

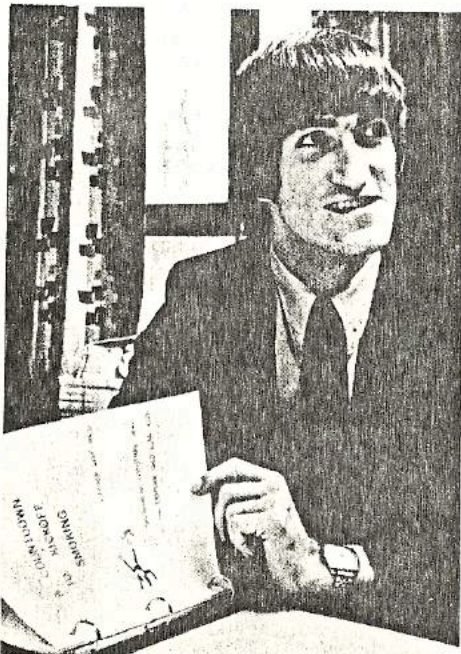
DEVELOPS HEALTH PROJECT

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(Ed. note: Dr. Graf is developing the following program, published in booklet form, with the support and assistance of The Mahoning County Tuberculosis and Health Association and the Northeastern Ohio Lung Association.)

If you had a three-inch magic wand that could instantly kill any life within ten feet, how often would you use it? a) never; b) very seldom; c) 1-10 times a day; d) 11-20 times a day; e) 21-40 times a day; f) over 40 times a day; g) once; h) I refuse to answer a speculative question about a non-existent device.

If you were given the additional information that you yourself would be vulnerable to the wand, then answers c, d, e, and f (and possibly b) would be obviously incorrect.



COUNTDOWN TO KICKOFF - This smoking booklet explains methodology while its series of flowcharts, examined here by Dr. Graf, detail causes and provide alternatives to taking a cigarette.

Weapons which act instantly with a high degree of reliability, like the magic wand, are impressive because the cause and effect relationship is clearly understood. When the trigger is pulled, the button pushed, or the Bic is flicked, the effect of that movement can be seen.

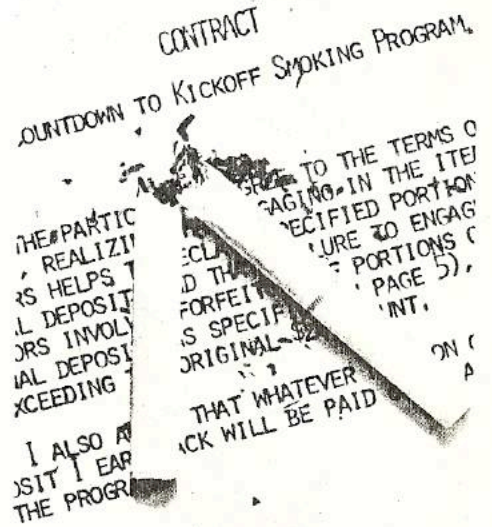
If you as a human being had a miniature wand that could speed the death process of anyone within range, how often would you use it? If the death weapon being described is a cigarette, alternative 'h' is no longer applicable. For those of us hooked on the smoking habit, a sane, logical reason for stopping often has no impact. Even accumulative evidence that tobacco smoke can pollute lungs other than one's own has failed to deter parents from endangering their children, workers from endangering co-workers.

I have a notion that a rather simple concept provides clues to smoking behavior. The concept is that a behavior is disproportionately influenced by events which closely follow it. If an acute but temporary case of pulmonary emphysema or bronchitis occurred within five minutes every time one inhaled tobacco smoke, I think at least two things would result: many more smokers would quit, and, more non-smokers would object to being victimized by second-hand smoke.

Pleasant Effects

Weapons that act slowly with indeterminate reliability exert very little influence on present behavior. For a smoker, the immediate effects are usually pleasant; tension may be reduced, a "lift" may result, etc.

For the past year, area health agencies have sponsored and assisted a project I've been developing. We were aware before we started of some problems associated with programs which have already been done. Chief among these has been a lack of actual data on individual smokers on a day-to-day basis. Another problem has been lack of adequate followup to determine long-term program success, as well as various



definitions of success which make cross-study comparisons difficult.

Other facts became apparent rather quickly during a short pilot program: first, there appear to be a number of different reasons for smoking, among different individuals and within the same individual; secondly, while my basic notion about smoking behavior was simple and straightforward, incorporating that notion into a formula for change made the program seem overwhelmingly complex.

As a result, emphasis has been placed upon the uniqueness of each individual, regarding likes, dislikes, and smoking behavior. The entire system is set up in a behavior flowchart format, with step-by-step directions.

The smoker wanting to quit deposits a specified sum of money and signs a contract to enter the program. Following directions in flowcharts results in reclaiming portions of the original sum. Failures produce penalties. While the formal part of the program lasts four meetings over a 60-day period, each participant learns the formula for maintaining the change for a lifetime.

Some smokers may want to stop and may do so successfully. Other smokers may want to stop and have difficulty in quitting. A third category would be those smokers who do not want to stop. We are interested in assisting the smoker who wants to stop, rather than coercing all smokers to quit a self-destructing habit.