

QuitSmart® Program

QuitSmart combines cognitive-behavioral coping skills training, hypnosis via CD, a realistic cigarette substitute, and optional use of medication. Smokers enroll in QuitSmart because it gives them the treatments they want, and requires just three sessions.

The QuitSmart program is very patient friendly. Patients find it easy to understand and to implement.

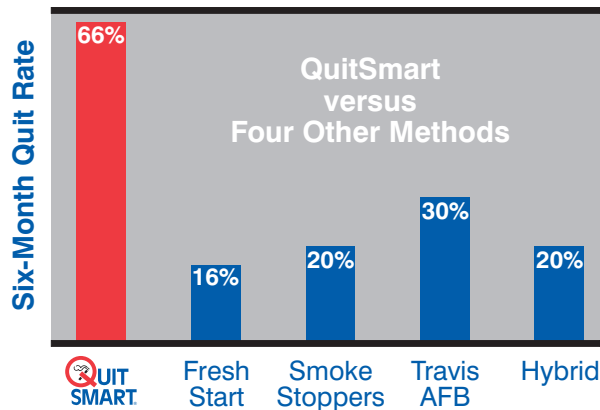
Louis Brancalone, Psy.D.
Perry Point, MD

I have found QuitSmart to be unique in allowing the health professional to combine the best behavioral self-control methods with an easy-to-use form of self-hypnosis. I recommend it.

Susan C. Stewart, M.D.
New York, NY

QuitSmart® Works

In a study at five U.S. Air Force Bases, 66% of QuitSmart participants remained smoke free at a six-month follow-up, compared to 16–30% of those in four other stop smoking programs.



Shiple, et al., *Federal Practitioner*, 2002,19(3),13–22.

QuitSmart also produced impressive quit rates in studies published in *Veterans Health System Journal* and *Psychology of Addictive Behaviors*.

QuitSmart®

P.O. Box 99016, Duke Station
Durham, NC 27708-9016
www.QuitSmart.com • 888 737-6278



Leader Certification Seminars

Learn to lead the empirically validated QuitSmart® Tobacco-Cessation Program

Presenter

Robert H. Shiple, Ph.D.
Director, Duke Medical Center
Stop Smoking Clinic, and
Creator of the QuitSmart method

Leader Certification Seminar

In a one-day seminar you will learn to

- Assess nicotine addiction
- Teach coping skills
- Help new ex-smokers foster a nonsmoking self-image
- Oversee a nicotine-weaning program based on switching brands of cigarettes
- Know when and how to recommend various medications
- Introduce a safe and effective hypnosis CD
- Use a simple letter to increase social support for new ex-smokers
- Teach relapse prevention/recovery strategies
- Promote your QuitSmart program

On the anonymous evaluation form, 94% of participants have rated the seminar "Excellent."

I was very impressed by the quality and depth of the QuitSmart Trainer Seminar. I got a lot of information in a short time.

Harry Klinefelter III, Ph.D.
Fort Worth, TX

The seminar was excellent and very complete.

Charles D. Williams, Jr., M.D.
Charlotte, NC

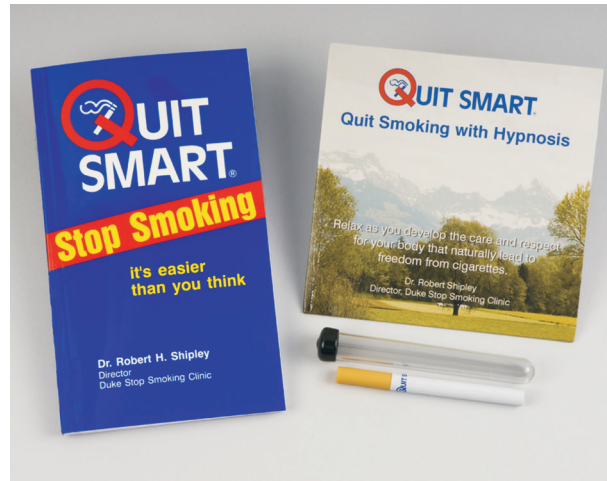
Other Training Options

Home-Study Certification. View a video of a QuitSmart Seminar, and then discuss it with Dr. Shipley by telephone.

On-Site Seminar. If you have several people to be trained, we'll come to you.

QuitSmart® Stop Smoking Kit

Each person you treat receives the acclaimed QuitSmart Stop Smoking Kit: Guidebook, Hypnosis CD, and Cigarette Substitute.



It is hard to say which of the three Kit elements I enjoyed most... I recommend this program.

Jamie Dillion, MS, RRT,
Reviewer, *Advance for Respiratory Care Practitioners*

This kit should be purchased, studied and used by all members of the health profession.

Helen Sibilano, RN, MSN
Reviewer, *Oncology Nursing Forum*

The appealing prose, cartoons and charts [in the QuitSmart Guidebook] make for engaging reading.

Mark J. Tager, M.D.
Reviewer, *American Journal of Health Promotion*

QuitSmart® Leader Manual

The Leader Manual is available to help you teach your QuitSmart program. The 17 chapters cover every facet of the program. Promotion information is also included with sample ads, letters, and press releases.

The excellent Leader Manual provided everything I needed to implement my QuitSmart program.

Philip Cardamone, Psy.D.
South Windsor, CT

Organizations Choosing QuitSmart®

Anderson Air Force Base, Guam
Arkansas State University
Harvard Pilgrim Health Care
Ireland Army Hospital, Ft. Knox
Kadena Air Base, Japan
Kaiser Permanente, GA
Purdue University
Quintiles Transnational
St. Josephs Hospitals, IN
Turning Point Substance Abuse, Bermuda
V. A. Medical Centers
Albany, Augusta, Buffalo, Daytona Beach, Durham,
Gainesville, Kansas City, Little Rock, Northampton,
Salt Lake City, Syracuse, Wilmington DE ...

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Register me for Home-Study, or the seminar to be held:

_____ (date) in _____ (city)

Enclosed is \$295 for tuition with a Leader Manual and QuitSmart Kit, or \$220 for tuition only. Refunds less \$25 are available up to 3 days before a seminar.

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QuitSmart
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Durham, NC 27708

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Unconditional Money Back Guarantee
If the QuitSmart Leader Certification Seminar does not meet your expectations, your tuition will be refunded.