

Freshstart®

A tobacco cessation program

Workplace Solutions
From the American Cancer Society

What is Freshstart?

The Freshstart program is designed to help participants stop smoking through proven strategies of the quit process. In this facilitator-based program, a company employee is trained on the program content and, in turn, is responsible for promoting and leading employees within the organization through the Freshstart training. (While the American Cancer Society provides the program structure and materials, a Society staff employee does not implement the Freshstart program.)

For every employee who smokes, businesses incur nearly \$3,800 in excess health care costs and lost productivity annually. Smoking is a major cause of cancer, heart disease, bronchitis, emphysema, and stroke. These serious illnesses greatly reduce employee productivity. Freshstart can help reduce the number of employees who smoke, thereby reducing health care costs for the company.

The American Cancer Society in the Fight against Cancer

Tobacco remains the single largest preventable cause of disease and premature death in the United States. Much of the risk of premature death from smoking could be prevented by quitting.

The American Cancer Society combines a never-ending passion in the fight against cancer with nearly a century of experience to save lives. As a global grassroots force of three million volunteers, we fight for every life threatened by every cancer in every community. We are here before, during, and after a diagnosis by helping people stay well through prevention and early detection, helping people get well through hands-on support, by finding cures through groundbreaking research, and by fighting back through public policy efforts. We turn what we know about cancer into what we do. As a result, more than 11 million Americans who have had cancer and countless more who have avoided it will be celebrating another birthday this year.

THE OFFICIAL SPONSOR
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We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org | 1.800.227.2345



Your Company's Role

- Identify a person within your organization to attend the American Cancer Society Freshstart facilitator training program.
- Implement the four-session program within your organization.

Benefits to Your Company

Enhance your brand image. The American Cancer Society is the nation's largest voluntary health organization dedicated to fighting cancer, with 96 percent brand name recognition. Leveraging the American Cancer Society brand with your own provides significant opportunities to influence employee behavior.

Boost employee morale. Tobacco use is a leading cause of workers' lost production time – greater than alcohol abuse or family emergencies. Quitting smoking, or even just cutting back, improves workers' productivity. Everyone benefits when the air is cleared of secondhand smoke – workers become healthier, healthier workers miss less work, all are more productive and have lower health care costs.

Fast Facts

- Tobacco use remains the single largest preventable cause of disease and premature death in the United States.
- Thirty percent of cancer deaths can be attributed to tobacco.

For more information, visit acsworkplacesolutions.com, or call 1-800-227-2345

"The materials are wonderful. Thank you for a great program."
– Freshstart program facilitator