



Fall 2024


# Freedom From Smoking®

## Recertification/Refresher Webcast



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## Presenters



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All references to “tobacco” and “tobacco products” within this presentation refer to commercial tobacco and nicotine products and not the tobacco and/or other plant mixtures grown or harvested and used by American Indians and Indigenous People for sacred purposes.

References:

National Native Network. (2021). *Traditional vs. Commercial*. <http://keepitsacred.itcmi.org/tobacco-and-tradition/traditional-v-commercial/Tobacco>  
 CDC. (2021). *American Indians/Alaska Natives and Tobacco Use*. <https://www.cdc.gov/tobacco/disparities/american-indians/index.htm>



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## We're Here For You!



We encourage you to reach out to our team for any questions you have by emailing [FreedomFromSmoking@Lung.org](mailto:FreedomFromSmoking@Lung.org)!



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## Agenda







- Review Facilitator Agreement Form and Expectations
- Program Implementation and Updates
- Facilitator Resources and Technical Assistance
- Priority and Emerging Issues
- American Lung Association Initiatives
- How to Complete Recertification

## The American Lung Association

## The Lung Association's Mission

To save lives by improving lung health and preventing lung disease!



-  Defeat Lung Cancer
-  Champion Clean Air for All
-  Create a Commercial Tobacco-Free Future
-  Improve the Quality of Life for Those With Lung Disease and Their Families

We accomplish our mission through

**EDUCATION | ADVOCACY | RESEARCH**

 American Lung Association. | Celebrating **120 Years** of Impact

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## Tobacco Treatment Planning

### Core Beliefs About Cessation



- Everyone can quit.
- People don't have to quit alone.
- Every moment a person doesn't use tobacco is a success.
- People learned how to use tobacco, and they have to learn how to quit.
- Tobacco use is a chronic, relapsing condition that requires repeated intervention and long-term support
- One size doesn't fit all.
- Quit, Don't Switch
- Combining a cessation **counseling program** and FDA-Approved quit **medication** improves outcomes in quitting.
- A slip isn't a relapse.

 American Lung Association.

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# Facilitator Agreement & Expectations



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## Steps for Recertification




- View Recertification/Refresher webcast in its entirety.
- Complete the Post-Training Evaluation at [bit.ly/FFSRecertEvaluation](https://bit.ly/FFSRecertEvaluation)  
This includes reading through and acknowledging the Facilitator Agreement Form.
- Receive your 3-year Facilitator Certificate of Completion.



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# Facilitator Agreement Form

