

have been documented in cognitive and psychomotor performance.¹² The smoking of intermittent smokers may be motivated by these effects.

The results further support the notion that intermittent smokers are a specific group of smokers with smoking cessation characteristics that differ from the characteristics of daily smokers.

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Smoking among Japanese nursing students: a nationwide survey

EDITOR—In some developed countries including Japan, smoking prevalence among nursing students tends to be the same or higher than that of the general female population of the same age group.¹⁻⁶ In Japan, an increase in the prevalence of smoking among women in their 20s was recently reported,⁷ and this trend is assumed to be reflected in the smoking prevalence of nursing students, where young women are over represented.

To obtain data on smoking prevalence of nursing students, a nationwide survey was conducted among the students of nursing (three year programme), public health nursing (PHN), and midwifery schools. Students of PHN and midwifery are qualified as nurses, and involved in one year training to acquire qualification as PHN and midwives, respectively. The survey was conducted in October 2000 using self reported questionnaires.

In 2000, there were 465 three year nursing schools (total number of students: 66 430,) 66 PHN schools (1697 students), and 73 midwifery schools (1420 students) in Japan. Among these, 27 nursing schools, 17 PHN schools, and 16 midwifery schools were selected at random, and the survey was carried out on all students in the selected schools. Between selected schools and non-selected schools, little difference was

observed with respect to their geographical distribution and student volume size.

Each subject from the selected schools filled in the questionnaire, put it into an envelope, sealed and handed it to the person in charge. The questionnaire included the items of a previous survey on smoking behaviour among nurses,⁸ and eight items related to the nicotine dependency scale of Fagerstrom.⁹

The return rates were 93% (3866/4169) for the nursing schools, 91% (539/592) for the PHN schools, and 95% (325/343) for the midwifery schools. After excluding incompletely answered questionnaires, 3762, 530, and 303 responses were analysed, respectively.

The prevalence of smoking among women was 25% in the nursing schools, 13% in the PHN schools, and 22% in the midwifery schools. In the nursing schools, the prevalence of smoking increased as the grade advanced. In the third year, the prevalence of smoking was 31%, higher than that among the general population in their 20s (23%).⁷ As to male students in third year, the prevalence of smoking was nearly the same as that of the general male population in their 20s (60%).⁷ Furthermore, the nicotine dependency among female daily smokers in the nursing schools was higher than that in the PHN schools or midwifery schools. Therefore, anti-smoking education in nursing schools is urgently needed. In this survey, smoking prevalence was lower among students in the PHN and midwifery schools. The difference occurs because those who had already qualified as nurses and wished to continue studying to acquire another qualification were less likely to smoke than those who were not in the same career level. It is therefore suggested that the prevalence of smoking among less educationally motivated students is lower. Adriaanse and colleagues¹⁰ reported that nurses who were motivated in their jobs had a tendency not to smoke, which is consistent with our results although our subjects were nursing students.

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On-line teen smoking cessation: what's porn got to do with it?

EDITOR—As part of our research on adolescent smoking, we conducted a search of the internet for on-line support for teen smoking cessation. We searched google.com using the words *teen quit smoking* (without quotation marks) which resulted in hundreds of potential links. In order to narrow the search to more specific tobacco-related sites, we used an advanced exact-phrase search of the key words "*teen quit smoking*" (with quotation marks) on the same search engine. To our amazement, seven out of the top 20 sites (35%) were teen pornography sites. The phrase "*teen quit smoking*" was deliberately placed among the descriptors for each of these seven pornography links. On further review of several of these sites, we found no smoking cessation material or links to actual cessation sites. Although we are unsure why this phrase would be placed among the descriptors for pornography sites, it raises concern about a teenager's ability to find legitimate on-line cessation support. This unexpected placement of "*teen quit smoking*" potentially encourages teenagers to access on-line pornography, an activity that certainly would be discouraged by many proponents of teen smoking cessation. Fortunately, the same search strategies did not yield the same results with other popular internet search engines. Health educators need to be aware of this potential problem, as more and more teenagers are encouraged to access the internet for smoking cessation support and other health related information.

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Smoking in movies in 2000 exceeded rates in the 1960s

EDITOR—Smoking in movies has been linked to increased smoking among teens.¹⁻⁹ We have previously published data from 1960 through 1997 that shows that smoking fell from the 1960s through the 1980s, then increased during the 1990s.^{6,7} We have used similar methods (analysis of a random sample of five of the top 20 grossing US films each year) to extend the data set through 2000 (fig 1).

We conducted a regression analysis of these data by filling a quadratic equation in time to the amount of tobacco use per hour. The equation, smoke/hour = 801 - 0.405 (± 0.19, p = 0.04) year + 0.0124 (± 0.0044, p = 0.006) year², confirms that, after falling during the early part of this period, smoking

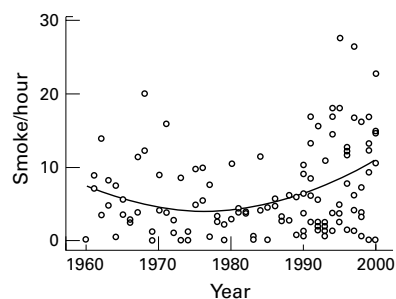


Figure 1 Frequency of tobacco use (events per hour) in a random sample of top grossing films from 1960 through 2000. The films were watched in five minute intervals and each use of tobacco in a given interval was counted as a single event. The total number of events was then divided by the duration of the film.^{7,8}

is now increasing significantly. Based on this regression equation, on average there were 7.3 instances of tobacco use per hour in films in 1960 compared with 10.9 in 2000.

