

Hollywood Quits—Behind the Scenes of a Hollywood-based Smoking Cessation Program

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Objectives: To develop, implement, and assess the efficacy of a comprehensive, evidence-based smoking cessation program for entertainment industry workers and their families. **Methods:** Study participants were recruited from 5 outpatient medical clinics and a worksite setting. Tobacco use data were collected during the initial counseling visit and at 6-month follow-up. Univariate and multivariate regressions were used in analysis. **Results:** More than 50% of participants (n=470) self-reported 7-day abstinence

at follow-up. The majority of participants used combination cessation medications, with more than 50% still using at least 1 medication at 6 months. **Conclusions:** This evidence-based smoking cessation program using behavioral counseling and combination pharmacotherapy was successful with entertainment industry workers.

Key words: smoking cessation, tobacco use, combination pharmacotherapy, counseling, entertainment industry

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