

Why quit now?

What is *Freshstart*?

How is *Freshstart* unique?



The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.



**Freshstart**<sup>®</sup>  
*Staying Quit and  
Enjoying It Forever*

1.800.ACS.2345  
[www.cancer.org](http://www.cancer.org)

**Hope.Progress.Answers.**<sup>®</sup>



# Freshstart

*Freshstart* is the American Cancer Society's quit smoking program. It consists of four one-hour sessions held during a two-week period. All of the methods and activities contain the most effective elements for success. The single most important element is **You** – and your dedication to fight the addiction to nicotine that makes you want to smoke. *Freshstart* can be your start to a new life without cigarettes! Here are some answers to questions you might have about *Freshstart*.

## Why quit now?

You already know that smoking increases your chances of developing emphysema, heart disease, and lung and other cancers. It is a scientific fact that quitting smoking, no matter how long you have been smoking, does decrease your risk of smoking-related diseases and it does improve your health. Five years after quitting, the risk of lung cancer decreases by almost half. People who quit smoking experience improved cardiovascular function, which means lower blood pressure and more energy. They also enjoy a renewed sense of taste and smell.

## How is Freshstart unique?

- *Freshstart* is designed for you, the adult smoker – no gimmicks, meaningless group activities, or busywork.
- *Freshstart* makes maximum use of the smoker's time. The format is convenient for most people's schedules, even in the workplace.
- While *Freshstart* uses group interaction to support quitting goals, individual situations are given more attention than the group process.
- *Freshstart* addresses the variety of reasons people smoke: physical addiction, habit, and psychological dependency.
- Quitting smoking quickly is the main goal of *Freshstart*, maintained by techniques and support to keep a smoker off cigarettes.

## What will happen to me in *Freshstart*?

The *Freshstart* program is designed to help you stop smoking in two weeks. *Freshstart* emphasizes that smoking cessation is a two-part process:

(1) **stopping** and (2) **staying stopped**. Because individuals differ as to which part is most difficult for them, *Freshstart* addresses both processes: the group and your facilitator will help you stop smoking as quickly as possible and learn new techniques for ending your physical and psychological need to smoke.

The four meetings you attend will be conducted as work sessions. Your *Freshstart* facilitator will begin each meeting by asking for questions or individual reactions from group members. Quitting cold turkey, use of the nicotine patch, fighting urges to smoke, addressing physical symptoms of withdrawal from smoking, and highlighting all of the benefits of not smoking are completely discussed throughout the two weeks. *Freshstart* will give you concrete ways to handle two major obstacles for many ex-smokers: weight control and stress management. You will have a kit with materials for you to review and use at meetings and at home. All along, *Freshstart* reinforces that *you* are the key to your own fresh start. *Freshstart* gives you effective tools to use while you stop yourself from smoking.

Staying quit and enjoying it forever is *possible*.