

word to his report stated that about 30 percent of all cancer deaths relate to tobacco use.

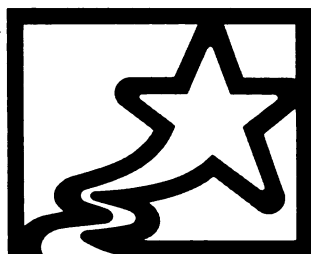
I suspect that, deep down, most smokers *want* their doctors to tell them to quit. They need the moral support and the sense of urgency that every physician has in his power to give. When the Gallup Organization asked, "If your doctor urged you to stop smoking, would you do so or not?"—71 percent of responding pack-or-more-a-day smokers replied that they would do what their doctor had advised.

But giving up cigarettes isn't easy, especially for those with a nicotine intake related to a pack-or-more-a-day-habit. The

physician therefore must be prepared to add advice on how to quit—referral to smoking cessation clinics, pamphlets and other literature, or, perhaps best of all, a few words of guidance and encouragement gleaned from personal observations or experience.

It took you no more than a minute to read this editorial. Won't you offer your patients who smoke this same amount of time, to discuss with them the importance of quitting?

Arthur I. Holleb M.D.



MATERIALS FOR THE GREAT AMERICAN SMOKEOUT

Any of our readers who wish to take advantage of the intensified public interest in quitting smoking around the time of the 7th annual Great American Smokeout on November 17 can obtain a wide variety of materials available free of charge from their local American Cancer Society. Posters and tent cards can be displayed in waiting rooms and offices, and patients can be given buttons, lapel badges, and flyers outlining quit tips. Also available is a special folder to help physicians help their patients stop smoking, called the "Help Quit Kit" (Code No. 3401-PE). It contains signs for waiting rooms and desk tops, special "prescription pads" (RX... Quit Smoking), posters, take-home literature for patients, and suggestions on how to help patients stop smoking permanently.