama 35213.

Program Title:
In Control.

Contact:
Mr. James A. McDermott, Program Director
(205)592-7100.

Description:
The American Lung Association's In Control home video smoking cessation program is offered through this Heart Association affiliate. For more information, see the detailed program description in Part 1.

0006. AMERICAN HEART ASSOCIATION, ALABAMA AFFILIATE, 1449 Medical Park Drive, Post Office Box 9097, Birmingham, Alabama 35213.

Program Title:
Save A Sweet Heart.

Contact:
Mr. James A. McDermott, Program Director
(205)592-7100.

Description:
The Save A Sweet Heart program is a series of activities to promote nonsmoking among junior and senior high school students. For more information, see the detailed program description in Part 1.

0007. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, Post Office Box 55209, Birmingham, Alabama 35255.

Program Title:
Freedom From Smoking At Work.

Contact:
Mr. James L. Hughes, Executive Director
(205)933-8821.

Description:
The American Lung Association's Freedom From Smoking At Work program is offered. For more information, see the detailed program description in Part 1.

0008. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, Post Office Box 55209, Birmingham, Alabama 35255.

Program Title:
Freedom From Smoking Self-Help.

Contact:
Mr. James L. Hughes, Executive Director
(205)933-8821.

Description:
A behavior modification program is presented in the form of two self-help manuals; the first manual helps a person stop smoking and the second manual helps a person stay off cigarettes. For more information, see the detailed program description in Part 1.

0009. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, Post Office Box 55209, Birmingham, Alabama 35255.

Program Title:
Freedom From Smoking Instructor Training.

Contact:
Mr. James L. Hughes, Executive Director
(205)933-8821.

Description:

The American Lung Association encourages staff, volunteers, and paid leaders to attend a training workshop and to train others. The trained workshop leader can serve as a Freedom From Smoking clinic coordinator responsible for the organization, promotion, administration, recruitment, selection, and training of clinic leaders.

0010. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, Post Office Box 55209, Birmingham, Alabama 35255.

Program Title:
In Control.

Contact:
Mr. James L. Hughes, Executive Director
(205)933-8821.

Description:
The American Lung Association's In Control videocassette smoking cessation program is available for purchase or loan. For more information, see the detailed program description in Part 1.

0011. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, Post Office Box 55209, Birmingham, Alabama 35255.

Program Title:
Marijuana: A Second Look.

Contact:
Mr. James L. Hughes, Executive Director
(205)933-8821.

Description:
This program targets students in grades 4 through 6 and is available to schools and community groups. For more information, see the detailed program description in Part 1.

00012. AMERICAN LUNG ASSOCIATION OF ALABAMA, 900 South 18th Street, Post Office Box 55209, Birmingham, Alabama 35255.

Program Title:
Chronic Obstructive Pulmonary Disease Study.

Contact:
Mr. James L. Hughes, Executive Director
(205)933-8821.

Description:
The American Lung Association (ALA) of Alabama participates in the Chronic Obstructive Pulmonary Disease Prevention Trial at the University of Alabama. ALA promotes screenings at appropriate functions, assists in publicizing and promoting the study, and provides 50 percent of the financial support for a Recruitment Volunteer Coordinator. ALA continues to promote the Association's Awards and Grants program and encourages the submission of quality projects in smoking cessation.

0013. CULLMAN COUNTY HEALTH DEPARTMENT,
500 Logan Avenue, S.W., Post Office Box 1678,
Cullman, Alabama 35056-1678.

Program Title:
Smoking Cessation During Pregnancy.

Contact:
Sylvia Morris, M.D., M.P.H., Assistant Medical Director
(205)734-1030.

Description:
The program targets pregnant and post-partum women in the Women, Infants, and Children (WIC) program. Utilizing materials developed at the educational level of the WIC patients and including positive reinforcement, buddy system, and smoking aversion techniques, this program's goal is to promote smoking cessation among pregnant women.

0014. DEPARTMENT OF PUBLIC HEALTH, Post Office
Box 488, Anniston, Alabama 36202.

Program Title:
A Pregnant Woman's Self-Help Guide To Quit Smoking.

Contact:
Pamela P. Beale, R.N., M.S.M., Health Education Coordinator, Public Health Area IV
(205)236-3274.

Description:
Clinic staff introduce and explain the 10-day smoking

cessation program to women during the initial maternity visit or Women, Infants, and Children program visit. If the client wishes to enroll, a contract is signed. The clinic staff will discuss the guide provided to the client. On subsequent visits, progress is evaluated and reinforced. The program is evaluated by compiling statistics on quit rates of clients who enter and complete the program.

