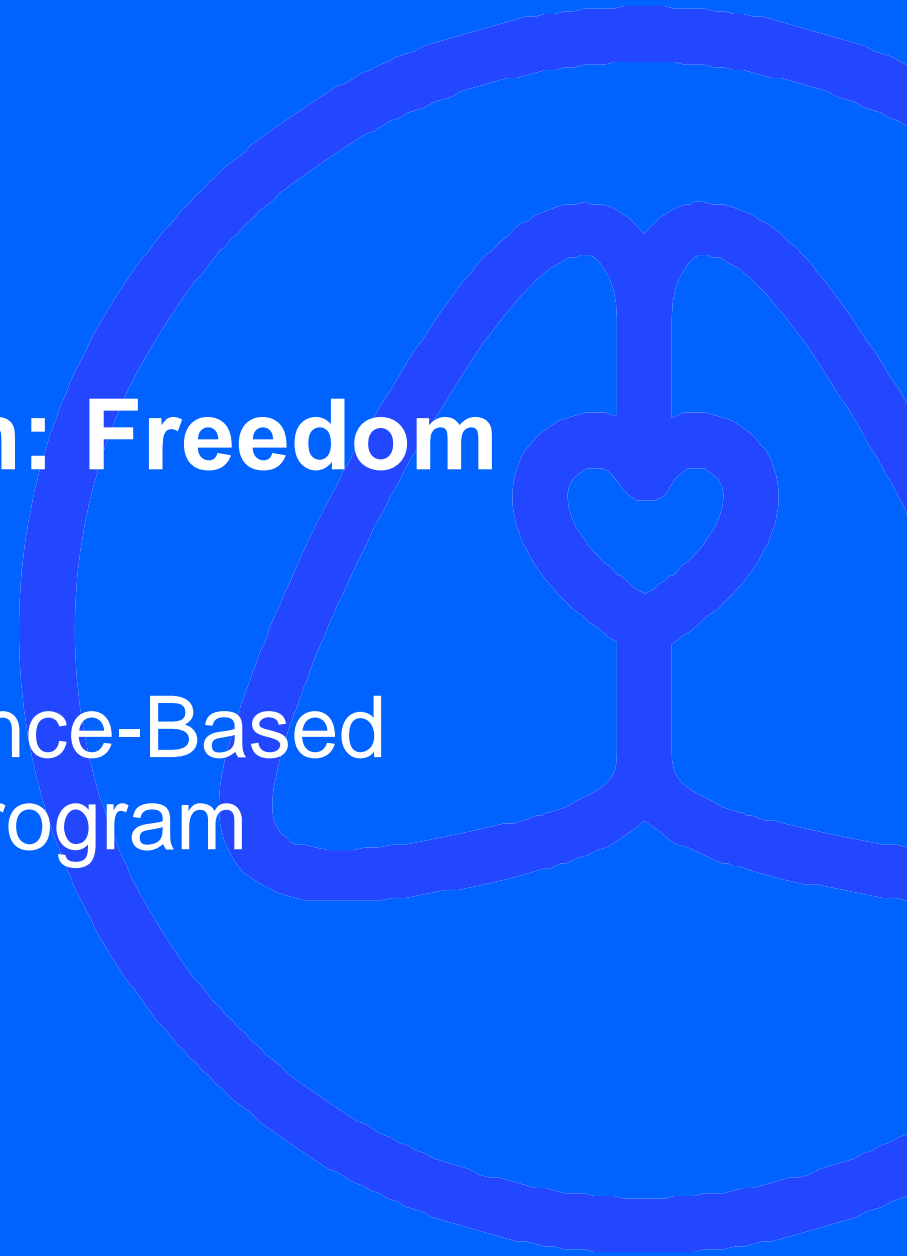




Quit, Don't Switch: Freedom From Smoking®

Overview of an Evidence-Based Tobacco Treatment Program



Agenda

- Tobacco Dependency: Why quitting is so tough
- Tobacco Treatment Planning
- Overview of Freedom From Smoking Curriculum
- Questions and Answers

