Incentives help smokers quit, MSU study shows

Incentives to quit smoking — including on-thejob support from co-workers, money, and extended
social support for six months to keep ex-smokers
off the habit — achieved an 80 percent success rate
in a project conducted by two Michigan State University peychistry professors.
Billed as a "smoking cessation program tworks," the office-based project involved 15 "smoking" employees of the Michigan Hospital Association, headquartered in Lansing.
When the six-month program ended in December, 12 of the 15 were still successfully abstaining
from cigarets, "a remarkable success rate" according to Dr. Betram E. Stoffelmay and Dr. Thomas
J. Stachnick of MSU's Department of Psychiatry.
The depatment is a unit of two MSU medical
schools, the College of Human Medicine and the
College of Osteopathic Medicine and the College of
Steopathic Medicine.

EVEN MORE impressive, they say, is the fact that their many-faceted program attracted 47 per-ent of the association's total smoking population (32) who elected to make a long-term effort to kick the habit.

"That figure is inordinately high when compared to the percentage of target smokers that other smoking cessation programs have been able to attract," the researchers point out.

"Taking both measures into account — 12 of the original 32 smokers are now ex-smokers or a reduction in the target population of a whopping 37 percent."

percent."
Even better success was recorded with the researchers' program at Capitol Saving and Loan, also in Lansing. Of 17 employee smokers, 12 joined the stop smoking program, and 11 went the full distance.

distance.

Slachnik and Stoffelmayr contend that if smoking is to be approached as a public health problem
(56 million smokers), there must be attractive, accessible programs to lure those millions of smokers
who know they should quit but need immediate incentive and solid support systems "to make it hapnen."

pen."
The researchers also point out the severe economic losses due to industry and employees due to cigaret smoking. According to the New England Journal of Medicine, total economic costs attributable to smoking in 1976 totaled more than \$21bilion. This included more than \$19 billion in lost production, more than \$8 billion in direct health care costs, and \$175 million in fire losses.

WHY DOES the MSU program work so well?
The researchers say that while it is difficult to be precise, five factors seem apparent.

• The prgram was offered in the participants work settling so that no special effort was required to attend a clinic.

• The financial incentive clearly played a role. At the Michigan Hospital Association, each smoker placed \$25 in escrow with the employer who in the placed \$25 in escrow with the employer who in the second with the member of the proper who in the proper who will be second with the member of the proper who will be second with the member of the proper who will be second with the member of the proper who will be second with the member of the proper who will be second with the member of the proper who will be second with the member of the proper who will be second with the proper who will be second with the proper who will be second with the proper will be second with the proper who will be second with the proper will be second with the proper will be second with the proper who will be second with the proper will be second with

At the sticingan rospital association, each smokel placed \$25 in escrow with the employer who in turn set aside another \$125 for each participant. Return of funds was based on the non-smoking "perform-

for six months.

To stop smoking, the researchers agree, means a smoker has to counter a formidable habit, often related to a wide variety of extremely pleasurable activities - good food, good conversation, drinking alcohol and coffee. being at a party, watching TV

alcohol and coffee, being at a party, watcump, and making low.

"After being associated many times with these activities, some of their attractions rubs off onto smoking," the researchers say.

"Smoking becomes woven into a peson's lifestyle to the extent that life with out cigarets seems empty, and just thinking about quitting makes the world-be quitter downright depressed."

volunteers

The Oakland County Volunteer Bureau has weekly listings of volunteer opportunities. Further information about these and other volunteer needs at over 200 agencies may be obtained by calling the bureau at 642-272. Any non-profit organization needing volunteer assistance may call the bureau.

PLAY PALS — Would you like to help children learn to play and take care of themselves? Patience and love of children are the skills needed by the volunteers at the Wing Land School for retarded children in Birmingham. One half-day or more per week for the duration of the school year.

ACTIVITY AIDES — Warm, caring men and women who are good listeners are urgently needed by the Oakland County Medical Care Pacility in Pontiac. Volunteers would trasport patients to and assist with classes and programs. One or more half-day per week requested.

PROBATION OFFICERS — Are you interested in helping difenders establish and work toward constructive goals? Volunteers for the 50th District Court in Pontiac would meet on a one-to-one basis with probationers and report progress or problems. Training is provided. Flexible hours.

OFFICE AIDES — Sharpen office skills with a part-time clerical position. The Farmington Community Center needs volunteers with a pleasant telephone manner for typing and general office duties. Thursday afternoon or Friday morning assignents available.

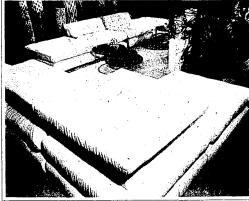
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