0015. MOBILE COUNTY HEALTH DEPARTMENT, 251
North Bayou Street, Post Office Box 2867,
Mobile, Alabama 36652.

Program Title:
Anti-Smoking Campaign For Mobile County.

Contact:
Ms. Susan Stiegler, Director, Health Promotion
(205)690-8158.

Description:
Three surveys aimed at health care providers, private-sector businesses, and service industries were conducted to obtain data on smoking policies, tobacco use, and compliance with local ordinances restricting the sale and use of tobacco products. The results of these surveys will support the non-smoking campaign and assist in establishing smoking policies and ordinances. A worksite smoking cessation program, FreshStart, is offered to any organization upon request. The local chapter of the American Cancer Society offers the FreshStart program, in cooperation with the Health Department, free of charge.

ALASKA

0016. AMERICAN CANCER SOCIETY, ALASKA
DIVISION, INC., 406 West Fireweed Lane, Suite
101, Anchorage, Alaska 99503.

Program Title:
FreshStart.

Contact:
Ms. Carol Wheeler, Program Director
(907)277-8696.

Description:
The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0017. AMERICAN CANCER SOCIETY, ALASKA
DIVISION, INC., 406 West Fireweed Lane, Suite
101, Anchorage, Alaska 99503.

Program Title:
Quitter's Guide.

Contact:
Ms. Carol Wheeler, Program Director
(907)277-8696.

Description:
Quitter's Guide – 7-Day Plan To Help You Stop Smoking Cigarettes is a pamphlet distributed to individuals and physicians upon request. For more information, see the detailed program description in Part 1.

0018. AMERICAN HEART ASSOCIATION, ALASKA AF-
FILIATE, INC., 2330 East 42nd Avenue,
Anchorage, Alaska 99508.

Program Title:
In Control.

Contact:
Ms. Lynn McCarthy, Programs and Communications Director
(907)563-3111.

Description:
The American Lung Association's smoking cessation video

program, In Control, is available for rent or purchase. For more information, see the detailed program description in Part 1.

**0019. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
Alaska Smoke-Free Line.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:
This program consists of a 24-hour toll-free line for Alaskans throughout the State to call for tips on quitting smoking and for additional support. Taped messages give callers information on cessation programs, weight control, exercises, alternative behaviors, and other important information regarding the maintenance of a nonsmoking lifestyle. At the end of the tape, the caller can request followup from a smoking cessation counselor.

**0020. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
Freedom From Smoking.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:
Seven-week courses meet once a week to offer a systematic, group support approach to quitting smoking and maintaining a nonsmoking lifestyle. For more information, see the detailed program description in Part 1.

**0021. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
Freedom From Smoking At Work.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:
The American Lung Association's Freedom From Smoking At Work program is offered. For more information, see the detailed program description in Part 1.

**0022. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
Freedom From Smoking Self-Help Manuals.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:
A set of two manuals offers a day-by-day approach to quitting smoking and maintaining a nonsmoking lifestyle. For more information, see the detailed program description in Part 1.

**0023. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
Growing Healthy.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:
This is a comprehensive health education curriculum for kindergarten through grade 7. The program uses films, slides, pamphlets, records, cassettes, books, and resource people to supply information on healthy attitudes, behaviors, and lifestyles. The program has been validated by the National Diffusion Network of the United States Department of Education. Longitudinal studies have been done on the project with significant changes reported in knowledge, attitude, and behavior. Teacher training must be conducted before implementation can take place. Support and commitment of the school's administration are required.

**0024. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
In Control.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:
The American Lung Association's In Control videocassette program is available. For more information, see the detailed program description in Part 1.

**0025. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:
Lungs Are For Life.

Contact:
Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:

The American Lung Association's Lungs Are For Life modules are offered to area schools. For more information, see the detailed program description in Part 1.

**0026. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:

Octopuff In Kumquat.

Contact:

Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:

The American Lung Association's Octopuff In Kumquat program is offered to area grade schools. For more information, see the detailed program description in Part 1.

**0027. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:

Smoking And Pregnancy.

Contact:

Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:

The purpose of this program is to reduce the incidence of maternal smoking in Alaska by providing smoking cessation counseling and materials to women of childbearing age and pregnant women and by training health care providers on smoking intervention techniques. For more information, see the detailed program description in Part 1.

**0028. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:

School Health Speakers Bureau.

Contact:

Ms. Deborah Williams, Executive Director
(907)276-5864.

Description:

School presentations are geared for small or general assembly size groups of students. Themes of presentations include The Ten Rules Of Lung Health and A Nonsmoking Lifestyle.