 <p><b>American Lung Association</b> Freedom from Smoking® Facilitator Agreement 2024</p> <p>The American Lung Association (ALA) is pleased to invite you to participate in the Freedom from Smoking® (FFS) Facilitator Agreement outlining the roles and responsibilities of the American Lung Association and the FFS Certified Facilitator (Facilitator). Please read the following program and acknowledge the agreement by signing in the space provided below.</p> <p><b>Purpose:</b> The purpose of the American Lung Association Freedom from Smoking® program is to provide tobacco users who are ready to quit with a strong proven effective cessation program and their addition to receive and begin new tobacco-free lives in a supportive group setting, led by a trained, certified facilitator.</p> <p>The American Lung Association upholds high standards in the training and implementation of its programs. To ensure ALA professional standards and maintain quality control of the Freedom from Smoking® program, we:</p> <p><b>American Lung Association will:</b></p> <ol style="list-style-type: none"> <li>1. Provide location and contact information for FFS group programs that are open to the public on its website.</li> <li>2. Provide the undersigned FFS Facilitator the tools and resources to assist with conducting the FFS group program, including the FFS Facilitator Guide, participant workbooks, program logs, sample promotional materials, and attendance and evaluation forms.</li> <li>3. Provide the undersigned FFS Facilitator with updates on American Lung Association programs and initiatives to support or enhance the delivery of the FFS program.</li> <li>4. Make available policy information and activities that impact tobacco control and respiratory health, including participation in its advocacy network.</li> <li>5. Maintain a network of FFS Certified Facilitators and schedule regular communication and updates to enhance their professional development.</li> <li>6. Promote Freedom from Smoking® and raise awareness of the importance of tobacco use prevention and cessation through local and national communications and marketing efforts.</li> </ol> <p><b>Freedom from Smoking® Certified Facilitator will:</b></p> <ol style="list-style-type: none"> <li>1. Assure that he/she is not still using tobacco and will not use any form of tobacco in the last twelve months, including electronic nicotine delivery devices (e-cigarettes).</li> <li>2. Be trained and certified by the American Lung Association to lead a cessation program.</li> <li>3. Conduct at least one FFS group program in the first two years of the certification period.</li> </ol>	<ol style="list-style-type: none"> <li>4. Provide a safe and public meeting environment free from all tobacco products, including cigarettes, smokeless tobacco products, e-cigarettes and vapor for the FFS Clinic.</li> <li>5. Adhere to American Lung Association guidelines for setting participant registration fees.</li> <li>6. Adhere to the content and format of the FFS Clinic program as authorized by the American Lung Association, using only the copyrighted FFS program materials.</li> <li>7. Freedom from Smoking® is a copyrighted program of the American Lung Association. Therefore, registered trademark without alteration and acknowledgment that it is an American Lung Association program must appear on all materials and promotions developed for the program. Requests for permission to use any ALA copyrighted materials or trademarks must be submitted and approved by the American Lung Association in writing. Any copies made must be submitted to the American Lung Association for approval prior to distribution or publishing.</li> <li>8. Refrain from copying or reproducing FFS training and facilitator materials, and from sharing them with others who are not Certified FFS Facilitators.</li> <li>9. Use the American Lung Association materials for conducting the authorized Freedom from Smoking® program. Individuals or organizations may not use elements of Freedom from Smoking® as part of another program or combined with another organization program.</li> <li>10. Complete and submit required forms and record keeping on the FFS program via Facilitator and the sheets that attend to compliance with relevant state laws. These include:             <ol style="list-style-type: none"> <li>a. Program location</li> <li>b. List of participants</li> <li>c. Organization partners</li> </ol> </li> <li>11. Complete the electronic annual FFS Facilitator Survey at the completion of each fiscal year (June 30th).</li> <li>12. Seek written approval from the American Lung Association before engaging with any co-sponsoring organization, funding source or other third party to implement the Freedom from Smoking® program. A third party may not have any affiliation with a tobacco company and may not receive funds directly from a tobacco company.</li> <li>13. Seek written approval from the American Lung Association before entering into any research project involving Freedom from Smoking® or program participants.</li> <li>14. Agree to indemnify and hold harmless the American Lung Association from and against any claims, proceedings, lawsuits or other liabilities, costs and expenses.</li> </ol> <p><b>Program Implementation:</b> The Freedom from Smoking® program, services and materials of the American Lung Association are offered to the public for a not-for-profit basis. Therefore:</p> <ol style="list-style-type: none"> <li>1. Individuals or their organizations may not offer the Freedom from Smoking® program for profit.</li> <li>2. Trained individuals must be non-profit or working on behalf of a company providing a health program to its employees and their families.</li> <li>3. Individuals and their organizations must adhere to the agreed upon program fees.</li> <li>4. If Freedom from Smoking® is offered for a profit, the Freedom from Smoking® Certificate of Agreement must be signed. Only the American Lung Association may regulate the Corporate Agreement.</li> <li>5. Compensation for facilitator cannot exceed \$100 per clinic session (3000 per program) and trained individuals must adhere to the American Lung Association of all program schedule and deliver only the data collection and reporting tools provided below.</li> </ol> <p><b>Protocol of Data Collection and Reporting:</b></p> <ol style="list-style-type: none"> <li>1. Facilitators are required to use the appropriate evaluation materials and forms throughout program implementation.</li> </ol>	<ol style="list-style-type: none"> <li>2. The following forms should be submitted to the American Lung Association, both in a timely manner:             <ol style="list-style-type: none"> <li>a. <a href="#">Registration &amp; Group Program Fees</a> (same as program when it is initially scheduled)</li> <li>b. <a href="#">Sample Training Survey</a> (same as program when it is first completed)</li> <li>c. <a href="#">Data Collection</a> (same as program when it is first completed)</li> </ol> </li> <li>3. In all cases, when conducting programs, personal identifiable information and addresses of program participants must be kept confidential.</li> </ol> <p><b>Duration of Agreement:</b> This Agreement will be in effect for three (3) years from the date signed by all parties. However, (90) days prior to termination of this Agreement, you will be contacted by the American Lung Association to discuss continuing as an FFS Certified Facilitator and to sign a new Agreement. Unless this Agreement is extended or renewed, all use of the American Lung Association name and logo shall cease upon expiration or termination of this Agreement.</p> <p><b>Resolution of Disputes and Termination:</b> In the spirit of the Agreement, it is expected that the undersigned parties will resolve issues of disagreement informally through ongoing collegial communication. However, if any party is not in compliance with the provisions of this Agreement or the issues cannot be resolved informally, this Agreement may be suspended immediately upon written notice. The notice of suspension will state the reasons for the suspension, any corrective action required of the other, and the effective date. If the issue resulting in a suspension is not resolved within sixty (60) days, this Agreement will be terminated.</p> <p><b>Certification Period:</b> Your certification will valid three years from the date you registered the Facilitator Clinic (see Training Log questions regarding your certification status, please email us at <a href="mailto:FreedomfromSmoking@lung.org">FreedomfromSmoking@lung.org</a>).</p> <p style="text-align: right;"><i>Please retain a copy of this agreement for your records.</i></p>
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# Facilitator Agreement Form

## American Lung Association will:

- Promote location and contact information for FFS group programs.
- Provide the facilitator with tools, resources, updates on the program and curriculum.
- Share policy information and activities that impact tobacco control and respiratory health.
- Maintain a network for communication and provide updates to enhance professional development.
- Promote FFS and raise awareness of the importance of tobacco use prevention and cessation.



