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Smokeless<sup>®</sup>



## Smokeless® Overview

The **Smokeless®** program is a **positive** approach to breaking the tobacco habit (cigarettes, snuff, and chewing tobacco). It is a highly **effective**, multiple treatment program which teaches the necessary skills to achieve permanent abstinence from tobacco. Since no one methodology **works** for all smokers, **Smokeless®** presents over 500 different techniques and concepts. This allows participants to pick and choose techniques to meet their individual needs. The program addresses people who aren't sure they want to **quit**, people who are **thinking** about it and people who are ready to **take action**.

The **Smokeless®** program has been offered **successfully** to very diverse groups, regardless of age, sex, ethnicity, or education level. All materials are formatted in an **easy-to-read** style with extra white space. The program is compatible with all quit smoking medications, including the nicotine patch, gum, inhaler, pill, and Zyban®.



Due to the **Smokeless®** program's **SUCCESS**, it has been conducted at over 3,000 corporations, hospitals, MCOs, and government agencies. Over the last 20 years, the group **Smokeless®** program has demonstrated an end-of-treatment quit rate of 95% and a one-year quit rate ranging from 45% to 65%.<sup>1,2</sup> **Self-Help Smokeless®** has a one year success rate of 45%.<sup>3</sup> Each participant in the group or self-help **Smokeless®** program receives unlimited toll-free counseling and group participants may re-attend the program at any time at no additional charge.



# Smokeless® Program Options

## 1. Group Smokeless® Program – available in English and Spanish

People who want to become an instructor for the group program may attend a training workshop conducted by AIPM staff or they may self-train. Call for details.

Each program can accommodate 10 - 75 participants. The program consists of 3 distinct stages.

- A) Introductory Meeting – prepares participants for quitting
- B) Skill Development – teaches skills and techniques for quitting
- C) Maintenance – teaches skills and techniques for staying quit



Group Smokeless® Program Timetable							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1		Free Introductory Sessions 1 or 2 sessions held any of these days (1 hour)					
Week 2		Skill Development – (Five, 1 hour) or (Four, 1 1/2 hours)					
Week 3		Maintenance Meeting (1 Hour)		Maintenance Meeting (1 hour)			
Week 4				Maintenance Meeting (1 hour)			

## 2. One-On-One \ Inpatient \ Small Group Smokeless®

A shortened version of the group program for 1 - 9 participants. It is appropriate for a corporate site that is too small for a regular group program or for a hospital's inpatients.

## 3. Self-Help Smokeless®

**Guided Self-Help Smokeless®** is a self-administered version of the highly successful **Smokeless®** group program. Participants receive unlimited toll-free access to a smoking cessation counselor.

It enables a company to offer an alternative approach to employees who choose not to participate in a group stop-smoking class. This includes employees:

- Who prefer to quit smoking on their own
- Who have busy schedules or travel a great deal and can't attend meetings
- Who work at remote locations
- Who do not want to quit smoking, but want to reduce or eliminate their smoking at work

#### 4. Telephonic Smokeless®

A **Smokeless®** counselor initiates 5 outbound telephone calls to participants in the self-help program. These calls are placed over one year and will reinforce the materials in the self-help kit, help the participants set and reach goals, and problem solve.



#### 5. Online Smokeless®

Smokers can access the entire program online. This option can be used instead of the group or self-help programs or it can be combined with them to reinforce the material. Call for details and pricing.

