

Health Promotion



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In Brief

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THE SCIENCE OF HEALTH PROMOTION

Interventions

- Medical Self-Care**
- Beth Glenn 237 **How Important Are Psychosocial Predictors of Mammography Receipt Among Older Women When Immediate Access Is Provided via On-site Service?**
 Roshan Bastani
 David Reuben
 This study examined the relative importance of psychosocial variables (i.e., health beliefs, knowledge, barriers) in predicting mammogram receipt in comparison to providing access through a mobile mammography unit, among a sample of 499 older women (60–84 years) who participated in a mobile mammography intervention. A follow-up telephone survey at 3 months assessed mammography receipt. Study results suggest that the convenience of receiving a mammogram through a mobile mammography unit may be as important as removal of more obvious barriers, such as lack of transportation, cost, or fear of finding cancer.
- Nutrition**
- Maureen 247 **Nutrition Labeling and Value Size Pricing at Fast-food Restaurants: A Consumer Perspective**
 O'Dougherty
 Lisa J. Harnack
 Simone A. French
 Mary Story
 J. Michael Oakes
 Robert W. Jeffery
 A convenience sample of 79 adults in a large metropolitan area selected meals from one of four fast-food restaurant menus (menus with or without nutritional information; with or without value pricing), and then completed a short questionnaire and interview. Only 57.9% of participants rated nutrition as important when buying fast food. Almost two-thirds (62%) supported a law requiring nutrition labeling on restaurant menus, while only 34% supported a law requiring restaurants to offer lower prices on smaller, instead of bigger, sized portions. Based on these results, it is not clear whether point-of-purchase nutrition labeling in fast-food restaurants will influence consumer purchases.
- Smoking Control**
- Reema R. Mody 251 **Smoking Status and Health-related Quality of Life: Findings From the 2001 Behavioral Risk Factor Surveillance System Data**
 Michael J. Smith
 A cross-sectional analysis of the 2001 Behavioral Risk Factor Surveillance System (BRFSS) data for 209,031 respondents (52.6% nonsmokers, 22.8% current smokers, and 24.5% ex-smokers) examined the association between smoking status and self-reported health-related quality of life (HRQOL). Compared to nonsmokers, current smokers had a higher likelihood of reporting 14 days or more of poor physical health (OR = 1.64, 95% CI = 1.51–1.77), poor mental health (OR = 1.99, 95% CI = 1.84–2.16), and activity limitations (OR = 1.80, 95% CI = 1.63–2.00). Similar results were found for current smokers, compared to ex-smokers. The study reaffirms the significant association between smoking and HRQOL in a large nationally representative sample. Poor health associated with smoking persists as a major public health problem and effective preventive and smoking cessation efforts should be undertaken.
- Birgit Reime 259 **Motives for Smoking Cessation Are Associated With Stage of Readiness to Quit Smoking and Sociodemographics Among German Industrial Employees**
 Pamela A. Ratner
 Sabine Seidenstücker
 Patricia A. Janssen
 Peter Novak
 The relationships among motives for smoking cessation, stage of readiness to quit (preparation or contemplation), and sociodemographic characteristics were studied in German industrial workers. Motives for smoking cessation varied according to the individual's level of readiness to quit and sociodemographic background.

- Lawrence C. An 267 **Access to Nicotine Replacement Therapy as Part of a Statewide Tobacco Telephone Helpline**
 Barbara A. Schillo This observational study described changes in Minnesota's QUITPLAN helpline operations following
 Annette Kavanaugh provision of nicotine replacement therapy (NRT) to multisession counseling enrollees. Providing nicotine
 Michael G. replacement therapy as part of a statewide helpline increased calls and enrollment in multi-
 Luxenberg session counseling.
 Anne M. Joseph
 Tim McAfee
- Andrew Hyland 272 **State and Community Tobacco-control Programs and Smoking-cessation Rates Among Adult Smokers:
 Qiang Li What Can We Learn From the COMMIT Intervention Cohort?**
 Joseph E. Bauer This is a 13-year follow-up study of 6603 smokers (35% of the original sample) that took part in
 Gary A. Giovino a community-based smoking cessation trial (COMMIT), which occurred in 20 communities and 9 states
 Ursula Bauer between 1988 and 1993, with follow-up in 2001. The main finding is that COMMIT intervention effects
 K. Michael appeared to diminish after funding for the program was discontinued. However, smoking cessation rates
 Cummings were highest among those states that had either concurrently or subsequently implemented large-scale,
 statewide tobacco control programs and policies. This study suggests that multiple levels of intervention
 may be necessary to increase smoking cessation rates.

Applications

- Health Promoting Community Design**
- Gail Regan 282 **Obesogenic Influence in Public Housing: A Mixed-method Analysis**
 Rebecca E. Lee Twenty-seven public housing developments in Kansas City, Kansas, and Kansas City, Missouri were
 Katie Booth screened for obesogenic factors. The screening consisted of both observations of amenities (e.g.,
 Jacqueline Reese- landscaping, basketball court, playground, food vending machines, restaurants within one block),
 Smith incivilities (e.g., broken glass, graffiti), and manager interviews. The housing developments generally had
 very few physical activity resources available for their residents, nor did they provide healthy food options.
 The authors suggest that public policies are needed to promote healthful eating and physical activity
 participation in public housing developments.

Research Methods

- Abstracts 291 **16 abstracts are featured from a variety of publications.**
- DataBase: Research 298 **Four new studies are critiqued and added to the DataBase chart.**
 and Evaluation
 Results

The Art of Health Promotion

- Kerry E. Evers 1 **eHealth Promotion: The Use of the Internet for Health Promotion**
 The use of the Internet for health promotion is explored in this edition including growth trends, general
 applicability, and evaluation strategies for online interventions. This article examines the range of
 preliminary studies of eHealth Promotion interventions and their summary results, and reviews potential
 evaluation tools and their use in online programming. Also assessed is their utility in population-based
 programming and review-selected implications for the field.
- 7 **Selected Abstracts**
 Abstracts are provided for 13 peer review articles that address facets of the use of online health promotion.
- Larry S. Chapman 12 **Closing Thoughts**
 Editorial comments on the potential of eHealth Promotion along with eight observations of interest are
 offered in this Closing Thoughts column.