## Facilitator Agreement Form

### Certified Facilitators will:

- Assert that they are and shall remain tobacco-free.
- Provide a safe and public meeting environment free from all tobacco products.
- Adhere to American Lung Association guidelines for setting participant registration fees.
- Adhere to the content and format of the FFS Group program.
- Request permission to use any American Lung Association copyrighted materials or trademarks.
- Individuals or organizations may not use elements of FFS as part of another program or commingled with another organization's program.
- Refrain from copying or reproducing FFS training and facilitation materials.



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## Facilitator Agreement Form

### Certified Facilitators will:

- Complete and submit required forms and record-keeping on the FFS programs you facilitate and the clients that attend, in compliance with relevant privacy rules. These include:
  - Program promotion form
  - Post Clinic Evaluation form
- Seek written approval from the American Lung Association before engaging with any co-sponsoring organization, funding source or other third party to implement the FFS program.
- Seek written approval from the American Lung Association before entering into any research project involving FFS or program participants.
- Agree to indemnify and hold harmless the American Lung Association from and against any claims, proceedings, lawsuits or other liabilities, costs and expenses.



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# Program Implementation & Updates

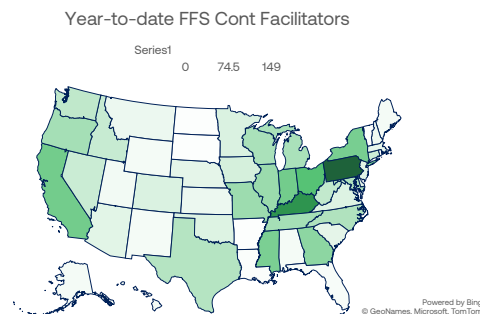


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## Program Highlights

### Program Efficacy & Successes

- 57% Quit Rate at 6 months when combined with FDA-approved cessation medication!
- Over 1,500 Trained and Certified Freedom From Smoking® Facilitators Nationwide
- Over 1,500 FFS+ Participants in FY24



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## Delivery Methods

### Counseling Programs

- Facilitator led in-person group clinics
- Facilitator led virtually delivered group clinics
- FFS Plus – Self-paced online on any digital device
- Text to Quit Motivational Support
- Counselor guided by phone
- Self Guided Workbook
- Online social support community



## Virtual Program Delivery

### How Can I Offer FFS virtually?



#### Before the Group Program Begins

- What virtual platform will you use and why?
- How will you market your clinic?
- How will participants get their participant workbooks?
- How to set up payment?
- What forms need to be filled out and how will you handle the questionnaires?

## Virtual Program Delivery

### How Can I Offer FFS virtually?

#### During the Group Program

- What files will you need to run your clinic and how will you use them?
- How can you record meeting notes in real time?

#### Helpful Tips:

- Send out notes and a short recap after each class.
- Continue to review Session 1 and the agenda throughout the 8 weeks to stay on track during clinics.
- Use the buddy system.



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## Strategies for Virtual Implementation

### Virtual Activities

The Lung Association's **Tobacco Control** YouTube playlist includes:

- Taking a Time Out
- How to Create a Quit Plan
- Learn to Say "No"
- Health Benefits of Quitting
- How Smoking Impacts Your Lung Health
- Overcoming a Slip
- Positive Self-Talk

Additionally

- Share success stories with group program participants!
- Practice their breathing exercises throughout the week.



[bit.ly/ALAFFSYouTube](https://bit.ly/ALAFFSYouTube)

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## Poll!

If you have virtually delivered an FFS group program, what are some tips or lessons learned?



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## Effective Quit Attempts

### FDA-Approved Cessation Medications

Approximately 60% of people who smoke and use tobacco products succeed in quitting when American Lung Association's Freedom From Smoking® program is paired with use of one or more cessation medications compared to only 13-17% of those who are successful with counseling alone.



### FACTS!

People increase their success in quitting by using counseling and FDA approved cessation medication.