Smokeless® Pricing					
	Smokeless®				Spanish Smokeless®
Quantity	Group Kits Price /Kit	Self-Help Kits Price /Kit	Telephonic Price /Person	Online Price /Person	Group Kits Price /Kit
1-24	\$54	\$59	\$129	\$59	\$22.00
25-49	\$49	\$54	\$119	\$54	\$19.50
50-99	\$44	\$49	\$109	\$49	\$17.00
100-249	\$39	\$44	\$99	\$44	\$14.50
250-499	\$35	\$39	\$89	\$39	\$13.50
500+	Call	Call	Call	Call	Call



### Smokeless® References

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## Smokeless® Content Areas

- Stimulus control
- Stress management
- Attitudinal transformation
- Behavior rehearsal
- Cognitive restructuring
- Assertiveness training
- Incompatible behaviors
- Thought control
- Positive reinforcement
- Negative associations
- Fitness and exercise education
- Health education
- Environmental support
- Nutrition education
- Weight management
- Self-esteem enhancement



## Smokeless® Participant Kits

### 1. Group Program

Each kit contains:

- Custom box
- Relaxation tape\*
- Cigarette scorecard\*
- Registration card\*
- Elastic “Urge Zapper” band\*
- Urge Tamer review sheet
- Graduation diploma\*
- Program evaluation questionnaire
- 7 multi-colored booklets\*
- Brochure
- Pencil\*
- Summary cards\*
- Smoker’s emergency kit\*
  - toothpicks
  - sugarless mints
  - binder clip



### 2. Self-Help Program

- Includes all materials in group kit with asterisk (\*)
- Includes guide to **Self-Help Smokeless®** tape
- Includes custom vinyl case

### 3. Telephonic Program

- Includes all materials in the Self-Help Program

#### References

1. “The Effect of a Multiple Treatment Program and Maintenance Procedures on Smoking Cessation,” *Preventive Medicine*, 1981, 10(1): 94-104
  2. “An Anti-Smoking Program for Coronary Prone Men: An Evaluation Study,” *New York State Journal of Medicine*, 1982, 82(10): 1435-1438.
  3. “A Guided Self-Help Smoking Cessation Intervention with White Collar and Blue Collar Employees,” *American Journal of Health Promotion*, Vol. 7, No. 5 May/June 1993.
- \* Materials included in the Self-Help Program.



## What Professionals Say

“We have utilized the **Smokeless**<sup>®</sup> Program, in a group setting, for nearly two years and have found it to be an easily adapted, readily accepted, comprehensive program for varied and diverse populations. It is an interesting approach to tobacco cessation that holds the interest of the consumers from start to finish.”

*Katie Blayda  
Director, Institute for Wellness & Rehabilitation  
Yuma Regional Medical Center*

“The program has proven to be very successful among railroad employees. Many have reported that **Smokeless**<sup>®</sup> was able to fill the void left by other methods.”

*Joe Leutzinger  
Manager, Health Promotion  
Union Pacific Railroad, Omaha, NE*

“I want to thank your **Smokeless**<sup>®</sup> facilitators for helping us. Almost 2,700 people attended classes in 18 different buildings at 8 TI sites. We couldn't have done it without you.”

*Richard M. Brown  
General Manager  
Texas Instruments, Dallas, TX*

“We have made the Guided Self-Help **Smokeless**<sup>®</sup> kits available to our workers at 32 plants. Workers who can't or choose not to attend an on-site class appreciate this option. We are impressed with both the high rate of participation and the high success rates.”

*Bill Corey, UAW Coordinator ESSP Program  
National Ford Department*

“**Smokeless**<sup>®</sup> is a fabulous program to present to smokers who are ready to quit. It offers valuable information, appropriate tools, and successful techniques to help a smoker make one of the most important and crucial decisions pertaining to their addiction...to quit smoking and remain smoke-free. It gives me great pleasure to see smokers quit and to be so proud of themselves at the end of the program.”

*Debbie Arnold  
Smokeless Facilitator, Tobacco Education Program  
Dallas, TX*

“The American Institute for Preventive Medicine has been a valuable resource in our continuing effort to remain at ‘the cutting edge’ of health promotion.”

*Neill D. Varner, D.O., M.P.H.  
Divisional Medical Director  
Delphi Saginaw Steering, Saginaw, MI*

“After considerable review of every major health promotion company throughout the U.S., I found AIPM's program to be superior in quality, effectiveness, and value.”

*Jean Buckner, Former Manager, Marketing  
Hospital Corporation of America, Nashville, TN*