



JENNINGS, LA.
NEWS
D. 5,219

700 22 1981

Freedom from Smoking begins in January

JENNINGS — In January, the American Lung Association will launch a unique Freedom from Smoking program. Developed after four years of Christmas Seal-supported research and testing, the program offers a step-by-step way to help smokers who want to quit on their own.

"Packed into two manuals,

the program provides a nuts-and-bolts approach to kicking the cigarette habit in 20 days," says Richard Sinsheimer, president of the American Lung Association.

"One of the special features is a maintenance aspect, which helps smokers quit for good," he says. "Tensions and events that cause backsliding in new nonsmokers are anticipated. Counter-strategies for coping without cigarettes are spelled out."

Local American Lung Associations will kick off the

program — which was developed by psychologists, educators, physicians and a variety of specialists in smoking behavior — after New Year's, he says.

In the meantime, to get set emotionally, Sinsheimer suggests smokers can consider adopting a few resolutions to start a new nonsmoking life in 1981.

Resolved that the moment is here to make a commitment to my own body and health. I know there are steps I can take to celebrate life and

adopt a nonsmoking lifestyle.

Resolved that it's time to consider seriously the effects of my continued smoking. It's also time to think: how my smoking affects those around me — at home, at work, in public places. I can make a greater effort to stop polluting the air they must breathe.

Resolved that I will find out for myself just how easy or how hard it is for me to quit smoking. I am ready to try the American Lung Association's Freedom from Smoking program. Deep down, I know I

can quit — if I want to enough. Smokers who have tried before — several or even many times — are the best candidates for success at quitting.

Resolved that I realize I can go it alone. And I can ask for all the help I want. Whenever I need it. From my family, my friends, my coworkers and from my local lung association.

Resolved that I am convinced quitting smoking is one of the best things I can do for myself and those I love. I am ready.

Most smokers quit by trying again and again, the lung association says. They are in effect practicing quitting.

"If the questions for smokers are when and how to quit," says Sinsheimer, "then the answers are easy. The when is now and the how is the Freedom from Smoking program."

"To find out more about the Freedom from Smoking program, contact the local American Lung Association. Don't forget," he added, "that

your Christmas Seal contribution will help us help more Americans to give up cigarettes."

TIMN 276106