

# Smokeless<sup>®</sup>

The proven way to quit smoking.



# 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, gender, ethnicity, or education level. All materials are formatted in an easy-to-read style with extra white space. The program can be used with all quit smoking medications, including the nicotine patch, gum, inhaler, nasal spray, lozenge, 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 23 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.

1 "The Effects of a Multiple Treatment Program and Maintenance Procedures on Smoking Cessation," [Preventive Medicine](#).

2 "An Anti-Smoking Program for Coronary Prone Men: An Evaluation Study," [New York State Journal of Medicine](#).

3 "A Guided Self-Help Smoking Cessation Intervention with White Collar and Blue Collar Employees," [American Journal of Health Promotion, Vol. 7](#).



# Smokeless®

## Program Options

### 1. Telephonic Smokeless®

A Smokeless® coach initiates 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. Call for details and pricing.

### 2. 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

### 3. 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.

### 4. Group Smokeless® Program

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. Program materials available in English and Spanish. 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

### 5. 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.



# Smokeless® Kits

## 1. Group Program (English and Spanish)

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



## 2. Self-Help Program (English and Spanish)

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

## 3. Telephonic Program (English and Spanish)

- Includes all materials in the Self-Help Program
- Outbound telephone coaching calls
- Unlimited toll-free inbound calls



# Smokeless® Pricing

Quantity	Smokeless®		
	Self-Help Price/Kit	Group Kits Price/Kit	Telephonic & Online
1 - 24	\$59	\$54	Call
25 - 49	\$54	\$49	Call
50 - 99	\$49	\$44	Call
100 - 249	\$44	\$39	Call
250-499	\$39	\$35	Call
500+	Call	Call	Call

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

-- Joe Leutzinger, Former Manager, Health Promotion Union Pacific Railroad; Omaha, NE

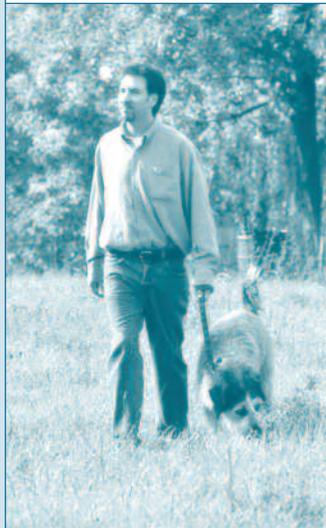
“After considerable review of every major health promotion company throughout the U.S., I found AIPM’s program to be superior in quality, effectiveness, and value.”

-- Jean Buckner, Former Manager, Marketing HCA; Nashville, TN

# Smokeless® Content

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

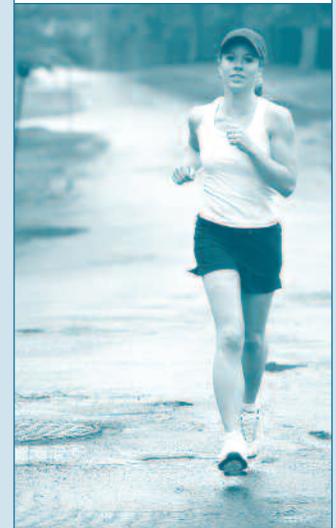
## smoke-free



## techniques



## exercise



“Smokeless® 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 proud of themselves at the end of the program.”

-- Jana Currie, M.Ed., CFT; Personal Wellness Coach, Certified Fitness Trainer

“We have utilized the Smokeless® 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 to the consumers from start to finish.”

-- Katie Blayda, Former Director; Institute for Wellness & Rehabilitation, Yuma Regional Medical Center



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