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| **Biological Intervention**  | **Evaluation** |
| Methadone is a synthetic drug widely used in the treatment of heroin addiction. This is less addictive, first doses are increased to build tolerance then they are slowly decreased until they are not dependent anymore. | Cohen & Cohen (1984)... |
| **Psychology Intervention** | **Evaluation** |
| CBT... | Although, **Sindelar et al’s** study has shown the effectiveness of reinforcement and therapies for reducing addictive behaviour such as interventions do nothing to address the problem that led to the addition in the first place. This means that although a specific addition might have been reduced there is still the possibility that the people may simply engage in different addictive behaviour.**Slyvian et al (1997)** evaluated the effectiveness of CBT in a sample of male pathological gamblers, treatment includes cognitive therapy, social skills training and relapse prevention. They found significant improvements after treatment with these gains maintained at a 1 year follow up. This can be evaluation as it is **gender bias.** |
| **Public Health Intervention** | **Evaluation** |
| Telephone quit line services help people quit as they feel supported. Public health interventions and legislation include the use of campaigns such as the media to target people’s addiction. | West (2009)...The use of telephone quit line services.... |