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## Advising on Cessation Medications



### Categorizing Quit Medications

- Long-Acting Medications
  - Nicotine patch
  - Varenicline
  - Bupropion
- Short-Acting Medications
  - Nicotine gum
  - Nicotine lozenge
  - Nicotine nasal spray
  - Nicotine inhaler

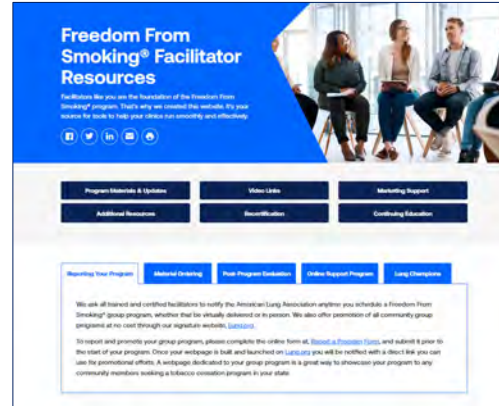


## Facilitator Resources & Technical Assistance

# FFS Program Resources

## Facilitator Resource Hub

- Supplemental Enhancements
- Ordering Clinic Materials
- Clinic Promotion
- Lung Champion
- Video Links
- Recertification Links and Materials
- Additional Resources

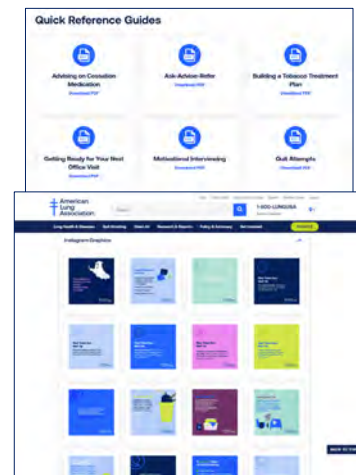


[bit.ly/FFSProgramResources](http://bit.ly/FFSProgramResources)



# FFS Program Resources

## Facilitator Resource Hub



[bit.ly/FFSProgramResources](http://bit.ly/FFSProgramResources)

# Lung Champions

## You ARE a Champion of Lung Health

**Kindsey D., UT**  
 Working and working through the Freedom From Smoking for Mutual Benefit modules, then participating in the live workshop blew my mind. Through evidence-based practice and years of research to back the foundation of Freedom From Smoking, I started teaching the class and watched those I was educating become just as surprised as I was that the stuff simply makes sense.

**Lauren B., WA**  
 I decided to start offering the Freedom From Smoking program at my organization because I'm an naturally non-user Community Education program. The FFS program has a very supportive structure, but also implements a degree of flexibility for facilitators to adjust to their groups' needs.

**Yeimi G., PA**  
 Freedom From Smoking isn't just about quitting, it's about creating a New You! and connecting participants with these services which will ultimately lay the foundation for leading healthier lifestyles. Freedom From Smoking provides hope and serves as a community service connector among so many individuals who are underserved.

**Emily M.**  
 Having never worked with a clientele of people who smoke, and having never smoked myself, I was apprehensive at first. But after completing my training, and my first Freedom From Smoking group, I realized the profound positive effect I could have on people's health with tobacco cessation education.

[bit.ly/FFSProgramResources](http://bit.ly/FFSProgramResources)



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# Lung Champions

## How the Lung Association Engages our Champions

- Written stories are shared within the FFS Facilitator Newsletter
- Written stories are shared with individuals interested in quitting within group programs

**Lisa G.**  
 I'm glad I never gave up trying to quit. Change takes time and practice. Smoking cessation programs work. Not only is the smaller green book to succeed, but by engaging with others who are trying to achieve the same goal they build a support system.

**Mark P.**  
 I smoked for over 35 years and here I am, 2.5 years smokeless and hopefully many more to come! I feel so much better. I breathe better, and my blood pressure is the best it's been in over 30 years. I'm so glad I gave Freedom From Smoking a shot.

**Jack H.**  
 My personal journey was to have lifestyle changes—to quit smoking and lose weight at the same time. Since my Freedom From Smoking quit date, I have lost 80 pounds and hiked 3,500 miles. The difference in my physical and mental health is tremendous.



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# Facilitator Overview Training

Lung.Training

## This course includes:

- Tobacco Basics
- How to Help People Quit
- Facilitator Overview Training
  - Introduction to FFS
  - Group Program Overview
  - Supplemental Resources
  - Promotion, Recruitment and Retention



# Supplemental Enhancements

Lung.Training

**Tobacco Basics** ★  
 The American Lung Association's Tobacco Basics is a free one-hour online course including five learning modules designed to lay the foundation in understanding the toll of tobacco use in the U.S. Available on [Lung.Training](#) at no cost.

**How To Help People Quit** ★  
 How To Help People Quit is a free, one-hour online course designed to further enhance understanding of the Lung Association's core beliefs about tobacco cessation, as well as understanding behavior changes, interventions and treatment needed to help people quit for good. Become a Lung Champion and complete this course to be a navigator of the cessation process, increase effective quit attempts, lead efforts towards fostering healthier tobacco-free generations and further build tobacco-free communities. Available on [Lung.Training](#) at no cost.

