

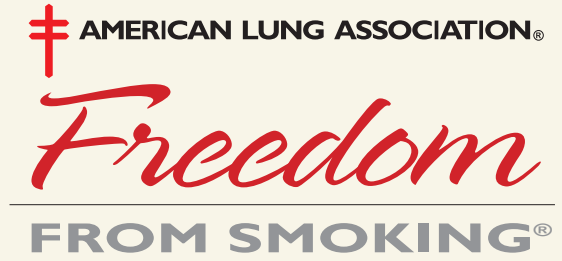
Committed to helping Americans quit smoking.



Helping people quit smoking has been an integral part of the American Lung Association's efforts to prevent lung disease. For over 100 years, the American Lung Association has worked to prevent lung disease and promote lung health. And now American Lung Association material is published by Krames, the experts in patient education.

To bring the Freedom From Smoking® program to your organization, call 1-800-LUNG-USA (586-4872) today!

Published by:



Offer America's gold standard smoking cessation program in your organization.

A proven-effective program from the American Lung Association.



Freedom From Smoking® has been the choice of employers, hospitals and health plans for over 25 years!

- ▶ Motivates behavior change
- ▶ Succeeds where other programs fail
- ▶ Helps people quit smoking for good



Help smokers quit, and cut your healthcare costs with *Freedom From Smoking*®.

Quitting smoking is one of the best things people can do to improve their overall health. That's because smoking is the single largest preventable cause of disease and premature death.¹

FACT: Tobacco-related diseases kill 438,000 Americans annually²

FACT: Smoking is responsible for approximately one in five deaths in the U.S.²

FACT: Between 1997 and 2001, cigarette smoking cost the economy over \$167 billion in annual health care costs and lost productivity²

FACT: On average, smokers take 25% more sick days a year than nonsmokers³

Encourage individuals in your organization to quit smoking for good with *Freedom From Smoking*®, America's gold standard smoking cessation program.

About the program.

Freedom From Smoking® provides a **supportive and structured approach** to quitting smoking. Based on the latest research on addiction and behavior change, this medically sound program addresses the difficulties of quitting with a sensitive, encouraging style. The ultimate goal is to help individuals overcome their addiction and enjoy the benefits of better health.

Delivered in a **small group setting** (up to 16 people), participants get personalized attention and the support of their peers, which they would not get trying to quit on their own. And since no single cessation technique works for everyone, the program includes a variety of evidence-based cessation practices. To meet the needs of different learning styles, each session includes **lectures, group discussions** and **skills practice**.

The program is delivered over the course of eight sessions. During these sessions, participants are introduced to the following key stages:

- ▶ **Preparation phase:** laying the foundation for success
- ▶ **Quit day:** affirming the decision to quit
- ▶ **Maintenance phase:** providing skills and support to stay smoke free



¹ WHO/WPRO-Smoking Statistics fact sheet, May 2002.

² Data provided by the American Lung Association.

³ NYDAILYNEWS.COM, March 30, 2007.

Taught by American Lung Association-trained instructors.

Freedom From Smoking® is delivered by individuals that have been specially trained by the American Lung Association. In addition to specific program information, they're also trained to be culturally sensitive and to tailor the program to participants' needs.



Available in English and Spanish!

Comprehensive resources for instructors and participants.

Program materials — available in both English and Spanish — include a **Facilitator's Guide**, **Participant Workbooks** and **Relaxation Exercises CDs** and provide detailed information on the following topics:

- ▶ Thinking about, wanting to and preparing to quit
- ▶ Nicotine replacement therapy
- ▶ Smoking cessation medications like Zyban® and Chantix®
- ▶ Preparing for Quit day
- ▶ Coping strategies
- ▶ Managing stress
- ▶ Avoiding weight gain
- ▶ Building a new self-image
- ▶ Handling social situations
- ▶ Preventing relapse
- ▶ Avoiding secondhand smoke

Participants can also call the American Lung Association's toll-free Lung HelpLine or visit the *Freedom From Smoking*® online website for additional support.

Freedom From Smoking® works!

There are many programs designed to help people quit smoking, but none of them match the success of the *Freedom From Smoking*® program.

- ▶ **Ranked most effective smoking cessation program** in a study of 100 managed care organizations conducted by Fordham University Graduate School of Business
- ▶ Generates **higher quit rates than for people who try to quit on their own**; 25% of participants report not smoking one year after the program ends, while only 5% of people who quit cold turkey remain non-smokers after one year
- ▶ When the program is used in combination with smoking cessation medications, up to 60% of participants report having quit by the end of the program

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