Fall 2023

Freedom From Smoking® Facilitator Recertification and Refresher Webcast
All references to “tobacco” and “tobacco products” within this presentation refer to commercial tobacco and nicotine products and not the tobacco and/or other plant mixtures grown or harvested and used by American Indians and Indigenous People for sacred purposes.

References:
Presenters

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We are here for you!

We encourage you to reach out to our team for any questions you have by emailing FreedomFromSmoking@Lung.org!
Agenda

• Review the Facilitator Agreement Form and Expectations
• Program Accomplishments and Lessons Learned
• Program Implementation and Updates
• Facilitator Resources and Technical Assistance
• Priority and Emerging Issues
• American Lung Association Initiatives
American Lung Association

About us

Organization History
• Founded in 1904
• Crusade against tuberculosis

Commercial Tobacco Control History
• American Lung Association and partners prompted the first Surgeon General’s Report
• Helped over one million people quit
• Major backer of smoke-free air laws
• Working to improve tobacco cessation coverage

Other Lung Health Priorities
• Asthma prevention and control
• Lung cancer and COPD
• Defend and enforce Clean Air Act
Lung's Strategic Imperatives

Goals for a Healthier Future

The American Lung Association will:

1. Defeat lung cancer.
2. Champion clean air for all.
3. Improve the quality of life for those with lung disease and their families.
4. Create a tobacco free future.

Each imperative is constructed with the idea that achieving healthy equity must be the foundation of any Lung Association goal, objective or strategy.
Tobacco Treatment Planning

Core Beliefs About Cessation

• Everyone can quit.
• People don’t have to quit alone.
• Every moment a person doesn’t use tobacco is a success.
• People learned how to use tobacco and they have to learn how to quit.
• It takes most tobacco users several tries before they’re able to quit for good.
• One size doesn’t fit all.
• Combining a cessation counseling program and FDA-Approved quit medication improves outcomes in quitting.
• A slip isn’t a relapse.
Facilitator Agreements and Expectations
Recertification Process

- View the Recertification webcast in its entirety.

  This includes reading through and acknowledging the Facilitator Agreement Form via the Facilitator Agreement Consent Form.

- Receive your 3-year Facilitator Certificate of Completion.
Facilitator Agreement Form

American Lung Association Freedom From SmokeIndex
Facilitator Agreement 2023

The American Lung Association (ALA) facilitates tobacco-free communities through the Freedom From Tobacco Initiative (FITI). To ensure adherence to the ALA's standards and facilitate quality delivery of the program, this facilitator agreement is required.

Purpose:
1. To promote tobacco-free communities and support the ALA's mission to reduce tobacco use and improve lung health.
2. To ensure that facilitators are trained and certified to deliver the Freedom From Tobacco program effectively.

Program Information:
1. The ALA offers the Freedom From Tobacco program to communities as a way to reduce tobacco use and improve lung health.
2. The program is designed for groups of 10-50 people and can be adapted to fit the specific needs of the community.
3. The program includes education, support, and resources to help participants quit smoking and maintain their tobacco-free status.

Requirements:
1. Facilitators must complete an online application and pass a background check.
2. Facilitators must complete a 1-day training session to become certified.
3. Facilitators must agree to adhere to the program's quality assurance standards and participate in ongoing support and evaluation activities.

Program Expectations:
1. Facilitators must be available to provide the program to individuals and groups.
2. Facilitators must maintain compliance with the ALA's standards and facilitator agreement.
3. Facilitators must complete the program evaluations and submit them to the ALA.

Certification:
1. Facilitators who complete all requirements will be certified and receive a certificate of completion.
2. Certified facilitators will be listed on the ALA's website and can promote their certification to potential clients.

Additional Information:
1. The program is free to community organizations and is available in English and Spanish.
2. The program is open to all community organizations and is funded by the American Lung Association.

Please retain a copy of this agreement for your records.
Facilitator Agreement Form

American Lung Association will:

• Promote location and contact information for FFS group programs.
• Provide the facilitator with tools, resources, updates on the program and curriculum.
• Share policy information and activities that impact tobacco control and respiratory health.
• Maintain a network for communication and provide updates to enhance professional development.
• Promote FFS and raise awareness of the importance of tobacco use prevention and cessation.
Facilitator Agreement Form

Certified Facilitators will:

• Assert that they are and shall remain tobacco-free.
• Provide a safe and public meeting environment free from all tobacco products.
• Adhere to American Lung Association guidelines for setting participant registration fees.
• Adhere to the content and format of the FFS Clinic program.
• Request permission to use any American Lung Association copyrighted materials or trademarks.
• Refrain from copying or reproducing FFS training and facilitation materials.
Facilitator Agreement Form