**Ask, Advise, Refer to Quit, Don't Switch** ★  
 The Ask, Advise, Refer to Quit, Don't Switch is based on the CDC's Ask-Advise-Refer model and utilizes updated tools and strategies for conducting an effective brief tobacco intervention with patients identified as tobacco users, including e-cigarettes. This one-hour, on-demand online course seeks to target healthcare professionals who may have direct patient contact and may initiate a brief tobacco intervention. Available on [Lung.Training](#) at no cost.

**ACT to Address Youth Cessation**  
 The American Lung Association's ACT to Address Youth Cessation Training is a one-hour on-demand, online course that provides an overview for healthcare professionals, school personnel and community members in youth/adolescent supportive roles in conducting a brief intervention for teens who use tobacco. Based on the American Academy of Pediatrics' Youth Tobacco Cessation: Considerations for Clinicians, the session outlines the steps of

**N-O-T (Not On Tobacco®) Youth Cessation Facilitator Training** ★  
 Become a vaping and tobacco cessation facilitator to deliver group-format cessation programming for youth in your school or community. N-O-T (Not On Tobacco®) is an evidence-based approach to help youth ages 14-19 quit or reduce their tobacco use, including e-cigarettes. The N-O-T Facilitator Training Course consists of three INDEPTH® modules and six N-O-T modules. Upon successful completion, you will receive 3-year certification and access the N-O-T Facilitator Guide, Participant Workbook and additional program resources. The cost is \$400 per person for this behavior modification facilitator certification course available on [Lung.Training](#).

**Vape Free Schools Initiative Tobacco Free Policy Assessment and Toolkit**  
 If you're an educator committed to helping students navigate the youth vaping epidemic. This module is for you as it provides an overview of and best practices for developing a comprehensive tobacco-free school policy. Participating in the Vape-Free Schools Initiative means that your school is a leader in supporting students affected by e-cigarettes, offering clear guidance, education and cessation. Completion of either INDEPTH and/or N-O-T facilitator training courses will satisfy the requirement to be recognized as a member of the Vape-Free Schools Initiative. Cost is \$400 per person for the behavior modification facilitator certification course (N-O-T) component of this initiative. The policy review module is available on [Lung.Training](#).

**INDEPTH® - Alternative to Suspension - Facilitator Training** ★  
 INDEPTH® (Intervention for Nicotine Dependence: Education, Prevention, Tobacco and Health) is an alternative to suspension or citation program that is offered as an option to students who face suspension for violation of school tobacco use policies. Upon completion of the training, facilitators will receive a 3-year certification and access the INDEPTH Facilitator Guide and resources to plan and implement the program. Available on [Lung.Training](#) at no cost.

**Freedom From Smoking® Adult Cessation Facilitator Training** ★  
 Freedom From Smoking (FFS) facilitators must complete an FFS Facilitator Training Workshop conducted by the American Lung Association and must not have used tobacco in any form for 12 months or longer. The facilitator training explains nicotine addiction, program content and implementation, and how to conduct group processes with adults. As a facilitator, you are responsible for conducting FFS Group Clinics for eight to 16 individuals ready to end their addiction to nicotine for good. You will introduce tools and techniques to the clinic participants, coordinate the activities and facilitate group interaction. As a trained facilitator you must help maintain participants' motivation and their commitment to quitting. The cost is \$400 per person for this behavior modification facilitator certification course available on [Lung.Training](#).



[Lung.Training](#)

## New! Motivational Texting Support

Participants can sign up and will immediately receive:

- Weekly motivational text messages tailored to their scheduled quit date
- Proven-effective strategies, tips and tricks to stay on track
- 24 - 7 access to the Lung Association's digital library of resources
- Responses to questions and additional support from the Lung HelpLine Tobacco Treatment Specialist Counselors



To register for Text To Quit, you can visit [cloud.m.lung.org/tobaccofreetext!](https://cloud.m.lung.org/tobaccofreetext!)



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## Priority & Emerging Issues



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## Poll!

Have you come across participants who are trying to quit using new oral nicotine pouches?



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## Emerging Commercial Tobacco Nicotine Pouches

- Redesign of 2010 Snus
- They do not contain tobacco leaf (often marketed as “tobacco-free”)
- They do contain **nicotine and other chemicals**
- Many of them contain flavorings and sweeteners
- There is no need to spit (like with chewing tobacco) and they do not produce odor, smoke or vapor.
- Nicotine is delivered directly into the bloodstream through the mouth’s membrane lining.
- They can be used discreetly at any time, anywhere.



References:  
Photograph: Michael M Santiago/Getty Images



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# Emerging Commercial Tobacco

## Nicotine Pouches

- Nicotine is **highly addictive**.
- Addiction to these products may **lead to use of inhaled tobacco products**, which is a more efficient way for consumers to get a "nicotine hit."
- Nicotine use can cause **cardiovascular** and **respiratory** issues.
- Additionally, nicotine changes the way that synapses are formed – a connection between brain cells that builds when a new memory is created, or skill is learned.