**0029. AMERICAN LUNG ASSOCIATION OF ALASKA,
605 Barrow Street, Suite 2, Anchorage, Alaska
99510.**

Program Title:

Smoking At The Workplace.

Contact:

Ms. Nancy Babb Stone, Program Director
(907)276-5864.

Description:

This program is designed to help employers develop and implement nonsmoking policies and to help smoking employees quit by offering smoking cessation opportunities. Consultation services, smoking cessation classes and materials, and seminars are offered on an ongoing basis.

**0030. DEPARTMENT OF HEALTH AND SOCIAL SERVICES, Kodiak Health Center, Post Office Box
1216, Kodiak, Alaska 99615.**

Program Title:

Education Of Smoking Risks.

Contact:

Ms. Rae Jean Blaschka, Public Health Nurse
(907)486-3319.

Description:

In each of the villages on Kodiak Island, a 1-hour program on the risks of smoking and chewing tobacco is presented to elementary, junior high school, and senior high school students. The program uses materials from the American Cancer Society, American Lung Association, American Heart Association, and Alaska Native Medical Center's Health Education Department. An audiovisual presentation is followed by discussion, with students listing the pressures to smoke or chew and the reasons why tobacco use is harmful.

**0031. DEPARTMENT OF HEALTH AND SOCIAL SERVICES, Kodiak Health Center, Post Office Box
1216, Kodiak, Alaska 99615.**

Program Title:

FreshStart.

Contact:

Ms. Rae Jean Blaschka, Public Health Nurse
(907)486-3319.

Description:

The American Cancer Society's FreshStart program is offered twice a year to the general public. For more information, see the detailed program description in Part 1.

**0032. SEVENTH-DAY ADVENTIST CHURCH, 1515 East
Tudor Road, Anchorage, Alaska 99507.**

Program Title:

Breathe-Free Plan To Stop Smoking.

Contact:

Mr. David J. Strike
(907)562-2721.

Description:

The Breathe-Free Plan is supplemented with respiratory charts, films, X-rays, and evaluation of participants' pulmonary function tests. One month after completion of the program,

participants are invited to a dinner, where their cessation success is measured. The program is held every 3 months for 25 to 40 persons each session. For more information, see the detailed program description in Part 1.

ARIZONA**0033. AMERICAN CANCER SOCIETY, ARIZONA DIVISION, INC., CENTRAL REGION, 634 West Indian School Road, Phoenix, Arizona 85013.****Program Title:**

FreshStart.

Contact:

Ms. Carrie Bruner, Program Coordinator
(602)264-5861.

Description:

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0034. AMERICAN CANCER SOCIETY, ARIZONA DIVISION, INC., EAST VALLEY REGION, 634 West Indian School Road, Phoenix, Arizona 85013.**Program Title:**

FreshStart.

Contact:

Ms. Mardy Sears, Program Coordinator
(602)890-0717.

Description:

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0035. AMERICAN CANCER SOCIETY, ARIZONA DIVISION, INC., NORTHERN REGION, 634 West Indian School Road, Phoenix, Arizona 85013.**Program Title:**

FreshStart.

Contact:

Ms. Ann Kurtz, Program Coordinator
(602)526-3800.

Description:

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0036. AMERICAN CANCER SOCIETY, ARIZONA DIVISION, INC., SOUTHERN REGION, 634 West Indian School Road, Phoenix, Arizona 85013.**Program Title:**

FreshStart.

Contact:

Ms. Courtney Upton, Program Coordinator
(602)790-2600.

Description:

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0037. AMERICAN CANCER SOCIETY, ARIZONA DIVISION, INC., WEST VALLEY REGION, 634 West Indian School Road, Phoenix, Arizona 85013.**Program Title:**

FreshStart.

Contact:

Ms. Suzanne Gaither, Program Coordinator
(602)972-0788.

Description:

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0038. AMERICAN CANCER SOCIETY, ARIZONA DIVISION, INC., WESTERN REGION, 634 West Indian School Road, Phoenix, Arizona 85013.**Program Title:**

FreshStart.

Contact:

Ms. Chris Bergman, Program Coordinator
(602)855-4357.

Description:

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

0039. AMERICAN HEART ASSOCIATION, ARIZONA AFFILIATE, 1445 East Thomas Road, Phoenix, Arizona 85014-5794.

Program Title:
Heart At Work.

Contact:
Mr. Willi Baer, Program Director
(602)277-4846.

Description:
Heart At Work is a health promotion program aimed at employees in business, industry, and other organizations. For more information, see the detailed program description in Part 1.