Certified Facilitators will cont.: 

• Individuals or organizations may not use elements of FFS as part of another program or commingled with another organization’s program. 
• Complete and submit required forms and record-keeping on the FFS programs you facilitate and the clients that attend, in compliance with relevant privacy rules. These include:
  • Program promotion form
  • Post Clinic Evaluation form
• Seek written approval from the American Lung Association before engaging with any co-sponsoring organization, funding source or other third party to implement the FFS program. 
• Seek written approval from the American Lung Association before entering into any research project involving FFS or program participants. 
• Agree to indemnify and hold harmless the American Lung Association from and against any claims, proceedings, lawsuits or other liabilities, costs and expenses.
Facilitator Agreement Form

Expectations

☐ View the Recertification webcast in its entirety.

   This includes reading through and acknowledging the Facilitator Agreement Form via the Facilitator Agreement Consent Form.
Resources

New Resource

- Important Links and Resources for FFS Facilitators 2023
Program Accomplishments and Lessons Learned
Delivery Methods
Counseling Programs

- In-person group programs
- Virtually-delivered group programs
- Online accessible through any digital device
- Telephonic support/counseling
- Self-guided workbook
- Online social support community
Poll

Have you hosted a virtually delivered Freedom From Smoking® Group Program within the past 2 years?

• Yes, I have hosted a group program virtually.
• No, I have not hosted a group program virtually, but I want to.
• No, I have not hosted a group program virtually.
Program Implementation and Updates
Virtual Program Delivery

How do I Offer an FFS Program Virtually?

Before the Group Program Begins

• What virtual platform will you use and why?
• How will you market your clinic?
• How will participants get their participant workbooks?
• How to set up payment?
• What forms need to be filled out and how will you handle the questionnaires?
Virtual Program Delivery
How do I Offer an FFS Program Virtually?

During the Group Program
• What files will you need to run your clinic and how will you use them?
• How can you record meeting notes in real time?

Helpful Tips:
• Send out notes and a short recap after each class.
• Continue to review Session 1 and the agenda throughout the 8 weeks to stay on track during clinics.
• Use the buddy system.
Strategies for Virtual Implementation

Virtual Activities

The Lung Association’s Tobacco Control YouTube playlist includes:

• Taking a Time Out
• How to Create a Quit Plan
• Three-Link Chain of Addiction
• Why it’s Hard to Quit
• Learn to Say “No”
• Health Benefits of Quitting
• How Smoking Impacts Your Lung Health
• Overcoming a Slip
• Positive Self-Talk
Strategies for Virtual Implementation

Virtual Activities

• Share success stories with group program participants!
• Practice their breathing exercises throughout the week.
• Want to share successes or lessons learned from your virtual group program?
  o Email FreedomFromSmoking@Lung.org.
Effective Quit Attempts
FDA-Approved Cessation Medications

- All tobacco users can quit for good using medication plus behavioral counseling
- There are seven Food and Drug Administration (FDA) – approved medications and three forms of counseling that are both safe and effective in helping smokers quit.
Approximately 60% of smokers succeed in quitting tobacco when American Lung Association’s Freedom From Smoking® program is paired with use of one or more cessation medications compared to only 13-17% of those who are successful with counseling alone.

FACTS!
People increase their success in quitting by using counseling and FDA approved cessation medication.
Advising on Cessation Medications

**New Strategy** for Categorizing Quit Medications for Review with Patients

- Long-Acting Medications
  - Nicotine patch
  - Varenicline
  - Bupropion
- Short-Acting Medications
  - Nicotine gum
  - Nicotine lozenge
  - Nicotine nasal spray
  - Nicotine inhaler
Advising on Cessation Medications

**Justification** for new strategy:

- Promotes combination therapy
- No longer categorizes over the counter vs prescription
- Breaks down the stigma associated with use of nicotine replacement therapy
- Cues the patient into exactly what they should expect
- Better aligns with treatment for other chronic conditions, such as asthma.
- Better aligns with COPD management protocols.
Curriculum Updates

2021 Freedom From Smoking® Revisions

- Transition from "smokefree" to "tobacco-free"
- Smoking/cigarettes updated to smokeless, e-cigarette/vaping via "smoke, vape or chew"
- Transition from "addiction" and "habit" to "dependency" per Association for the Treatment of Tobacco Use and Dependence (ATTUD) guidance
- New section on e-cigarettes and vaping device secondhand aerosol
- Quit medications further defined as FDA-Approved
- Generic medication names included behind brand-names to support easier access
Curriculum Updates
2021 Freedom From Smoking® Revisions