The messages continue to reflect tobacco industry marketing themes of glamour, rebelliousness, and independence, rather than the realities of addiction, suffering, and death.

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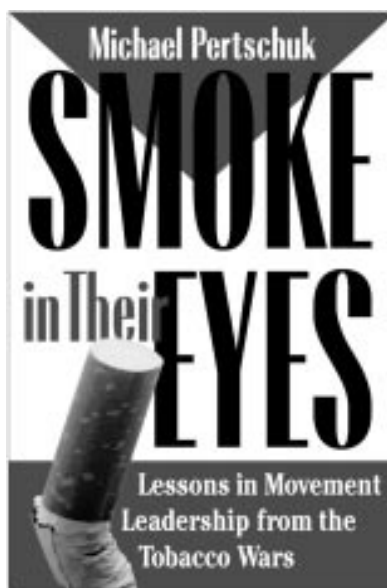
BOOK

Book reviews and books of interest to "Tobacco Control" should be sent to the editor at the address given on the inside front cover.

Smoke in their eyes

Smoke in their eyes: lessons in movement leadership from the tobacco wars. Michael Pertschuk. Nashville, Tennessee: Vanderbilt University Press, 2001.

There have been memorable dates, both glorious and infamous, that have defined aims and charted progress and setbacks for



the US tobacco control movement. The most notable of these events have had global repercussions.

On 15 December 1953, the heads of four major US tobacco firms met in New York City's Park Plaza Hotel, where they launched the Tobacco Industry Research Council and hammered out the seminal text of a nationwide newspaper ad, "A frank statement to cigarette smokers". On 11 January 1964, US Surgeon General Luther Terry released the *Report of the Advisory Committee on Smoking and Health*, concluding "it is the judgment of the Committee that cigarette smoking contributes substantially to mortality from certain specific diseases and to the overall death rate". At the Waxman Hearings on 14 April 1994, the "seven dwarfs", chief executive officers (CEOs) of the top seven US tobacco companies, were photographed for posterity as they prepared to declare that "nicotine is not addictive".

At least one more date marks the US tobacco control calendar, but it evokes no signal image, conjures no immortal quote. And yet, on 3 April 1997, at the Sheraton Hotel in Crystal City, Virginia, an extraordinary meeting did take place. That Thursday afternoon, Geoffrey Bible and Steve Goldstone, CEOs of Philip Morris and RJ Reynolds, respectively, met in secret with trial lawyers and state attorneys general, hoping to hammer out a settlement of litigation pending against the tobacco industry. Along with the CEOs, the lawyers, the attorneys general, and their minions, there was one more participant at that meeting: Matthew Myers, vice president and general counsel of the National Center for Tobacco-Free Kids.

In *Smoke in their eyes: lessons in movement leadership from the tobacco wars*, Michael Pertschuk describes the political path that led Myers to that Virginia hotel and chronicles what happened in the meeting's wake. Pertschuk, former head of the US Federal Trade Commission, founder and co-director of the Advocacy Institute, and longtime combatant in the tobacco wars, interviews many key players and makes innovative use of email records to "set the record straight" on the

role of various advocates during the tumultuous debate over the 1997 "global" settlement and the 1998 McCain bill. However, as the author repeatedly makes clear, the book is as much an impassioned defence of Myers as it is an analysis of the colossal, scarring failures of tobacco control advocates during that time.

At its core, *Smoke in their eyes* pits Myers against Stanton Glantz, University of California professor of medicine and lead author of *The cigarette papers*. For Pertschuk, the plausible, if arguable benefits of the McCain bill could have been realised if not for the schism cleaving former allies into hostile camps. According to Pertschuk, great public health gains could have been realised had Glantz and his zealous followers not framed the debate to suit their purposes.

As a behind-the-scenes look at the personalities and polemics of both advocacy groups and political agencies, the book is a rousing success. Though there are few felicitous literary passages, Pertschuk has obtained detailed accounts from former Surgeon General C Everett Koop, former head of the Food and Drug Administration David Kessler, and other principal players, with the glaring exception of Glantz. The book's central failing, however, is Pertschuk's unwillingness or inability to focus on Myers's secret, unilateral decision to attend that first Virginia meeting.

Myers was like Caesar crossing the Rubicon, with just a slight difference or two. Firstly, the general neglected to tell the troops he'd crowned himself emperor. Then, he realised he didn't know the way to the river's edge. Those failings are paramount. Myers's good intentions should not be doubted, but he paved the path to acrimonious, rancorous debate. The Center for Tobacco-Free Kids was not a well established entity in 1997 and many former allies felt betrayed by Myers' "lone ranger" tactics. Once turned off, they could not easily be convinced to follow Myers anywhere, as demonstrated by the caustic, pitched battles between the rival ENACT and Save Lives, Not Tobacco coalitions.

The what-could-have-beens of the McCain bill are still being debated. The USA is again playing a negative role on the global tobacco stage, this time with respect to the Framework Convention on Tobacco Control. What is certain is that the tobacco industry knew what it wanted back in 1997 and still knows what it wants today.

Philosopher Isaiah Berlin famously borrowed the dictum of the Greek poet Archilochus, who wrote: "The fox knows many things, but the hedgehog knows one big thing." The tobacco industry is a huge, knowing hedgehog. Michael Pertschuk's insight and intellect help explain how the tobacco control movement has outfoxed itself lately, but his Manichean dichotomy of Myers-good, Glantz-bad does the movement a disservice. The hedgehog rolls along. The fox needs a new game plan.

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