0040. AMERICAN HEART ASSOCIATION, ARIZONA AFFILIATE, 1445 East Thomas Road, Phoenix, Arizona 85014-5794.

Program Title:
Putting Your Heart Into The Curriculum.

Contact:
Mr. Willi Baer, Program Coordinator
(602)277-4846.

Description:
This program is a series of four curriculum guides divided into four grade-level components. The materials include modules on the circulatory system, heart disease prevention, risk factor modification, nonsmoking, and nutrition.

0041. AMERICAN HEART ASSOCIATION, ARIZONA AFFILIATE, 1445 East Thomas Road, Phoenix, Arizona 85014-5794.

Program Title:
Save A Sweet Heart.

Contact:
Mr. Willi Baer, Program Director
(602)277-4846.

Description:
This program is a campaign to promote nonsmoking among junior and senior high school students. For more information, see the detailed program description in Part 1.

0042. AMERICAN HEART ASSOCIATION, ARIZONA AFFILIATE, 1445 East Thomas Road, Phoenix, Arizona 85014-5794

Program Title:
Speakers' Bureau.

Contact:
Mr. Willi Baer, Program Director
(602)277-4846.

Description:

A speakers' bureau provides an ongoing service to communities by training informed volunteers to talk to various groups, such as the Kiwanis Club and PTA groups, on the prevention of cardiovascular disease.

0043. ARIZONA LUNG ASSOCIATION, 102 West McDowell Road, Phoenix, Arizona 85003.

Program Title:
In Control.

Contact:
Ms. Patrice Quarg, Program Director
(602)258-7505.

Description:
This self-help program includes a videocassette, viewers' guide, and audiocassette. In Control can be purchased or rented from the Arizona Lung Association. For more information, see the detailed program description in Part 1.

0044. ARIZONA LUNG ASSOCIATION, 102 West McDowell Road, Phoenix, Arizona 85003.

Program Title:
Marijuana: A Second Look.

Contact:
Ms. Patrice Quarg, Program Director
(602)258-7505.

Description:
This package program directed towards students in grades 4 through 6 is available to schools and community groups. For more information, see the detailed program description in Part 1.

0045. ARIZONA LUNG ASSOCIATION, 102 West McDowell Road, Phoenix, Arizona 85003.

Program Title:
Self-Help Materials.

Contact:
Ms. Patrice Quarg, Program Director
(602)258-7505.

Description:
All Freedom From Smoking manuals are available to the public for a nominal fee. Additional books available include the Kick-It-Kit and the new American Lung Association's manual, Freedom From Smoking For You And Your Family.

0046. ARIZONA LUNG ASSOCIATION, 102 West McDowell Road, Phoenix, Arizona 85003.

Program Title:
SMOKEBUSTERS!

Contact:

Ms. Patrice Quarg, Program Director
(602)258-7505.

Description:

This medically supervised behavior modification program using Nicorette gum is offered to the general public every 2 months. The group instructor uses the American Lung Association's manuals, Freedom From Smoking In 20 Days and A Lifetime Of Freedom From Smoking. The group meets for six 1-1/2-hour sessions. A questionnaire is given to participants at the end of the program to evaluate the course and facilitators. For more information on the Freedom From Smoking manuals, see the detailed program description in Part 1.

0047. ARIZONA LUNG ASSOCIATION, 102 West McDowell Road, Phoenix, Arizona 85003.

Program Title:

Smoking Cessation Program For Pregnant Women.

Contact:

Ms. Jeanne A. Cahill, Program Associate
(602)258-7505.

Description:

This pilot program, scheduled to begin in spring 1988, focuses on pregnant smokers. Objectives include increasing the knowledge of the consequences of smoking for the individual and the effects of smoking on the fetus, promoting awareness of alternative behaviors to smoking, and increasing the skills needed for cessation and relapse prevention. Health education materials related to maternal and child health will be distributed. The course consists of five small group sessions that last 1 and 1/2 hours each. The American Lung Association's manual, Freedom From Smoking For You And Your Baby, is used in the program.

0048. ARIZONA LUNG ASSOCIATION, 102 West McDowell Road, Phoenix, Arizona 85003.

Program Title:

SMOKEBUSTERS! In The Workplace.

Contact:

Ms. Patrice Quarg, Program Director
(602)258-7505.

Description:

The SMOKEBUSTERS! program can be conducted at the worksite for companies that are interested in offering the course to their employees. Assistance in writing a company smoking policy is available from the Arizona Lung Association.