• Supplemental enhancement resources on Lung.org webpages
• More diversity in imaging
• LGBTQ+ inclusive
• New cost calculator
• Pack tracks transitioned to "Nic-Checks"
• Lower-carb snack recommendations to be inclusive of those with diabetes
Curriculum Updates

2021 Freedom From Smoking® Revisions

- Inclusion of Saved By The Scan
- Updated statistics
- Free downloadable relaxation/breathing exercises
- Old publisher logo removed
- New Lung Association branding
Feedback

In addition to the updates made in 2021, what are some, if any, suggestions on what other updates can be made in the future to the curriculum?

Email us at FreedomFromSmoking@Lung.org!
Facilitator Resources and Technical Assistance
Freedom From Smoking® Program Resources

FFS Program Resources

- Supplemental Enhancements
- Ordering Clinic Materials
- Clinic Promotion
- Lung Champion
- Video Links
- Recertification Links and Materials
- Additional Resources

bit.ly/FFSProgramResources
Freedom From Smoking® Program Resources

FFS Program Resources

Program Materials & Updates
- Participant Kit Binder
- Certificate of Quitting
- Certificate of Completion
- Participant Wallet Card
- Nicotine

Program Calendar & Updates
- Group Calendar
- Group Status
- Group Update
- Group Information

Marketing Support
- Participant Recruitment & Social Media Templates
- Member Recruitment Kit
- Social Media Template
- Recruitment & Social Media Templates
- Tobacco Programs Postcard
- Tobacco Programs Postcard

Quick Reference Guides
- Advising on Cessation
- Nicotine Polacrilex
- Building a Tobacco Treatment Plan
- Getting Ready for Your Next Office Visit
- Motivational Interviewing
- Quit Alternatives
- Using Smoking Cessation Products

bit.ly/FFSProgramResources
Quick Reference Guides

Tobacco Cessation Quick Reference Guide Topics:

1. Getting Ready for Your Next Office Visit- Quitting Tobacco Use
2. Quit Attempts
3. Advising on FDA Approved Cessation Medications and Pharmacotherapy
4. Tips to Quit
5. Building a Tobacco Treatment Plan
6. Why It’s Hard to Quit
7. Ask, Advise, Refer (AAR)
8. Ask-Counsel-Treat (ACT)
9. Motivational Interviewing
10. Stages of Change
11. Assessment Scaling

bit.ly/FFSProgramResources
Poll

Have you explored the resources available within the facilitator specific FFSProgramResources page on Lung.org?

• Yes, have explored and actively use resources from the resource site.
• I have explored the page a little but haven’t used any resources yet.
• No, I have not explored or used any resources from the resource site.
Lung Champions
You ARE a Lung Champion

You ARE a Lung Champion. Share your story with us!

Lung Champions stand together against lung cancer and other lung disease, and stand for lung health. By participating in Freedom From Smoking you have already shown one of the ways you are standing for lung health and are making a positive impact in your community. If you would like to help others by sharing your story on why you decided to take action, and why you are a Lung Champion Storyteller, complete the form below.

We need your voice to help others stand up for lung health.

- Have you facilitated a Freedom from Smoking group program?
- Have you participated in a Freedom From Smoking program?
- Have you seen the changes Freedom From Smoking® can create in people’s lives?

Everyone involved with Freedom from Smoking® has a story to tell. Share your story and inspire others to quit smoking, stay tobacco-free, and stand up for lung health! You have a chance to help others by sharing your story as a Lung Champion.

Your story will be shared on the Lung.org website, and potentially featured in the American Lung Association social media posts and newsletters to help inspire those in the fight against lung cancer and lung disease.

We thank you!

bit.ly/FFS_LungChampions
Lung Champions

How the Lung Association Engages our Champions

- Written stories are shared within the FFS Facilitator Newsletter
- Written stories are shared with individuals interested in quitting within group programs
- Written stories are shared as quotes within Super Stoppers Club postings

Lung.org/Super-Stoppers
INSPIRE Online Community
Peer to Peer Online Support Community

Benefits include:

• Stay connected to others along quit journey
• Give and receive peer to peer support
• Information about quit medications
• Tobacco cessation strategies
• Success stories

inspire.com/groups/freedom-from-smoking/
The American Lung Association’s Tobacco Basics is a free one-hour online course including five learning modules designed to lay the foundation in understanding the toll of tobacco use in the U.S.

