

**NEW!** America's premier smoking cessation program is now available in an innovative online experience.



# Freedom From Smoking® Plus



The American Lung Association's new online course is a highly-interactive behavior change program that addresses today's mobile lifestyles. It works on desktops, laptops, tablets and smartphones and includes telephone, chat and email support from our tobacco cessation counselors. Freedom From Smoking® Plus is accessible whenever and wherever tobacco users need support as they break their addiction.

## Why It Works

Freedom From Smoking® Plus assesses each smoker's readiness to quit and guides them through a three-part process that addresses addiction in a supportive, real-life tone:

- **Getting Ready to Quit:** Participants explore why they smoke and make a plan that includes behavior change and medication to overcome their addiction
- **Quit Day:** Participants are guided to take action on Quit Day and focus on saying goodbye to cigarettes and hello to a new smokefree life
- **Staying Smokefree:** Participants learn short- and long-term strategies for avoiding relapse and staying smokefree

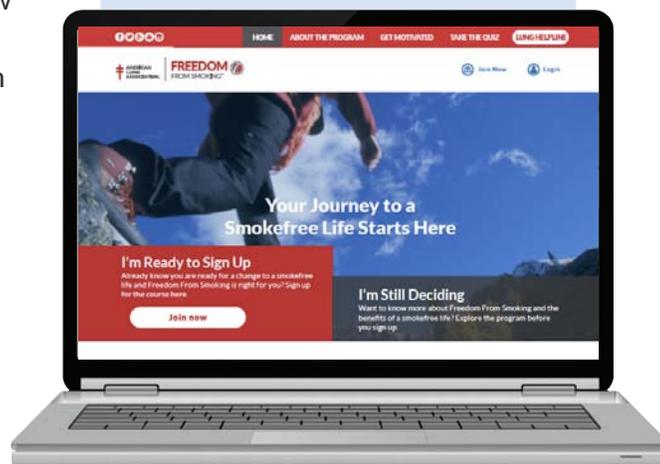
The program also includes support to enhance participants' quit attempts and give them the best chance of quitting for good:

- **FREE telephone, chat and email support** from American Lung Association tobacco cessation counselors
- **FREE** access to online support community

## Building on a history of success

Freedom From Smoking® Plus is the newest way to access the American Lung Association's proven smoking cessation program:

- Successfully helping smokers quit for nearly 40 years
- Nearly 60% of participants quit when Freedom From Smoking is used with a quit-smoking medication
- Ranked most effective smoking cessation program by Fordham University Graduate School of Business



**Learn More!** Visit [FreedomFromSmoking.org](http://FreedomFromSmoking.org) or contact your local American Lung Association office today.

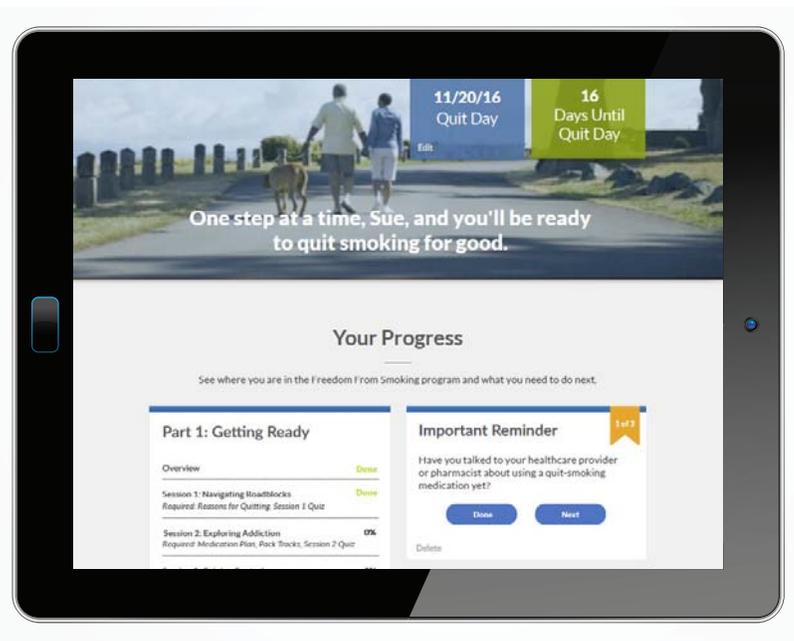
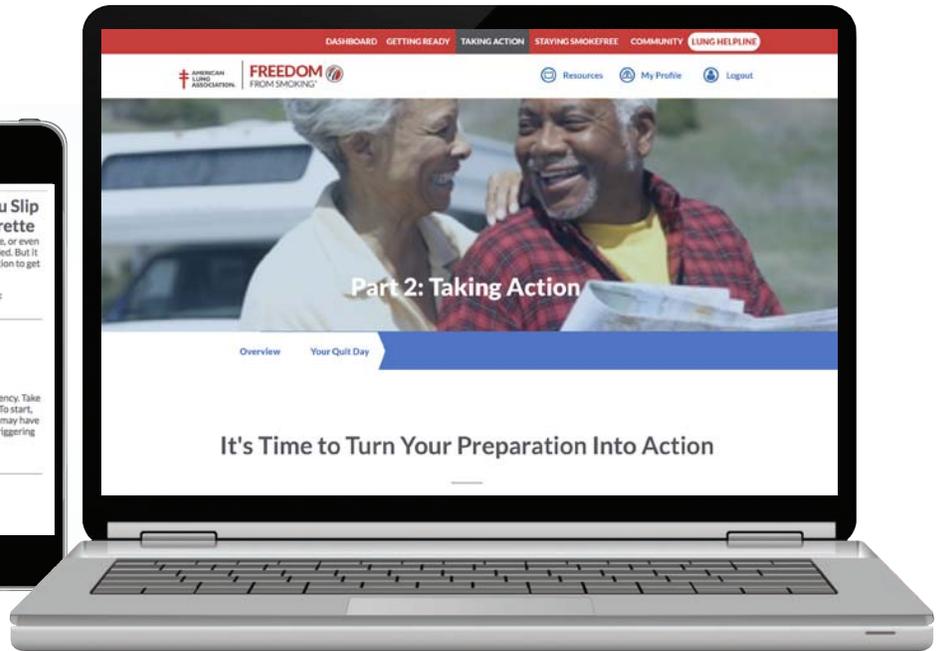
# What makes Freedom From Smoking® Plus so different?



Updating this respected program for today's more mobile lifestyles is an important task. That's why it features user-friendly innovations that maximize every participant's chance of quitting for good.

## A modern, thoughtful user experience

- Works on desktop, tablet or smartphone— no need for a separate mobile app
- Interactive elements help participants learn about their smoking addiction, identify their own motivations to quit and overcome specific obstacles
- 12-month membership lets participants work at their own pace and revisit the course if they have a slip or relapse



## Tailored by technology

- Personalized dashboard lets participants track progress and stick to their quit plan
- Unique “Pack Tracks” activity helps participants record when, where and why they smoke, so they can build a personal quit plan
- Reminder emails and prompts help participants stay on track
- Administrative dashboard lets corporate customers track participants' progress and course completion

Adapted for online delivery in partnership with The StayWell Company, LLC



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