



FOREVER  
*FREE*<sup>™</sup>

A Guide  
To Remaining  
Smoke Free



An Overview

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*Congratulations on quitting smoking! You have taken one of the most important health steps that a person can take. The fact that you asked for Forever Free information means that you want to stay tobacco-free. That commitment along with the Forever Free information should increase your chance of success!*

## About Forever Free

The goal of the *Forever Free* program is to help ex-smokers stay off cigarettes. Every year 17 million Americans try to quit smoking, but only 1.3 million of these smokers are able to stay off cigarettes. That means that over 90% of smokers who try to quit cannot stay tobacco-free.

As you may have seen, there are many efforts to help people to quit smoking. Stop smoking ads appear on TV and radio, in newspapers and magazines, and on billboards. More and more places (restaurants, hospitals, work places, sports places) do not allow smoking. The problem with all these efforts is that they just tell smokers to quit. They do not tell them **how** to do it.

In the last ten years, much research has been done to find out why some people can stay off cigarettes for good, while others go back to smoking. This research has been used to develop programs to help ex-smokers stay off cigarettes for good. This type of program is called "relapse prevention."

The information in this *Forever Free* packet is based on research on smoking relapse done by researchers at TRIP and other places. The *Forever Free* program is brand new, so this packet is "hot off the press." The *Forever Free* program is funded by a grant from the National Cancer Institute. We hope to expand and develop the *Forever Free* program to include other services that may be helpful to ex-smokers, like yourself.

We ask that you read the *Forever Free* book and then save it. Some of the information may be a review for you; other information may be new. We ask that you read the book from time to time. In this way, you will be prepared if you have an urge to smoke.