Complete this training by visiting Lung.org/TobaccoBasics
How to Help People Quit

Lung.Training

How To Help People Quit is a free, one-hour online course including four interactive learning modules designed to further enhance understanding of the Lung Association’s core beliefs about tobacco cessation, as well as understanding behavior changes, interventions and treatment needed to help people quit for good.

Complete this training by visiting Lung.org/HelpPeopleQuit
New! Facilitator Overview Training

Lung.Training

This course includes:

• Tobacco Basics
• How to Help People Quit
• Facilitator Overview Training
  • Introduction to FFS
  • Group Program Overview
  • Supplemental Resources
  • Promotion, Recruitment and Retention

Complete this training by visiting Lung.Training
Recruitment For Clinics
Lung.Training

Recruitment for clinics is a free 25-minute online learning module that includes resources and support for recruiting and retaining participants of Freedom From Smoking® group programs.

Complete this training by visiting Lung.org/RecruitmentforClinics
Priority and Emerging Issues
Equity and Inclusion

Our vision is to embrace diversity, equity, and inclusion within the Lung Association and the communities we serve.

• African American/Black Communities
• Behavioral Health Population
• Native/Tribal Regions
• Hispanic or Latino Population
• Asian American and Pacific Islanders
• LGBTQ+ Community
Equity and Inclusion

Health Equity Toolkits

• Launched:
  o NEW! Addressing Commercial Tobacco Use in Indigenous Communities Toolkit
  o NEW! Addressing Tobacco Use in Hispanic or Latino Communities (English & Spanish)
  o Addressing Tobacco Use in Black Communities Toolkit

• Upcoming:
  o Addressing Tobacco Use in LGBT+ Communities Toolkit.
  o Addressing Tobacco Use Among Youth Toolkit.

Lung.org/EmpowerYourCommunity
2020 U.S. Surgeon General’s Report
Challenges We Face to Further Reduce Smoking

• Over 40% of adults who smoke do not receive advice to quit from a healthcare professional.
• Fewer than one in three adults who smoke use cessation counseling or FDA-approved medications when trying to quit.
• Fewer than one in 10 U.S. adults successfully quit smoking each year.
Ask, Advise Refer to Quit Don’t Switch

Lung.Training

- Ask, Advise, Refer to Quit, Don’t Switch
- Brief tobacco intervention training
- Proven-effective cessation strategies
- 1-hour, on-demand

Quick Reference Guides
- Why It’s Hard to Quit
- Stages of Change
- Motivational Interviewing
- Ask, Advise, Refer (AAR)
- Building a Tobacco Treatment Plan

Complete this training by visiting Lung.org/AskAdviseRefer
Tips to Quit, Don’t Switch

1. Focus on motivators.
2. Build confidence.
3. Stress management is key.
4. It’s never too late to quit.
5. Learn from past experiences.
6. You don’t have to quit alone.
7. Medications are safe and effective and will help you quit and stay quit when used properly.
8. Every tobacco user can quit!
Poll

How relevant are youth resources to your work as an FFS Facilitator?

- I don’t have many interactions or work with youth regularly.
- I am interested in providing information to my FFS group participants about their children’s tobacco use (or prevention).
- I work with youth regularly and want to learn more!
End the Tobacco Epidemic

The American Lung Association’s campaign will shut down vaping through a multi-pronged approach.

<table>
<thead>
<tr>
<th>Education</th>
<th>Awareness</th>
<th>Advocacy</th>
<th>Research</th>
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<tbody>
<tr>
<td>Freedom From Smoking® INDEPTH® N-O-T® NOT For Me Vape-Free Schools Initiative</td>
<td>AAR- Quit, Don’t Switch ACT to Address Youth Cessation Ad Council Campaigns Lung.org/ecigs</td>
<td>Federal, State &amp; Local Action Statewide Youth Empowerment Coalitions</td>
<td>$2M planned investment in vaping research</td>
</tr>
</tbody>
</table>
Comprehensive Approach to Addressing the Youth Vaping Epidemic Model
E-Cigarettes and Youth
Youth Use of E-Cigarettes

Among current youth e-cigarette users, **flavored e-cigarette use** increased from

- 71.7% to over 82.9% among high school students
- 59.9% to 73.9% among middle school students

**Disposable e-cigarette use** skyrocketed by

- 1,000% among high school e-cigarette users (from 2.4% to 26.5%)
- 400% among middle school e-cigarette users (from 3% to 15.2%)

According to the 2020 National Youth Tobacco Survey (NYTS),

- 23.6% of high school students and
- 6.7% of middle school students **use at least one tobacco product**
• **Intervention** for Nicotine Dependence: Education, Prevention, Tobacco and Health

• **Mandatory, alternative to suspension** program

• Trained adults facilitate four, 50-minute sessions

• Program addresses nicotine dependence, establishing healthy alternatives and how to kick the unhealthy addiction.

