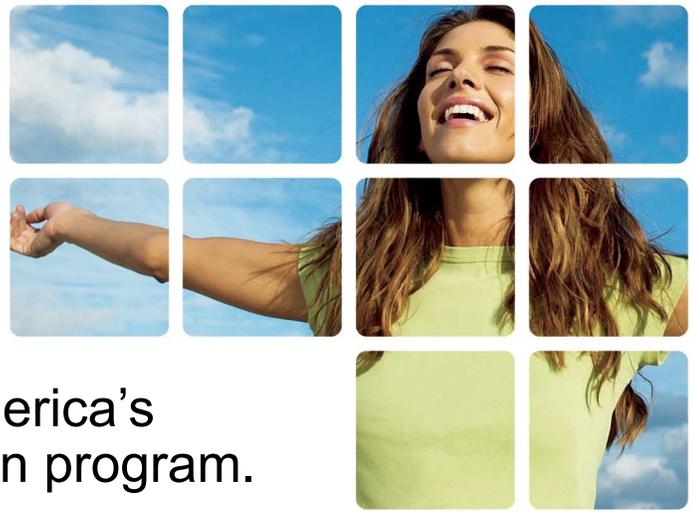


 AMERICAN LUNG ASSOCIATION®

Freedom
FROM SMOKING®



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

Why offer a smoking cessation program?

Cigarette smoking costs the economy over \$193 billion in annual healthcare costs and lost productivity.¹

Employers can save an estimated \$3,400 per year for every individual who quits smoking.²

About 46 million people (21% of the U.S. population) smoke cigarettes² even though 74% of adult smokers in the U.S. report that they want to quit.³

Why choose Freedom From Smoking®?

Unmatched flexibility

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

A history of helping people quit

The 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.

A systematic approach to quitting

By helping smokers develop a plan of action leading to quit day and providing the support they need to remain smokefree, the program maximizes 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.

Current practice standards of leading health organizations

- Conforms to the smoking cessation counseling or advice core measure of the Joint Commission
- 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 by the United States Department of Health and Human Services

Proven results

- **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**

¹Centers 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.

²Centers 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.

³Gallup Poll, July 10-13, 2008.

Create a customized Freedom From Smoking program for your organization.



Freedom From Smoking Clinic

Eight sessions are delivered in a small group setting over a 7-week period to give participants personalized attention and the support of their peers. Lectures, group discussion and skills practice focusing on a variety of evidence-based cessation practices meet the needs of different learning styles. The American Lung Association can provide a Freedom From Smoking facilitator or train someone in your organization to run the program.

Program materials are available in both English and Spanish.



Freedom From Smoking® Online: 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
- Monitored by a Freedom From Smoking Master Trainer with many years of experience helping people quit smoking
- Biweekly motivational messages 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



The Lung HelpLine

Inbound and outbound smoking cessation counseling services are available. Staffed by certified counselors who are registered nurses and respiratory therapists with extensive training and experience in smoking cessation programs.



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.

Bring Freedom From Smoking's program options to your organization individually or in any combination.

Contact your Krames sales representative or e-mail: workplacewellness@lungusa.org today.

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Fighting for Air