



## What is *Freshstart*?

**Freshstart** is the American Cancer Society's group-based tobacco cessation counseling program. The program is designed to help participants stop smoking by providing essential information, skills for coping with cravings, and group support.

**Freshstart** is a facilitator-led program. To implement the **Freshstart** program at your organization, a representative must register and complete **Freshstart** Facilitator training. After completing training, you will receive access to the program materials and can begin offering Freshstart at your worksite.

## How Do I Become a Facilitator?

To become a **Freshstart** facilitator, you'll need to complete the online facilitator training course. The self-study module is available any time and you can complete it at your own pace. The entire training is about two hours.

To get started, log on to <http://www.acsworkplacesolutions.com/FreshStartFacilitator.asp> and complete the registration form. You'll receive a confirmation email with a link to the self-study materials.

## How Does *Freshstart* Work?

The **Freshstart** program is designed to help smokers quit smoking and develop coping skills to combat the psychological and physical side effects of smoking cessation. This straightforward, upbeat program is intended to stress the positives of the smoking cessation experience – the reasons to quit, the benefits of quitting – while honestly exploring the very real, unpleasant feelings that are a part of beating the addiction to nicotine and the habit of smoking. **Freshstart** focuses on an active, pragmatic approach to quitting smoking with each participant directing his or her own efforts to quit.

And while **Freshstart** emphasizes each member's personal responsibility for their success, the program content is crucial to that success. Most important to the delivery of the program content is the facilitator. A facilitator is responsible for making sure that all group members fully participate in the **Freshstart** program. That person will provide group leadership, interpretation of program materials, moral support, and clear, accurate information about the smoking cessation process.

To learn more about **Freshstart** and to sign up to become a **Freshstart** facilitator, visit: <http://www.acsworkplacesolutions.com/FreshStartFacilitator.asp>