Complete this training by visiting [Lung.Training/Courses/Indepth](#).
N-O-T® Not On Tobacco

Lung.Training

- Not On Tobacco – Program updated in 2020
- Evidence-based voluntary youth cessation program
- Facilitators trained via Lung.Training
- Trained adults facilitate ten sessions, each about 50 minutes
- Small groups (6-10 participants) can be conducted in person or virtually

Access this training ($400 per facilitator) by visiting Lung.Training/Courses/Not-On-Tobacco
Now Available

NOT For Me is a self-guided, online program that leverages the American Lung Association’s evidence-based Not On Tobacco (N-O-T) ® program to help teens break nicotine dependency, no matter what tobacco products they use.

To access this program: NOTforMe.org

Adult demonstration version (non- “gated”): Demo.NOTforMe.org
• Does not replace the N-O-T group program

• Online program (no app download necessary)

• Voluntary, self-guided program to help guide teens who want to break their nicotine dependence and stop using all tobacco products

• NOT for Me is offered in 8 sessions, completed in 6-8 weeks

• Supports healthy life skills including nutrition, fitness, stress management and effective communication

NOT for Me-Spanish Coming Soon!
Ask-Counsel-Treat (ACT)

How To Conduct a Brief Intervention with Youth

- **Ask:**
  - Screen for tobacco use with all youth, during every clinical encounter.

- **Counsel:**
  - Advise all youth who use tobacco to quit and have them set a date within two weeks.

- **Treat:**
  - Link youth to behavioral treatment extenders and prescribe pharmacologic support when indicated.
  - After the visit, follow-up to assess progress and offer support.

Complete this training by visiting [Lung.Training](#)
American Lung Association Initiatives
Lung Association Technical Assistance
Tobacco Cessation Coverage and Health Systems Change

- Resource Library
- Presentations and Podcasts
- Toolkits
- Listserv
- Direct Technical Assistance

Lung.org/CessationTA
Public Health Roadmap

Coaching the Clinical Team

- Tobacco Cessation and Health Systems Change Integration
- Cessation Integration in Behavioral Health Settings
- Cessation Integration Among Youth
- Enhancing Tobacco Treatment Services with Lung Cancer Screening Integration Implementation

Lung.org/CessationTA
Lung Association Technical Assistance
Tobacco Cessation Coverage and Health Systems Change

Email: CessationTA@Lung.org

Resource Library: Lung.org/CessationTA
Education and Awareness
Eliminate Exposure to Secondhand Smoke and Aerosol

Lung.org/ecigs
Reduce Lung Cancer Deaths

LUNG FORCE

• 29% of Americans know that lung cancer is the leading cancer killer of women and men
• 69% of adults have not spoken with their doctor about their risk for lung cancer
• 44% are concerned they might get the disease
Reduce Lung Cancer Deaths

Saved By The Scan

If an individual meets the following criteria, they are considered at “high-risk” for developing lung cancer and screening is recommended:

• 50-80 years of age
• Have a 20 pack-year history of smoking (this means 1 pack a day for 20 years, 2 packs a day for 10 years, etc.)
• AND, currently smoke or have quit within the last 15 years

At this time, there is not enough evidence to show that screening is recommended for other groups.
Reduce Lung Cancer Disparities

Talk to our experts at the American Lung Association Lung HelpLine and Tobacco QuitLine. Our service is free, and we are here to help you.

Lung Cancer HelpLine: 1-800-ALA-LUNG
“It’s not always easy to engage our teenagers about the dangers they face. But adolescents care what their parents think and take fewer risks when we keep the lines of communication open.”
Recertification Process

- View the Recertification webcast in its entirety.
  - This includes reading through and acknowledging the Facilitator Agreement Form via the Facilitator Agreement Consent Form.
- Receive your 3-year Facilitator Certificate of Completion.
Post-Training Evaluation
bit.ly/FFSRecertEvaluation

Important Links
Document
Questions & Answers
Questions?

FreedomFromSmoking@Lung.org
You make a difference.

When you can’t breathe, nothing else matters®.