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# Equity & Inclusion



## Vision

Our vision is to embrace diversity, equity, and inclusion within the Lung Association and the communities we serve.

## Mission

To advance the American Lung Association's mission to save lives by improving lung health and preventing lung disease while fostering diversity, equity and inclusion in our practices, programs, and processes to create an inclusive and equitable culture. Through intentional efforts, we aim to promote cultural competencies, confront inequities, and create equal opportunities for advancement.

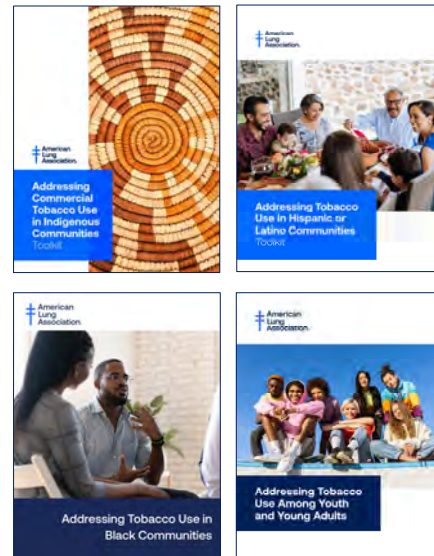


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# Equity & Inclusion

## Health Equity Resources & Toolkits

- Behavioral Health Population
- Asian American, Native Hawaiian and Pacific Islanders
- LGBTQIA+ Communities
- American Indian, Alaska Native, and Indigenous People
- Black Communities
- Hispanic or Latino Population



[Lung.org/EmpowerYourCommunity](https://Lung.org/EmpowerYourCommunity)

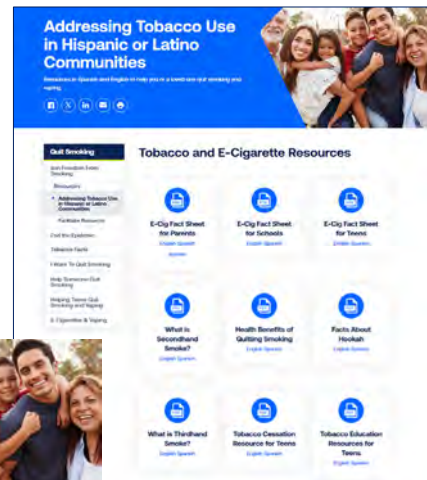


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# Equity & Inclusion

## Materials in Spanish

- Tobacco Programs
- Quick Reference Guide
- Health Benefits of Quitting
- Secondhand Smoke
- Thirdhand Smoke
- E-Cig Fact Sheets

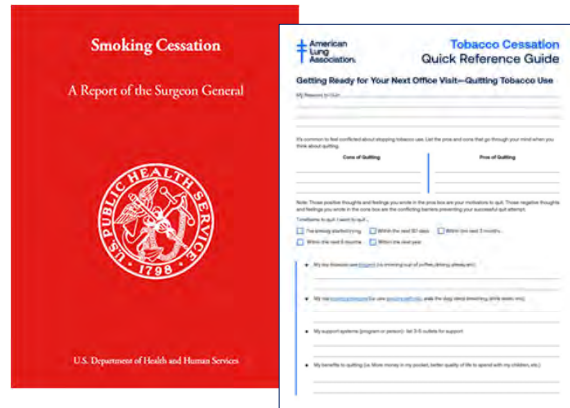


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# 2022 U.S. Surgeon General’s Report

## Challenges We Face to Further Reduce Smoking

- In 2022, approximately 67.7% of adults who used tobacco products wanted to quit.
- Approximately 53.3% of adults who used tobacco products tried to quit in the past year.
  - Only half of these individuals received clinician advice or assistance.
- Fewer than one in 10 U.S. adults successfully quit.



# Tips to Quit, Don't Switch

1. Focus on motivators.
2. Build confidence.
3. Stress management is key.
4. It's never too late to quit.
5. Learn from past experiences.
6. You don't have to quit alone.
7. Medications are safe and effective and will help you quit and stay quit when used properly.
8. Every tobacco user can quit!



## Poll!

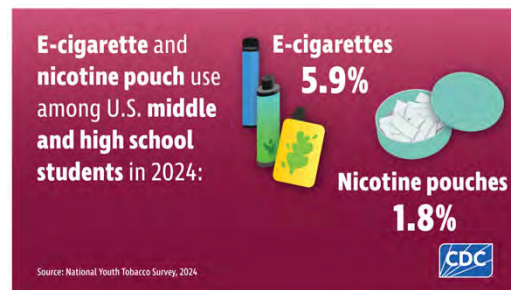
How relevant are youth resources to your work within your community?



