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NEWS RELEASE

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Smoking Study to Recruit 1000 in Milwaukee First ever head-to-head study of five tobacco treatments

A ground-breaking study on smoking and health is recruiting 1000 Milwaukee smokers for head-to-head comparisons of five stop-smoking treatments. The study will also analyze the effects of smoking and quitting on the health and lifestyle of smokers for up to three years. All study participants will receive free counseling and most will receive free medication. The study, funded by a grant from the National Institutes of Health, is being conducted by the Center for Tobacco Research and Intervention (UW-CTRI), UW School of Medicine and Public Health.

"This is the most comprehensive study ever conducted on smokers and the effects of quitting smoking," said Timothy Baker, PhD, UW professor of psychology and the study's principal investigator. "We will assess physical and lifestyle factors both before and after the volunteers quit smoking. We want to know what the long-term effects of quitting or not quitting have on the body and on the individual."

"We are pleased to be able to conduct this study in Milwaukee because of the high incidence of smoking here, especially among lower-income and minority residents who may have fewer resources to quit," said Dr. Thomas Jackson, professor at UW Medical School's Milwaukee Campus. "It is also true that African Americans suffer the greatest health consequences from smoking, and we need to help them quit now and to learn more about how to help them quit in the future."

"Although we have a variety of treatments to help smokers quit," said Dr. Michael Fiore, UW-CTRI director, "we don't really know how these treatments work and how to individualize their use with specific smokers. This study will help us develop a method for deciding which treatments to use with which patients."

To volunteer for the Wisconsin Smokers' Health Study, call **1-866-END-CIGS** or visit the study website at www.endcigs.com

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Participants will receive extensive practical counseling on quitting smoking and 87 percent will receive a medication or a combination of medications. Participants get physical examinations, including comprehensive medical tests beyond those usually received by the average patient. Smokers wishing to participate can call 1-866-END-CIGS or log on to WWW.ENDCIGS.COM .

The study brings together a number of specialists not only in tobacco dependence but health and fitness as well. Cardiologists from the UW Medical School as well as experts in nutrition, fitness, alcohol dependence and psychology are involved in the study. Assessments include cardiovascular status, personality, psychiatric symptoms, diet, exercise, quality of life, alcohol use, smoking withdrawal symptoms, stress and nicotine dependence.

The study has two parts. The first includes an intensive program to help people quit, comparing five medications. Before the quit attempt, a number of assessments will be completed to determine the mental and physical health, lifestyle and social relationships of smokers at the start of the study. The second part will determine the long-term outcomes of quitting or continuing to smoke, using the same tests conducted before quitting was attempted. The long-term study will also allow researchers to examine in detail what helps or hinders quitting smoking for good.

The ultimate goal of the study is to reduce relapse and improve quit rates. The study is also designed to determine the effects of quitting and not quitting on the overall health of participants. UW-CTRI has previously developed a new measure of tobacco dependence and conducted studies on relapse using hand-held computers.

This study is part of the Transdisciplinary Tobacco Use Research Center program, funded by the National Cancer Institute, the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism. The Center for Tobacco Research and Intervention, University of Wisconsin Medical School, has provided cessation and prevention services in Wisconsin since 1992 and is a nationally recognized research center.

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