



 American
Lung Association®
Freedom From Smoking®

America's premier
tobacco cessation
program



The real costs of tobacco use are staggering...

It works!

- Ranked most effective tobacco cessation program in a study of 100 managed care organizations conducted at Fordham University Graduate School of Business
- When combined with FDA-approved cessation medications, up to 57% of participants report quitting by the end of the program
- Employers can save nearly \$6,000 per year for every employee who quits smoking³



Fact: Cigarette smoking is responsible for more than 480,000 deaths per year.¹

Fact: Smoking-related illness in the U.S. costs more than \$600 billion a year, including over \$241 billion in direct medical care for adults and \$184 billion in lost productivity.²

Fact: 34.2 million Americans are smokers.² Of these, nearly half made a quit attempt in the past year.¹

Fight back with Freedom From Smoking®

The American Lung Association's highly effective tobacco cessation program is used by employers, hospitals, health plans and other organizations to help the individuals they serve become tobacco-free for life.

Unmatched flexibility

No other program offers in-person or virtual group, online, phone and self-help support resources that let you tailor a program to your organization's unique needs.

A systematic approach to quitting

Freedom From Smoking® helps participants develop a plan of action leading to quit day and provides the support they need to remain tobacco-free.

Scientific behavior-based methodology

Based on current addiction and behavior change models, the program addresses the difficulties of quitting in a sensitive, supportive style.

Meets current practice standards of leading health organizations and the Affordable Care Act

- Helps employers and health insurance plans meet Affordable Care Act requirements for tobacco cessation treatment as a preventive service
- Conforms to the smoking cessation counseling or advice core measure of the Joint Commission, the nation's oldest and largest standards-setting and accrediting body in health care
- Clinic program meets criteria for intensive tobacco cessation counseling covered by the latest Centers for Medicaid & Medicare Services' (CMS) decision memo
- Includes all components of an intensive intervention as outlined by the United States Department of Health and Human Services

¹ U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking or Health, 2014 [accessed 2018 Feb 22]

² Xu X, Shreshta SS, Trivers KF, Neff L, Armour BS, King BA. U.S. Healthcare Spending Attributable to Cigarette Smoking in 2014. Preventive Medicine. 2021. [https://www.ajpmonline.org/article/S0749-3797\(22\)00294-X/fulltext](https://www.ajpmonline.org/article/S0749-3797(22)00294-X/fulltext)

³ Berman M, Crane R, Seiber E, Munur M. Estimating the Cost of a Smoking Employee. Tobacco Control, Sept 2014; 23(5):428-33.

Flexible delivery options mean freedom of choice

There's a Freedom From Smoking® option for every person and every setting. No other tobacco cessation program offers the same range of options and solutions. Programs are available to address all forms of tobacco, including e-cigarettes, vaping and dual use. Each option is recognized as a reasonable alternative standard under the Affordable Care Act. Each program provides utilization reports and completion certificates.

Online – Work at Your Own Pace – \$99.95 per person; no minimums

Freedom From Smoking® Plus is an innovative behavior change program that's perfect for today's mobile lifestyles.

- Nine highly-interactive sessions split into three phases:
- Getting Ready to Quit, Quit Day and Staying Tobacco-free
- User-friendly interface creating a personal and convenient quit tobacco plan that can be accessed on desktop, tablet or smartphone – anytime, anywhere
- Fully updated with engaging activities, content and tools
- 12-month access upon individuals user activation
- Nicotine Replacement Therapy (NRT) services available



FreedomFromSmoking.org

Quitline – One on One Counseling – \$150 per person; minimum of 5

The American Lung Association HelpLine offers one-on-one telephone counseling services with certified tobacco treatment specialists.

- Eight proactive counseling sessions; unlimited inbound calls and customized quit plan
- Bilingual Spanish speaking counselors along with a live language interpretation service for over 250+ languages
- Enables individuals to ask specific questions as they prepare to quit tobacco
- Nicotine Replacement Therapy (NRT) services available



“What helped me quit was knowing that the minute I craved a cigarette, I was prepared. The other big thing was the group support. I never felt alone when I was quitting.”

With a Group (Onsite or Virtual) – Facilitator Training – \$400

Designate a staff member from your company to be trained as a facilitator to conduct clinic(s) as needed.

- Small in-person or virtual on-line group setting (up to 16 employees) offers personalized attention and peer support
- Eight session program over seven-weeks gives participants time to prepare to quit and practice being tobacco-free in a supportive environment
- Participant workbooks and relaxation exercises available in English or Spanish (additional fee)
- Enables individuals to ask specific questions as they prepare to quit tobacco

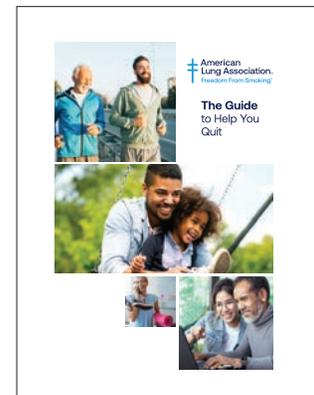


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On Your Own – Self Help Resource – \$5.99

Freedom From Smoking®: The Guide to Help You Quit Smoking is an interactive manual that addresses the difficulties of quitting with real-life advice, helpful activities and innovative graphic approach

- At-home tobacco cessation manual can be used independently or can supplement any of the options
- Winner – 2015 National Health Information Awards



Free Online Support Community Available – **Quit Now: Freedom From Smoking®**

All Freedom From Smoking® options include FREE access to our online support community, [FreedomFromSmoking.Inspire.com](https://www.freedomfromsmoking.com). Individuals can log on and discuss their challenges and success stories with others working to break their tobacco addiction.



A smart choice for businesses and individuals

The Affordable Care Act requires employers and health insurance plans to cover preventive services at no cost to insurance plan members. Tobacco cessation treatment is a preventive service required under this law for most health plans. Providing Freedom From Smoking® can fulfill this requirement, and can be used as a reasonable alternative standard if needed.

For more information, call your local American Lung Association office or visit [Lung.org/ffs](https://www.lung.org/ffs) today.

About the American Lung Association

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through research, education and advocacy. The work of the American Lung Association is focused on four strategic imperatives: to defeat lung cancer; to improve the air we breathe; to reduce the burden of lung disease on individuals and their families; and to eliminate tobacco use and tobacco-related diseases. For more information about the American Lung Association, a holder of the Better Business Bureau Wise Giving Guide Seal, or to support the work it does, call **1-800-LUNGUSA** (1-800-586-4872) or visit: [Lung.org](https://www.lung.org).



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