



## Why is the Freedom From Smoking® Clinic Special?

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- **Resource Rich.** This program was designed to provide the Clinic Facilitator with the best possible information and supportive educational materials.
- **Highly Structured Program.** This method offers a systematic approach to quitting. There is a logical progression from awareness of the smoking habit to actual behavior change. Everyone goes through the same stages at the same time. In other programs, participants quit at different times or perhaps cut down but never actually target a quit date.
- **Focus on Behavior Change.** Other programs tend to emphasize the health aspects of smoking with dirty lungs, scare tactics and disease discussion throughout the clinic. *The focus of this program is positive.* It emphasizes the benefits to health mastery of one's own life, benefits, etc. The activities and assignments show smokers how to change their behavior.
- **Maintenance.** This component is the major difference between Freedom From Smoking and other programs. Almost anyone can stop smoking but staying off is the difficult part. Maintenance strategies in the "Tips for Staying Smoke-Free" handout are an integral part of the program.
- **Solid Criteria.** The program is medically sound and ethical.
- **Cost effective.** The cost is \$100 per participant which includes all materials and eight sessions.
- **Generalized.** The Freedom From Smoking clinic has the ability to be replicated in all types of communities.
- **Best practice.** Our national office extensively researched the program. Please see below for the results.

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### Additional Benefits of the Program

- **Ongoing support.** The Lung Association of Wisconsin provides ongoing consultation and support for all active facilitators.
- **Convenient.** *A facilitator will come to your business and hold a clinic on site.* (Minimum 5 participants)
- **Gaining popularity.** More and more organizations are providing the Freedom From Smoking program for their employees.

#### Freedom From Smoking Group Clinic Quit Rates

- ❖ 51% at end of clinic
- ❖ 28.6% at one year (nonsmoking prevalence at 30 days prior to 12 month follow-up)\*
- ❖ 27% at one year (continuous quit rate)

\*(Unpublished American Lung Association study. Results replicated in - Rosenbaum P, O'Shea R. Large Scale Study of FFS Clinics, Factors in Quitting. *Public Health Reports*, 1992, 107, 2.)

For more  
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