0049. COLORADO RIVER INDIAN TRIBES, Route 1, Box 23-B, Parker, Arizona 85344.

Program Title:

Smoking And Alcohol Abuse.

Contact:

Ms. Mona Fernandez, Administrative Director
(602)669-9211.

Description:

This program determines the prevalence of tobacco and alcohol use in the 12- to 24-year-old age group by conducting a random survey of the population. Individuals found to be at high risk of alcohol or tobacco abuse are referred to awareness groups, education groups, or treatment. Activities are conducted to introduce problem solving, decision making, coping, and communication skills. Outreach and intervention activities also are conducted, including health education on the benefits of decreasing the number of cigarettes smoked. The younger population is exposed to prevention activities. Participants are tracked from entry to referral to other program components in order to evaluate participation level, frequency of participation, and involvement in referral components. Participants are pre- and posttested to ascertain knowledge increase. Personal profile data collected at intake is analyzed at 6-month intervals to evaluate any significant change or improvement in behavior or attitude levels.

0050. MARICOPA COUNTY DEPARTMENT OF HEALTH SERVICES, 1825 East Roosevelt, Phoenix, Arizona 85006.

Program Title:

Clinic-Based Smoking Cessation.

Contact:

Ms. Christine Liberato, Chief, Bureau of Health Education
(602)258-6381.

Description:

A one-time class is held for women attending county primary care clinics for prenatal care. The class is scheduled once a month, with routine followup and evaluation at 3-month, 6-month, and 1-year intervals. A strong emphasis is placed on the effects of smoking on the unborn child and the prevention of relapse.

0051. MARICOPA COUNTY DEPARTMENT OF HEALTH SERVICES, 1825 East Roosevelt, Phoenix, Arizona 85006.

Program Title:

Worksite Smoking Cessation.

Contact:

Ms. Christine Liberato, Chief, Bureau of Health Education
(602)258-6381.

Description:

The health department developed this program for working women aged 18 to 34 with high school education, a group found to be most at risk for smoking. A one-time, 1-hour class on smoking cessation is offered in-house at a selected company. Participants may attend on company time. In addition to the class, information on smoking and smoking cessation is distributed and displayed throughout the program year. Various smoking cessation self-help materials and information on smoking risks are distributed at the program kick-off event. Motivational inserts are included with employee paychecks before class meetings and throughout the program year.

Posters on the risks of smoking are displayed on employee bulletin boards throughout the worksite, and articles on smoking and smoking cessation are printed and distributed via the employee newsletter.

0052. OFFICE OF HEALTH PROMOTION AND EDUCATION, ARIZONA DEPARTMENT OF HEALTH SERVICES, 3008 North Third Street, Suite 103, Phoenix, Arizona 85012.

Program Title:
Smokeless Tobacco.

Contact:
Jack Dillenberg, D.D.S., Chief, Office of Dental Health
(602)255-1866.

Description:
This educational project was developed last year in cooperation with the Office of Dental Health. The project provides information and curriculum guides on smokeless tobacco to schools and other groups by request.

0053. OFFICE OF HEALTH PROMOTION AND EDUCATION, ARIZONA DEPARTMENT OF HEALTH SERVICES, 3008 North Third Street, Suite 103, Phoenix, Arizona 85012.

Program Title:
Perinatal Care Program.

Contact:
Ms. Lisa Hulette, Division of Family Health
(602)255-1875.

Description:
As part of this program, smoking assessment and referrals for cessation classes are offered to clients.

0054. OFFICE OF HEALTH PROMOTION AND EDUCATION, ARIZONA DEPARTMENT OF HEALTH SERVICES, 3008 North Third Street, Suite 103, Phoenix, Arizona 85012.

Program Title:
Rocky Mountain Free Challenge.

Contact:
Mr. Brick Lancaster, Chief
(602)230-5833.

Description:
Arizona is planning to cooperate with eight other Rocky Mountain States in establishing goals and projects for a tobacco-free society during 1988.

0055. PIMA COUNTY HEALTH DEPARTMENT, 888 South Craycroft, Tucson, Arizona 85711.

Program Title:
Pregnant And Stop Smoking.

Contact:
Ms. Karen Fields, Community Nutrition Division
(602)745-6783.

Description:
Pregnant And Stop Smoking is a grant-funded program that has been in effect since the spring of 1986. The target audience is low-income, minority, pregnant women who are enrolled in the Women, Infants, and Children program. The program's objective is to encourage these women to quit or cut back on their smoking habit. This goal is accomplished through counseling; consumer literature, such as Quit Tip handouts, in English and Spanish; and incentives, such as T-shirts and refrigerator magnets for those who successfully stop smoking.

