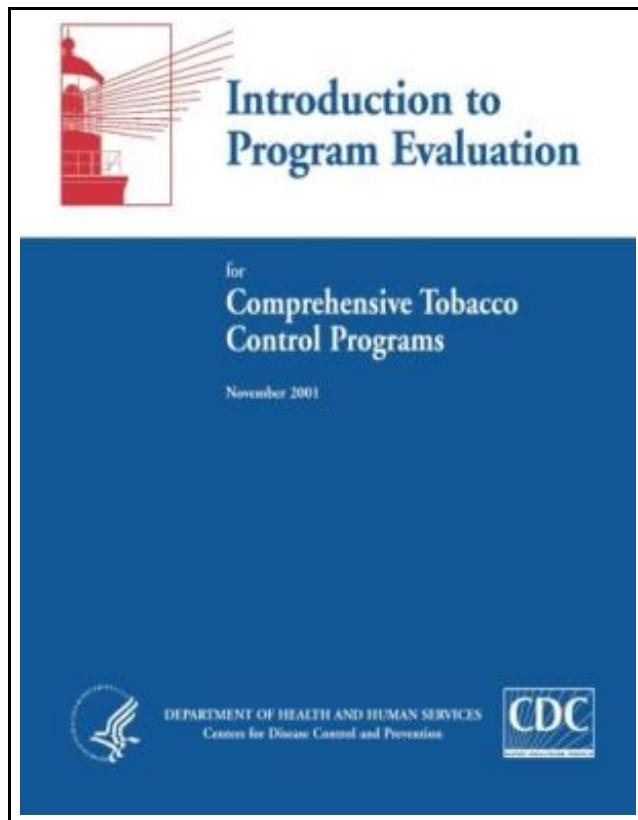


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(Alec Langosh)

INTRODUCTION TO PROGRAM EVALUATION FOR COMPREHENSIVE TOBACCO CONTROL PROGRAMS

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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 138 pages. Dimensions: 11.0in. x 8.5in. x 0.3in. Tobacco use is the single most preventable cause of death and disease in our society. Annually, in the United States, tobacco use causes more than 430, 000 deaths. Direct medical costs related to smoking total at least 50 billion per year; lost productivity adds another 50 billion. Tobacco use is addictive: nearly 70 of smokers want to quit smoking, but only 2. 5 are able to quit permanently each year. Most smokers start smoking as adolescents. One in three teenagers who are regular smokers will eventually die of smoking-related causes. Other tobacco products also have serious health consequences. Use of smokeless tobacco is associated with leukoplakia and oral cancer. There is also strong evidence of causal relationships between regular cigar use and cancers of the lungs, larynx, oral cavity, and esophagus. These consequences are of particular concern because in 1999, 15. 3 of U. S. high school students smoked cigars and 6. 6 used smokeless tobacco. The risks of tobacco use extend beyond the actual users. Nearly 9 of 10 nonsmoking Americans have been exposed to environmental tobacco smoke (ETS). Exposure to ETS increases nonsmokers risk for lung cancer and heart disease. Among children, ETS is also associated with serious respiratory problems, including asthma, pneumonia, and bronchitis. In addition, scientific evidence now links ETS with sudden infant death syndrome (SIDS) and low birth weight. Tobacco control programs are designed ultimately to help reduce disease, disability, and death related to tobacco use. To determine the effectiveness of these programs, one must document and measure both their implementation and their effect. Program evaluation is a tool used to assess the implementation and outcomes of a program, to increase a programs...

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