

# Help smokers quit... and reduce your healthcare costs!

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

A proven effective smoking cessation program from the American Lung Association.

Quitting is hard. That's why your employees *need Freedom From Smoking*<sup>®</sup>, America's gold standard smoking cessation program for over 25 years.

With a new update in 2007, the program is better than ever. Based on the latest research in addiction and behavior change, it approaches the difficulties of quitting with a sensitive, supportive style.

Best of all, after quitting, participants experience immediate health benefits. Plus, they reduce their risk of long-term smoking-related illness and disability — and the costs that come with them.

Easy delivery in your organization.

The program includes **eight interactive sessions** over seven weeks, featuring discussion and skills practice.

***Freedom From Smoking***<sup>®</sup> really works!

Many programs are designed to help people quit smoking, but none of them match the success of *Freedom From Smoking*<sup>®</sup>.

- Ranked the most effective smoking cessation program in a study conducted by Fordham University Graduate School of Business
- Helps smokers address the physical, mental, and social aspects of their addiction
- 25% of participants report not smoking one year after the program ends, while only 5% of people who quit cold turkey remain nonsmokers after one year
- Up to 60% of participants report having quit by the end of the program when used in combination with smoking cessation medications

**Learn more!**

**Contact Barb Lynch at the Addiction Resource Council  
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Addiction  
Resource  
Council, Inc.