0056. PULMONARY ASSOCIATES, P.A., 1112 East McDowell Road, Phoenix, Arizona 85006.

Program Title:
Quitting With Nicorette.

Contact:
Bonnie Fahy, R.N., Program Coordinator
(602)258-4951.

Description:
The program involves six sessions with Ms. Fahy, a pulmonary clinical nurse specialist, over a 3-month period. The individualized sessions teach smoking avoidance techniques, as well as proper dosage and use of Nicorette chewing gum. The cost of the six sessions is approximately \$175 and may be covered by insurance. Anyone referred by a physician may enter the program.

ARKANSAS

0057. AMERICAN CANCER SOCIETY, ARKANSAS DIVISION, INC., 5520 West Markham Street, Little Rock, Arkansas 72205.

Program Title:
FreshStart.

Contact:
Ms. Barbara Brill, Health Educator
(501)661-2207.

Description:
The American Cancer Society's FreshStart smoking

cessation clinic is available. For more information, see the detailed program description in Part 1.

0058. ARKANSAS DEPARTMENT OF HEALTH, 4815 West Markham Street, Little Rock, Arkansas 72201.

Program Title:
Health Department Activities.

Contact:
Ms. Barbara Brill, Health Educator
(501)661-2207.

Description:
The Arkansas Department of Health trains instructors in the smoking cessation program and conducts employee stop smoking programs. Several of the activities are associated with the American Cancer Society and its programs.

The Health Department's training program teaches volunteers throughout the State to conduct the American Cancer Society's FreshStart program. The training programs are scheduled four to five times a year. Forty-seven professionals employed by hospitals, businesses, YMCAs, health maintenance organizations, and other facilities have been trained.

Other activities associated with the American Cancer Society include program development and training for the Smoke-Free Young America 5-Year Plan. Educational programs for vocational and technical students were part of this plan. Also, the Great American Smokeout Campaign was promoted to participants at the Third Annual State Health Education Conference through an exhibit booth displaying buttons, stickers, and quit guides.

Smoking cessation programs available at the Department of Health include three smoking cessation clinics and one self-help video smoking cessation program. Also, a variety of pamphlets, booklets, and posters are provided upon request, and health educators give presentations to schools, civic groups, churches, and other interested groups.

0059. SEVENTH-DAY ADVENTIST CHURCH COMMUNITY SERVICES, Fifth and Archer Street, Mammoth Spring, Arkansas 72554.

Program Title:
Breathe-Free Plan To Stop Smoking.

Contact:
Ms. Polly Johnson or Ms. Lorraine Graham, Coordinators
(501)257-2159.

Description:
The Seventh-Day Adventists' Nationally-implemented program is offered. For more information, see the detailed program description in Part 1.

0060. WHITE COUNTY MEMORIAL HOSPITAL, Post Office Box 809, Searcy, Arkansas 72143.

Program Title:
Freedom From Smoking Clinics.

Contact:
Ms. Roxie Troillett or Ms. Kathi Shores, Coordinators
(501)268-6121.

Description:
The American Lung Association's Freedom From Smoking clinics are offered. For more information, see the detailed program description in Part 1.

CALIFORNIA

0061. AMERICAN CANCER SOCIETY, CALIFORNIA DIVISION, INC., BUTTE-GLENN-TEHAMA UNIT, 114 West Seventh Avenue, Chico, California 95926.

Program Title:
FreshStart.

Contact:
Ms. Phyllis Bond, Executive Director
(916)342-4567.

Description:
The American Cancer Society's FreshStart smoking cessation clinic is offered at no cost to participants. For more information, see the detailed program description in Part 1.

0062. AMERICAN HEART ASSOCIATION, GREATER LOS ANGELES AFFILIATE, INC., 3550 Wilshire Boulevard, Fifth Floor, Los Angeles, California 90010.

Program Title:
Heart At Work.

Contact:
Ms. Annamarie Shaw, Program Coordinator
(213)385-4231.

Description:
The American Heart Association's Heart At Work program is offered. For more information, see the detailed program description in Part 1.

0063. AMERICAN HEART ASSOCIATION, GREATER LOS ANGELES AFFILIATE, INC., 3550 Wilshire Boulevard, Fifth Floor, Los Angeles, California 90010.

Program Title:
Heartbeat 2010.

Contact:
Ms. Marilyn Cowan, Program Coordinator
(213)385-4231.

Description:
This is a computer software program for students in grade 5. The program includes a tutorial describing short- and long-term effects of smoking, and a simulation that allows students to practice choosing not to smoke. A pre- and posttest is administered to students to evaluate knowledge and skills gained.

