

## Lower healthcare costs with America's gold standard smoking cessation program.

- Customizable with a wide range of options
- The choice of leading employers, hospitals and health plans for 30 years
- Proven effective at helping people quit smoking for good



From the **American Lung Association**, the leading organization working to save lives by improving lung health and preventing lung disease.

# Cut the high costs of smoking.

Helping people quit smoking is one of the best things you can do to help them improve their health and control runaway healthcare costs. Consider the facts:

**Tobacco-related diseases kill 443,000 Americans annually.<sup>1</sup>**

**Smoking is responsible for approximately one in five deaths in the U.S.<sup>1</sup>**

**Cigarette smoking increases the length of time that people spend with a disability by about 2 years.<sup>2</sup>**

**Smoking increases the risk of coronary heart disease by 2 to 4 times<sup>3,4</sup>, stroke by 2 to 4 times<sup>3,6</sup> and lung cancer by 13 to 23 times<sup>3</sup>.**

**Cigarette smoking costs the economy over \$193 billion in annual healthcare costs and lost productivity.<sup>1</sup>**

**Employees who smoke cost an average of \$1,429 more in healthcare costs than non-smoking employees.<sup>7</sup>**

**Employers can save an estimated \$3,400 per year for every individual who quits smoking.<sup>5</sup>**

## FACTS:

Despite all the dangers and negative effects of smoking, getting people to quit for good is no easy task. About 46 million people (21% of the U.S. adult population) smoke cigarettes<sup>5</sup> even though 74% of adult smokers in the U.S. report that they want to quit.<sup>8</sup>

## Freedom From Smoking is proven effective.

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
- 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**
- Freedom From Smoking generates **higher quit rates than 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

<sup>1</sup>Centers for Disease Control and Prevention, Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses — United States, 2000–2004. *Morbidity and Mortality Weekly Report*, November 14, 2008; 57(45): 1226–28.

<sup>2</sup>Nusselder WJ, Looman CWN, Marang-van de Mheen PJ, van de Mheen H, Mackenbachet JP. Smoking and the Compression of Morbidity. *Journal of Epidemiology and Community Health*. 2000;54:566–74 [cited 2009 Mar 31].

<sup>3</sup>U.S. Department of Health and Human Services. *The Health Consequences of Smoking: 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 and Health, 2004 [accessed 2009 May 5].

<sup>4</sup>U.S. Department of Health and Human Services. *Reducing the Health Consequences of Smoking: 25 Years of Progress. A Report of the Surgeon General*. Rockville (MD): U.S. Department of Health and Human Services, Public Health Service, Centers for Disease Control, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 1989 [accessed 2009 May 5].

<sup>5</sup>Centers for Disease Control and Prevention. *Cigarette Smoking Among Adults and Trends in Smoking Cessation — United States, 2008*. *Morbidity and Mortality Weekly Report*, November 13, 2009; 58(44): 1227–32.

<sup>6</sup>Ockene IS, Miller NH. Cigarette Smoking, Cardiovascular Disease, and Stroke: A Statement for Healthcare Professionals from the American Heart Association. *Circulation* 1997;96(9):3243–3247 [cited 2009 May 5].

<sup>7</sup>Tobacco Prevention and Control Branch, NC Department of Health and Human Services, 2003.

<sup>8</sup>Gallup Poll, July 10–13, 2008.



## Choose Freedom From Smoking<sup>®</sup> for unmatched flexibility and results.

*No other program offers such a wide range of options and lets you tailor a program to the unique needs of your organization. Choose from in-person clinics, online and phone options, and self-help interventions.*

### **A history of helping people quit**

The Freedom From Smoking program comes from the American Lung Association — the leader in lung health. For the past 30 years, Freedom From Smoking has been the clear choice for employers, hospitals and health plans. Make it yours and cut your healthcare costs.

### **A systematic approach to quitting**

Behavior change is a process. Freedom From Smoking guides individuals through this process step by step. By helping smokers develop a plan of action leading up to quit day and providing the support they need to remain smokefree, this time-honored program maximizes the chances of success.

### **A scientific behavior-based methodology**

Based on the latest addiction and behavior change models, the program addresses the difficulties of quitting with a sensitive, supportive style. The ultimate goal is to encourage individuals to overcome their addiction and enjoy the benefits of better health.