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## E-Cigarette Use Among Youth

- 1.63 million (5.9%) students currently used e-cigarettes. This includes:
  - 410,000 (3.5%) middle school students.
  - 1.21 million (7.8%) high school students.
- Among students who currently used e-cigarettes:
  - 87.6% used flavored e-cigarettes.
  - 38.4% used an e-cigarette on at least 20 of the last 30 days.
  - 26.3% used an e-cigarette every day.



Source: CDC Smoking and Tobacco Use, 2024 [E-Cigarette Use Among Youth | Smoking and Tobacco Use | CDC](#)



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## E-Cigarette Use Among Youth



- Current use of e-cigarettes varied by race and ethnicity.
  - Non-Hispanic multiracial students: 20.8%.
  - Non-Hispanic White students: 18.4%.
  - Hispanic or Latino students: 18.2%.
  - Non-Hispanic American Indian and Alaska Native students: 15.4%.
  - Non-Hispanic Black or African American students: 12.9%

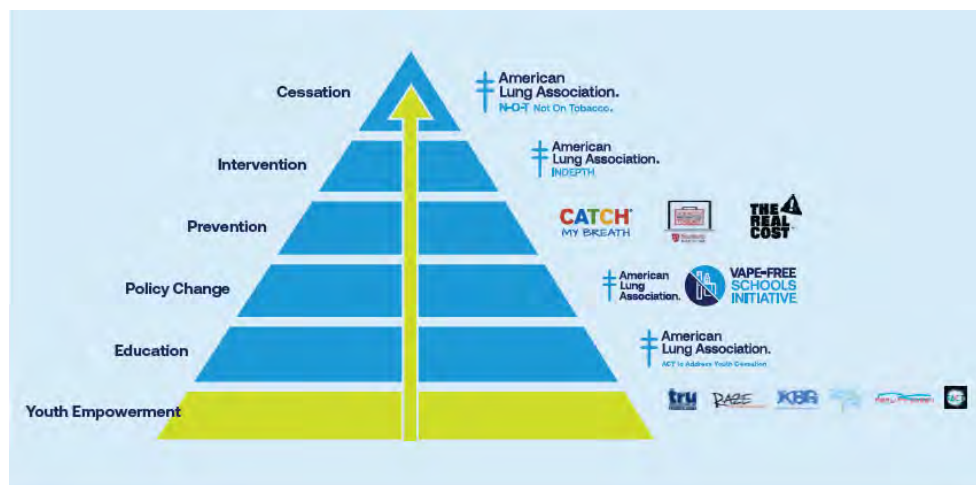


Source: CDC Smoking and Tobacco Use, 2024 [E-Cigarette Use Among Youth | Smoking and Tobacco Use | CDC](#)

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## Comprehensive Approach

Addressing the Youth Vaping Public Health Crisis

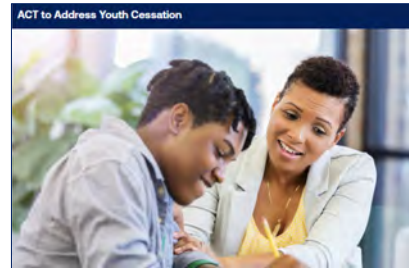


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# Ask-Counsel-Treat (ACT)

## How To Conduct a Brief Intervention with Youth

- **Ask:**
  - Screen for tobacco use with all youth, during every clinical encounter.
- **Counsel:**
  - Advise all youth who use tobacco to quit and have them set a date within two weeks.
- **Treat:**
  - Link youth to behavioral treatment extenders and prescribe pharmacologic support when indicated.
  - After the visit, follow-up to assess progress and offer support



 American Lung Association

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# Lung Association Resources

## Tobacco Cessation for Youth

**N-O-T** Not On Tobacco. 

- Voluntary Youth Cessation Program for ages 14-19
  - In-person or virtually delivered facilitator-led group
  - Online through any digital device via NOTforMe.org
- **90% of NOT participants either quit or reduced their tobacco use!**
- **1,443 Trained and Certified NOT Facilitators Nationwide!**
- **649 NOTforMe Participants in FY24!**



 American Lung Association

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# Lung Association Initiatives



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## What's New?

- Freedom From Smoking® Text-to-Quit Motivational Support Program
- 9 tobacco trainings accredited by the Council for Tobacco Treatment Training Programs for CTTS credits
- Resources on oral nicotine pouch products
- Integration of Lung Health Navigators
- Initiatives to address synergistic risk radon and tobacco use play on lung cancer rates
- Expanded tobacco cessation and health systems change library of resources at [Lung.org/cessationTA](https://Lung.org/cessationTA)



Lung Health Navigators providing free, educational programs for your lung health clients and their caregivers which serves as a vital adjunct to their medical care.