0064. AMERICAN HEART ASSOCIATION, GREATER LOS ANGELES AFFILIATE, INC., 3550 Wilshire Boulevard, Fifth Floor, Los Angeles, California 90010.

Program Title:
Rx Your Prescription For A Healthy Heart.

Contact:
Ms. Annamarie Shaw, Program Coordinator
(213)385-4231.

Description:
Rx Your Prescription For A Healthy Heart is a plan for distributing materials to physicians' offices and their patients. The smoking component includes a self-help cessation kit, Calling It Quits, developed by the American Heart Association. For more information, see the detailed program description in Part 1.

0065. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612-3894.

Program Title:
Biofeedback Smoking Education Project.

Contact:
Ms. Kris Hammar, Program Consultant
(415)893-5474.

Description:
The American Lung Association's Biofeedback Smoking Education Project is offered. For more information, see the detailed program description in Part 1.

0066. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612-3894.

Program Title:
Freedom From Smoking Clinics.

Contact:
Ms. Kris Hammar, Program Consultant
(415)893-5474.

Description:
The American Lung Association's Freedom From Smoking clinics are offered. A fee of \$50 is charged to all participants to cover material costs and instructors' salaries. For more information, see the detailed program description in Part 1.

0067. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612-3894.

Program Title:
Freedom From Smoking Clinics For Teens.

Contact:
Ms. Kris Hammar, Program Consultant
(415)893-5474.

Description:
Freedom From Smoking For Teens, a new program based on the American Lung Association adult program, is designed to assist teen smokers in quitting. It is offered in high schools and conducted by teachers or counselors who have been trained by the American Lung Association. Students participate in 11 sessions and learn principles of behavior modification to stop smoking. Videotapes, training manuals, and worksheets are included.

0068. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612-3894.

Program Title:
Freedom From Smoking Clinics In The Workplace.

Contact:
Ms. Mary Ellen O'Neill Creighton, Program Coordinator
(415)893-5474.

Description:
Smoking cessation clinics and consultation on the development and implementation of successful smoking policies are offered to employers and employees at the worksite. Smokers' behavioral changes are evaluated at the end of the clinics. For more information, see the detailed program description in Part 1.

0069. AMERICAN LUNG ASSOCIATION OF ALAMEDA COUNTY, 295 27th Street, Oakland, California 94612-3894.

Program Title:
Smoking And Pregnancy.

Contact:
Ms. Kris Hammar, Program Consultant
(415)893-5474.

Description:
This program is designed to encourage and assist pregnant smokers in quitting smoking during pregnancy. For more information, see the detailed program description in Part 1.

0070. AMERICAN LUNG ASSOCIATION OF CALIFORNIA, 424 Pendleton Way, Oakland, California 94621.

Program Title:
Smoke-Free Family Programs.

Contact:
Ms. Sylvia Scarborough, Director, Community Health
(415)638-5864.

Description:
The Freedom From Smoking programs are offered in the workplace, in high schools, for the general public in the community, and for pregnant women in prenatal clinics. Also, self-help materials are promoted through the media and during presentations by guest speakers. New plans include emphasis on peer education for high school students. The California State Office works with 19 affiliates to promote and provide consultation on all programs offered in the State.

0071. AMERICAN LUNG ASSOCIATION OF CONTRA COSTA AND SOLANO COUNTIES, 105 Astrid Drive, Pleasant Hill, California 94523-4399.

Program Title:
Freedom From Smoking Clinics.

Contact:
Ms. Michelle Munn, Smoking Cessation Coordinator
(415)935-0472.

Description:
The American Lung Association's Freedom From Smoking clinics are offered. A minimal fee is charged to all participants in order to cover material costs and instructors' salaries. For more information, see the detailed program description in Part 1.

0072. AMERICAN LUNG ASSOCIATION OF CONTRA COSTA AND SOLANO COUNTIES, 105 Astrid Drive, Pleasant Hill, California 94523-4303.

Program Title:
Freedom From Smoking In The Workplace.

Contact:
Ms. Michelle Munn, Smoking Cessation Coordinator
(415)935-0472.

Description:
The American Lung Association's Freedom From Smoking At

Work program is offered. For more information, see the detailed program description in Part 1.

0073. AMERICAN LUNG ASSOCIATION OF CONTRA COSTA AND SOLANO COUNTIES, 105 Astrid Drive, Pleasant Hill, California 94523-4303.

Program Title:
Smoking Prevention And Wellness Promotion.

