

San Diego Lights On Smoking

SAN DIEGO--This city determined not to go up in smoke, its citizens are being given the first tests of ways to change a community attitude about cigarette smoking.

"Stop smoking, start living!" urges a poster inside a San Diego Transit Corp. bus. It depicts the whitened silhouette of a smoker with a burnt spot for his chest.

"Gone--because we love you," explains a placard in the space once occupied by a cigarette-vending machine in a local hospital.

These are some of the first steps taken in an ambitious experiment to change a community's attitude toward smoking--from acceptance to rejection. San Diego, a metropolitan area of 1.2 million residents including many servicemen, is one of two U.S. communities

selected as sites for anti-smoking pilot projects by the National Clearinghouse for Smoking and Health. The other is Syracuse, N. Y. Techniques found successful in changing behavior in the pilot programs will be used eventually in a nationwide campaign against smoking.

In January, 1966, the National Clearinghouse told the council to organize and direct the project, now called Smoking Research San Diego. The federal government plans to spend about \$1 million on the five-year local project.

The council, which consists of up to three representatives from each participating agency, operates through five "committees" set up in program areas: health professionals, adults, youth, mass media and armed services.

The Health Professionals Commission has formed 21 hospital area committees on cigarette smoking, each headed by a physician, which are responsible for developing a smoking control program for each hospital.

One-third of San Diego County's 27 hospitals have halted or curtailed the sale of cigarettes on the premises. The resolution is being considered for adoption by the California Medical Association.

Members of the Health Professionals Commission also give lectures on smoking. Many local physicians are prohibiting smoking in their offices. The commission also started a series of 10-week "Cessation Clinics," conducted by a psychiatrist or psychologist. About a dozen smokers enroll for \$2 each and are given group therapy techniques at weekly sessions in the hope that if they understand their smoking motives they will quit voluntarily.

Their motives are supposed to be revealed in a "smoker's test" with 15 questions such as "Do I smoke cigarettes to perk myself up?" and "Do I light a cigarette when I feel angry

about something?" The Educational Programs for Youth Commission distributes anti-smoking materials among students. One of the most effective aids was a puppet show produced by some first graders about animals threatened by cigarette-caused forest fire. The show was so well received it was turned into a coloring book which is being distributed to elementary school children.

The Commission for Adult-Centered Programs distributes anti-smoking messages to adults. For example, commission staff has shown films about smoking to employees of one local department store.

The Mass Media Commission has placed more than 200 anti-smoking placards on municipal buses and produced several announcements for local radio and television stations.

The Armed Forces Commission currently is forming a program to persuade servicemen in many Navy and Marine installations to quit smoking.



ELISA A. TRIAS, age 9, Filipina. Rummaged through garbage with her deaf mother to find food. Squatters are constantly being evicted from tiny shacks. Through Foster Parents Plan she will have permanent address as well as other benefits.

First Pledge

America's first written pledge of free government was the celebrated Mayflower Compact, signed in the cabin of the Mayflower by the Pilgrim fathers before landing at Plymouth in November, 1620.



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