Freedom From Smoking® Text To Quit

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# Education & Awareness

#DoTheVapeTalk

The collage features three pieces of content: a website screenshot titled 'Talk to Your Child About Vaping' with a 'Get the Facts' button; a YouTube video thumbnail showing a teen room with the text 'TalkAboutVaping.org'; and a social media post with the text 'Wacky sitcom teens aren't the best people to talk to your kid about vaping.' The American Lung Association logo is present in the bottom right of the collage.

[TalkAboutVaping.org](http://TalkAboutVaping.org)

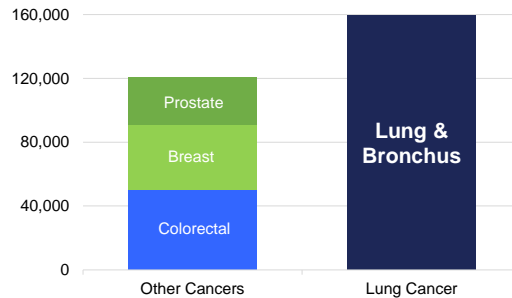
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# Reduce Lung Cancer Deaths

## LUNG FORCE



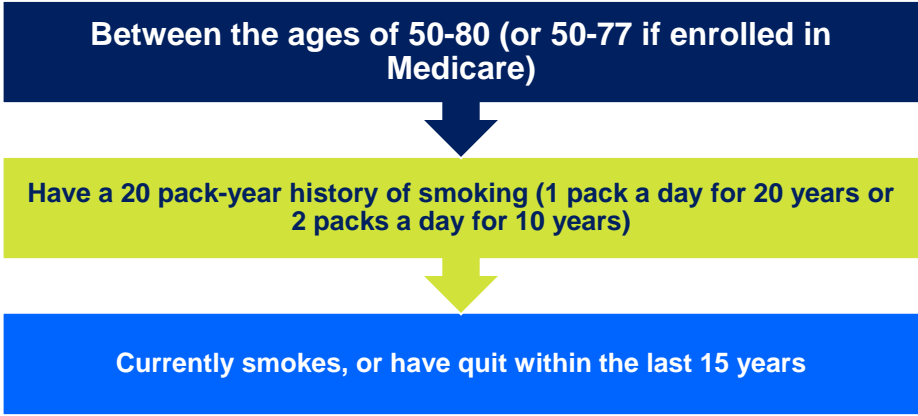
- 29% of Americans know that lung cancer is the leading cancer killer of women and men
- 69% of adults have not spoken with their doctor about their risk for lung cancer
- 44% are concerned they might get the disease



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# Reduce Lung Cancer Deaths

## United States Preventative Services Task Force



\*An individual must meet all criteria to be considered eligible for lung cancer screening.



# Lung Cancer Screening Assistance

## Lung Health Navigators

Our **Lung Health Navigators (LHNs)** work one-on-one with individuals for free, and are here to offer resources, including:

- Determining eligibility for a LDCT, or addressing eligibility concerns
- Supporting in locating a screening center
- Supporting in scheduling and obtaining an order for a LDCT, and provide follow-ups
- Helping find transportation and screening assistance
- Facilitating tobacco cessation referrals to state Tobacco QuitLine's

The image shows a 'Lung Cancer Screening Referral Form' with fields for patient information and a 'Lung Cancer Screening' logo. Below it is a screenshot of the 'American Lung Cancer Helpline' website, which includes a video of a helpline representative and text about eligibility and resources. The website text includes: 'Call our FREE Lung Cancer Helpline to talk to an expert. 1-844-ALA-LUNG', 'Are You Eligible for a Lung Cancer Screening?', and 'Receive Guidance and Resources'.



## Coming Soon!



- Parent-led Prevention and Intervention LMS Training
- Freedom From Smoking® Curriculum for Black Communities
- Addressing Tobacco Use Among Youth and Young Adults Toolkit
- Addressing Tobacco Use in Veterinarian Settings Toolkit
- Addressing Commercial Tobacco Use in Dental and Oral Health Settings Toolkit
- Addressing Menthol Tobacco Use Toolkit
- Tobacco Waste Disposal Initiative Toolkit

## Final Steps Towards Recertification

## Recertification Process



- View Recertification/Refresher webcast in its entirety.
- Complete the Post-Training Evaluation at [bit.ly/FFSRecertEvaluation](https://bit.ly/FFSRecertEvaluation)  
This includes reading through and acknowledging the Facilitator Agreement Form.
- Receive your 3-year Facilitator Certificate of Completion.



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**Post-Training Evaluation**  
[bit.ly/FFSRecertEvaluation](https://bit.ly/FFSRecertEvaluation)



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**Questions & Answers**  
**[FreedomFromSmoking@Lung.org](mailto:FreedomFromSmoking@Lung.org)**



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**You make a difference.**



When you can't breathe, nothing else matters®.



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