Tobacco Dependency

Why quitting is so tough

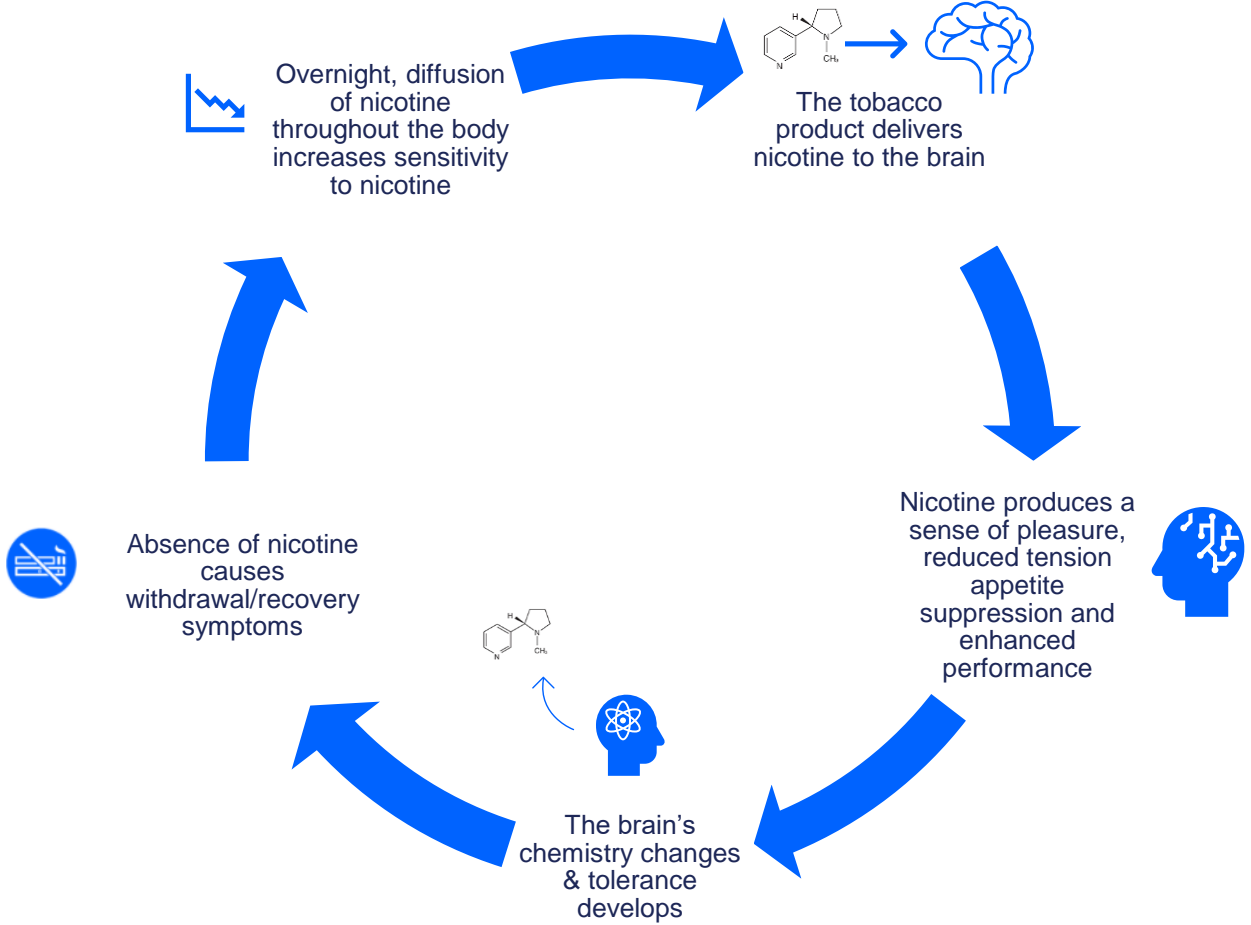


“Quitting smoking is easy – I’ve done it a hundred times”

~Mark Twain

Tobacco Dependency

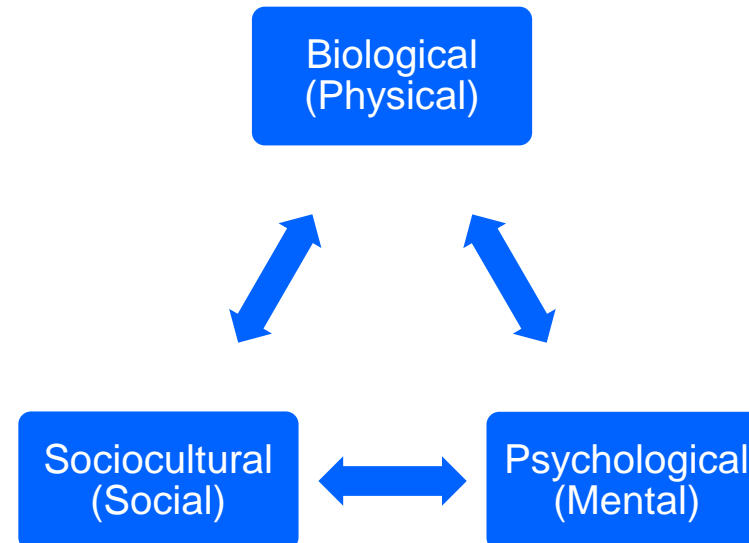
Why quitting is so tough



Tobacco Dependency

Why quitting is so tough

The American Lung Association believes there are three aspects to tobacco addiction:

