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%. Self-Help Smokeless® has a one year success rate of 45%. 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

<table>
<thead>
<tr>
<th>Group Smokeless® Program Timetable</th>
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<tr>
<td><strong>Sunday</strong></td>
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<tr>
<td>Week 1</td>
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<td>Week 4</td>
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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 | | |
|---|---|---|---|---|---|
| **Quantity** | **Group Kits Price / Kit** | **Self-Help Kits Price / Kit** | **Telephonic Price / Person** | **Online Price / Person** | **Spanish Smokeless® 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**

Katie Blayda  
Director of Smoking Cessation  
Yuma Regional Medical Center Institute for Wellness & Rehab  
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Jack Rice  
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Cedar Hills Health Center  
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Snowflake, AZ 85937  
520.536.3858
**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**


* Materials included in the Self-Help Program.
What Professionals Say

“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 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® 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® 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® 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® 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