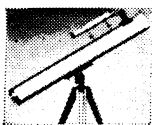


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PUBLIC HEALTH

'Stop Smoking' Plan Begun

➤ A COLOR film of a lung cancer operation is the jarring introduction to an elaborate "stop-smoking" treatment developed by a Swiss-American physician together with a Swiss Adventist pastor who emphasizes that the program has no religious basis.

The rigid rules include: a shower before breakfast, absolutely no alcohol, a short walk after each meal and deep breathing exercises to increase the supply of oxygen in the bloodstream and thereby lower the desire to smoke, shunning smoking companions at lunch and a low-calorie diet. Participants must also practice self-control by repeating often during the day, "I choose not to smoke."

Dr. Fred Brennwald, now specializing in public health and preventive medicine in Geneva, teamed with Rev. Roger Lenoir to make the film.

Both allegedly have never smoked but have watched hundreds of "addicts" struggle with the problem. The doctor reports that an estimated 75% of the pupils have abandoned smoking. The other 25 never apply themselves in the first place, he said.

The plan consists of five nightly, instructive lectures by the two. The

course is free, given after professional working hours and independent of any school or group. A guidebook is distributed, including among others the statistic that a smoker has one chance in 10 of getting lung cancer, while a nonsmoker's odds are only one in 270.

Three series have been held this year in meeting halls, drawing as many as 300 participants. Most have been Swiss.

"We have people coming to us who smoke up to four or five packs a day," Dr. Brennwald said. "Most started in their teens or in the Army. In fact, I find most Swiss men develop the habit in service." Switzerland has universal compulsory service.

"The program does not end in five days," said the doctor. "On the contrary, we admit it has only begun. We can just give directions and hope the participant stays on the right road.

"It is not easy, of course, and requires a massive expenditure of will and libido. One must also cut down on eating and drinking, and coffee. People usually do not realize how those habits trigger smoking. Rich and spicy foods, especially condiments, are dangerous and powerful triggers."

PSYCHOLOGY

Smokers Less Agreeable

➤ SMOKERS are apparently more disagreeable people than nonsmokers, if the opinions of their friends are to be trusted.

In a new study on smoking and personality, Dr. Gene M. Smith of Harvard Medical School in Boston assessed 1,462 college and nursing students, mostly females. He used both self-ratings and ratings by classmates, on the assumption that the latter might describe personality characteristics untapped in the self-reports. He was right.

Three elements of personality emerged to differentiate the smokers from the nonsmokers, which did not show up through the self-rating method used in most previous smoking studies.

According to peers, the smokers were more "disagreeable" (more demanding, attention-seeking, assertive, prone to jealousy; less good-natured, adaptable, tender, self-effacing and trusting), Dr. Smith said.

They had lower scores on "strength of character" (less conscientious, self-reliant, responsible and persevering).

They were also judged less manly and refined.

Both methods produced a significant

difference between smokers and nonsmokers in orderliness and extroversion, with the smokers less orderly in personal habits and more extroverted.

Dr. Smith noted that on the basis of the peer ratings alone, an observer could pick out a heavy smoker (a pack or more a day) three-fourths of the time. His accuracy in tagging more moderate smokers was 68%.

The psychologist admitted that the two groups overlap each other considerably, with some smokers being more introverted, agreeable, responsible and mannerly than the average nonsmoker. But on the average, Dr. Smith found significant differences in these five personality traits.

His results are in line with the theory that smokers and nonsmokers may differ genetically, possibly meaning that the link between smoking and diseases such as cancer is due to some predisposition rather than to cause and effect. This is perhaps unlikely, Dr. Smith said, but the possibility merits study.

Another explanation is that the personality traits of smokers and nonsmokers may be governed by environment.