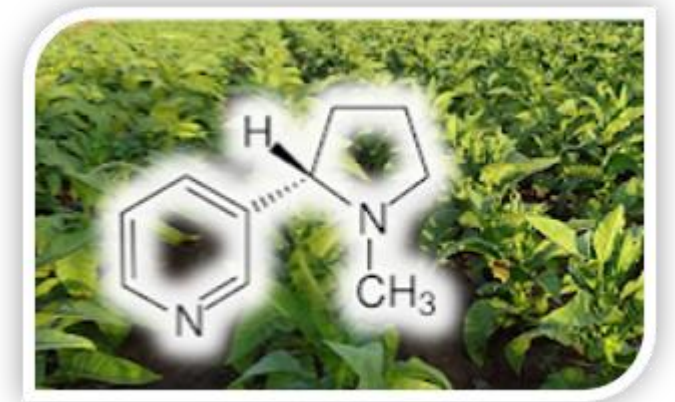


Tobacco Dependency

Why quitting is so tough

Biological (Physical)

- Decreases anxiety and normalizes mood
- Relaxes the GI tract
- Suppresses appetite and increases blood pressure.
- Affects the pleasure center of the brain
- Encourages neurotransmitter release
- Increases rewarding and arousal feelings
- Produces withdrawal symptoms in 80% of dependent users.



Tobacco Dependency

Why quitting is so tough

Psychological (Mental)

Smoking is...

- An automatic and chronic behavior
- Used to cope with stress and other emotions
- Used in pleasure and for relief
- Used to “self-medicate” underlying conditions



Tobacco Dependency

Why quitting is so tough

Sociocultural (Social)

- Influenced by peers, parents & other family members who use tobacco
- Becomes part of social & cultural practices
 - Break at work
 - Barbeque
 - Golf outing
 - Gathering with friends
- Becomes a ritual or an expected behavior



Tobacco Dependency

Why quitting is so tough

- Tobacco dependence is a chronic, relapsing disorder that, like other chronic diseases, often requires repeated intervention and long-term support.
- Making multiple quit attempts before quitting for good is normal.
- Quitting tobacco use is a process, not an event.
- A comprehensive tobacco treatment plan should address all three aspects of tobacco addiction: Biological (Physical), Psychological (Mental) and Sociocultural (Social)



Tobacco Treatment Planning

Core Beliefs About Cessation

- Everyone can quit.
- You don't have to quit alone.
- Every moment you don't use tobacco is a success.
- You had to learn how to use tobacco and you 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.
- Combine a cessation **counseling program** and an FDA-approved quit **medication** for the best results.
- A slip isn't the same as relapse.



Tobacco Treatment Planning

Counseling Programs

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



Freedom From Smoking®

The Gold Standard

- Widely regarded as the “Gold Standard” in quit-smoking programs, Freedom From Smoking® was created by the experts at the American Lung Association—an organization with more than 50 years of experience helping smokers quit.



Freedom From Smoking®

Your Quit Journey

- Every person's experience with quitting smoking is different. The Freedom From Smoking program uses proven activities and tools to help you understand your own relationship with tobacco—and how to say good-bye to smoking for good.

Freedom From Smoking®

Your Quit Journey

- Uses techniques based on pharmacological and psychological principles and methods designed to help tobacco users gain control over their behavior and break their addiction.
- The curriculum also includes information about nicotine replacement therapy (gum, inhalers, patches, lozenges and nasal spray) and other FDA-approved smoking cessation medications such as Zyban® and Chantix®

Freedom From Smoking®

Highlights of the Curriculum

- Thinking about, wanting to, preparing to quit
- Nicotine replacement therapy
- Smoking cessation medications, such as 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



Freedom From Smoking®

Program Overview

- Clinic is 8 group sessions held over a 7-week period
 - Each session is 90-120 minutes
 - Led by experts (Facilitators) who understand why you smoke
- Sessions 1-3 are the “Preparation Phase”
- Session 4 is “Quit Day” (Completely Quit)
- Session 5-8 are the “Maintenance Phase”
- The program uses a positive behavioral change approach that teaches you how to become a nonsmoker for good

Freedom From Smoking®

Sessions 1-4

- Session 1: Thinking About Quitting
 - 3-link chain (biological, psychological, sociocultural factors in dependence), measuring Carbon Monoxide (CO) levels.
- Sessions 2: One the Road to Freedom
 - Lifestyle changes, reinforcing self-confidence, stress management
- Session 3: Wanting to Quit
 - Reviewing nicotine addiction, relaxation techniques.
- Session 4: Quit Day
 - Buddy system, medication review, overcoming slips and avoiding relapse

Freedom From Smoking®

Sessions 5-8

- Session 5: Winning Strategies
 - Measuring Carbon Monoxide levels, medication review, coping strategies.
 - Refining quit plan.
- Sessions 6: The New You
 - Progress review, lifestyle changes, handling social situations.
- Session 7: Staying Off
 - Medication review, physical activity, assertive communication, plan celebration.
- Session 8: Celebration
 - Measuring CO Levels, medication review, planning Smokefree lifestyle.

Freedom From Smoking® Plus

Online Format

- Includes nine sessions to be completed over a six-week period.
- Available on your desktop, tablet or smartphone
- Fully updated with engaging activities, content and tools
- Includes telephone and online chat support ([Lung HelpLine](#))



Questions



Our Vision

A World Free of Lung Disease