### **Current practice standards of leading health organizations**

- Conforms to the smoking cessation counseling or advice core measure of the Joint Commission for the quality of care for acute myocardial infarction, heart failure, and pneumonia
- Clinic program meets criteria for intensive tobacco cessation counseling covered by the latest Centers for Medicaid & Medicare Services' (CMS) decision
- Includes all components of an intensive intervention as outlined in the United States Department of Health and Human Services' Clinical Practice Guideline Treating Tobacco Use and Dependence

 AMERICAN LUNG ASSOCIATION.

*Freedom*

FROM SMOKING<sup>®</sup>

**Create a customized Freedom From Smoking program for your organization to help smokers quit and lower healthcare costs.**



## Freedom From Smoking Clinic

Focusing on a variety of evidence-based cessation practices, the clinic is delivered in a small group setting (up to 16 people) to give participants personalized attention and the support of their peers. To meet the needs of different learning styles, instruction includes lectures, group discussion and skills practice.

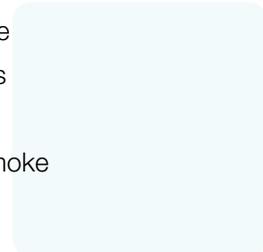
Eight sessions over a 7-week period introduce participants to key stages of behavior change:

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

The American Lung Association can provide a Freedom From Smoking facilitator or train someone in your organization to run the program. They'll receive a Facilitator's Guide and Participant Workbooks that provide detailed information on the following topics:

- Thinking about, wanting to and preparing to quit
- Quit smoking medications, including Zyban® and Chantix®
- Other smoking cessation aids
- Preparing for quit day
- Coping strategies
- Managing stress
- Avoiding weight gain
- Building a new self-image
- Handling social situations
- Preventing relapse
- Avoiding secondhand smoke

Everyone who goes through the clinic also receives a Relaxation Exercises CD. Program materials are available in both English and Spanish.



## The Lung HelpLine

Inbound and outbound smoking cessation counseling services are available through the Lung HelpLine, another Freedom From Smoking option. Staffed by certified counselors who are registered nurses and respiratory therapists with extensive training and experience in smoking cessation programs. Participants will benefit from their expertise in these specific areas:

- Education
- Smoking Cessation
- Respiratory Therapy
- Lung Disease
- Nursing
- Physician Referral
- Respiratory Home Care
- Neonatal, Pediatric
- Medication Counseling
- Adult Intensive Care



## Freedom From Smoking® Online: [www.ffsonline.org](http://www.ffsonline.org)

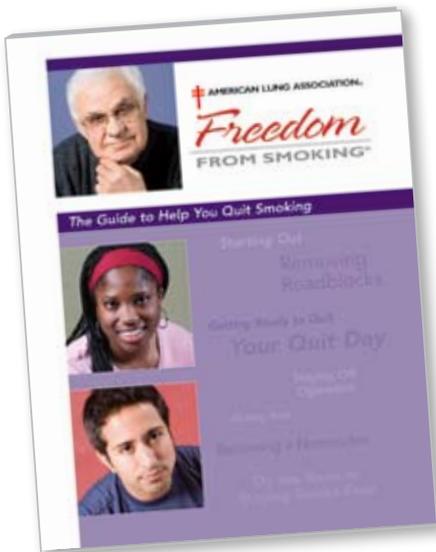
This self-paced online program is ideal for off-site employees or smokers who prefer this method of learning.

- Offers 24-hour access to learning modules and message boards
- Modeled after the clinic program and monitored by a Freedom From Smoking Master Trainer with many years of experience helping people quit smoking
- Provides biweekly motivational messages that address specific events and periods of time that may challenge people who are trying to quit
- Usability reports let you track how participants are using the program
- Offer as a custom portal co-branded to your organization or provide access to the existing site



## Self-Help Guide

*Freedom From Smoking®: The Guide to Help You Quit Smoking* is a comprehensive at-home smoking cessation tool for people who prefer to work on their own. It provides content similar to the clinic kit in a self-help workbook to motivate healthy behavior changes that help to lower healthcare costs.



**Bring Freedom From Smoking's flexible program options to your organization.**

**Contact your sales representative or e-mail: [workplacewellness@lungusa.org](mailto:workplacewellness@lungusa.org) today.**



## About the American Lung Association

Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is “Fighting for Air” through research, education and advocacy.

**Bring the *Freedom From Smoking*<sup>®</sup> program to your organization.**

**Contact your sales representative or e-mail: [workplacewellness@lungusa.org](mailto:workplacewellness@lungusa.org) to learn more about customizing a program to your unique needs.**

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