Contact:
Ms. Bernadeen Valdez, Program Director
(415)935-0472.

Description:
This program consists of a 1-hour presentation using a variety of visual aids and activities to help young people understand the following concepts: 1) the joy and importance of good health, with special reference to the respiratory system; 2) the harmful effects of using chemical substances, particularly tobacco (inhaling and chewing) and marijuana; 3) alternatives to reasons why young people begin using harmful substances; and 4) understanding peer pressure and ways to say no. Training is available for parents and teachers.

0074. AMERICAN LUNG ASSOCIATION OF SACRAMENTO-EMIGRANT TRAILS, 909 12th Street, Sacramento, California 95814.

Program Title:
Smoking Cessation.

Contact:
Ms. Cecilia Kleeberg, Program Coordinator
(916)444-5864.

Description:
The American Lung Association of Sacramento-Emigrant Trails offers three year-round smoking cessation programs: Freedom From Smoking clinics, Freedom From Smoking Self-Help Manuals, or the In Control videotape. The smoking cessation program also offers: 1) the development and implementation of the nonsmoking policy; 2) workplace smoking cessation orientations; 3) training for smoking cessation clinic leaders; and 4) a broad spectrum of brochures and videos on the health effects of smoking, especially for pregnant smokers and teenagers.

0075. AMERICAN LUNG ASSOCIATION OF SAN FRANCISCO, 562 Mission Street, Suite 203, San Francisco, California 94105-2910.

Program Title:
Freedom From Smoking.

Contact:
Irene Reveles-Chase, M.P.H., Program Associate
(415)543-4410.

Description:
The Freedom From Smoking programs are offered in the workplace, in high schools, for the general public in the

community, and for pregnant women in prenatal clinics. Also, self-help materials are promoted through the media and during presentations by guest speakers. For more information, see the detailed program description in Part 1.

0076. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Ash Kickers Club.

Contact:
Ms. Margaret W. Leathers, Director of Programs
(408)998-LUNG.

Description:
Ex-smokers meet monthly in a support group atmosphere to enjoy social activities, discussion, or speakers on relevant topics. Members are also given the opportunity to help others to stop smoking or remain abstinent.

0077. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
CLASP – Counseling Leadership Against Smoking Pressures.

Contact:
Ms. Margaret W. Leathers, Director of Programs
(408)998-LUNG.

Description:
This community-based project is aimed at young people in the effort to prevent the onset of regular tobacco use in early adolescence, teaching techniques to recognize and resist the pressure to smoke. Using the concept of the adolescent peer group and social modeling theory, the program employs a team of four to six high school students who visit each grade-7 classroom for one semester. Through the semester, a total of four 1-day sessions are presented, the first three at biweekly intervals and the fourth session 2 to 3 weeks after the third session. To evaluate the effectiveness of CLASP, two control schools were used. Grade 7 was surveyed in September, December, and June in all of the schools, and a carbon monoxide breath test was administered to 50 percent of the students to increase the reliability of the self-report measure.

0078. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Free Line.

Contact:
Ms. Margaret W. Leathers, Director of Programs
(408)998-LUNG.

Description:

The Free Line is a hotline for people who wish to quit smoking. Callers speak to volunteers who are ex-smokers and provide inspirational and informative messages. A psychologist and other resource staff are also on call.

0079. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Freedom From Smoking.

Contact:
Ms. Margaret W. Leathers, Director of Programs
(408)998-LUNG.

Description:
The American Lung Association's Freedom From Smoking program is offered. For more information, see the detailed program description in Part 1.

0080. AMERICAN LUNG ASSOCIATION OF SANTA CLARA AND SAN BENITO COUNTIES, 1469 Park Avenue, San Jose, California 95126.

Program Title:
Smoking And Pregnancy.

Contact:
Ms. Margaret W. Leathers, Director of Programs
(408)998-LUNG.

Description:
This program addresses the smoking and pregnancy problem by educating medical personnel. For more information, see the detailed program description in Part 1.

0081. AMERICAN LUNG ASSOCIATION OF SUPERIOR CALIFORNIA, 2732A Cohasset Road, Chico, California 95926.

Program Title:
Freedom From Smoking.

Contact:
Ms. Jeanne Jelke, Executive Director
(916)345-5864.

Description:
The American Lung Association's Freedom From Smoking programs are offered. Literature and information on the hazards of smoking and tobacco are also provided to individuals, schools, and other agencies. For more information, see the detailed program description in Part 1.

0082. AMERICAN LUNG ASSOCIATION OF VENTURA COUNTY, Post Office Box 1627, Ventura, California 93002-1627.