

**Program Title:**  
Freedom From Smoking Clinics.

**Contact:**  
Ms. Janice L. Hoover, Adult Health Program Supervisor  
(517)546-9850.

**Description:**  
The American Lung Association's Freedom From Smoking clinics are offered to the community between two and four times a year. For more information, see the detailed program description in Part 1.

**0559. MIDLAND COMMUNITY CANCER SERVICES,**  
1170 James Savage Road, Midland, Michigan  
48640.

**Program Title:**  
School Smoking Education.

**Contact:**  
Ms. Susan Dusseau, Executive Director, and Kathleen Dolan,  
R.N.  
(517)835-4841.

**Description:**  
Progressive informational programs on the health hazards of smoking are presented to students in grades 6, 7, and 9 in Midland County. The physical effects of smoking, chemical content of tobacco, and the advertising techniques employed by the tobacco industry are discussed. Separate films are utilized for each class in addition to pamphlets and teaching models.

**0560. MIDLAND COMMUNITY CANCER SERVICES,**  
1170 James Savage Road, Midland, Michigan  
48640.

**Program Title:**  
Smoking Cessation.

**Contact:**  
Ms. Susan Dusseau, Executive Director, and Kathleen Dolan,  
R.N.  
(517)835-4841.

**Description:**  
The Smoking Cessation program assists the individual through either one-on-one session(s) or a group support approach by a trained instructor. Heal education and behavior modification techniques are utilized.

**0561. THE NATIONAL CENTER FOR HEALTH PROMO-**  
TION, 3772 Plaza Drive, Suite 5, Ann Arbor,  
Michigan 48108.

**Program Title:**  
How To Implement A Successful Worksite Smoking Policy.

**Contact:**  
Program Coordinator  
(313)944-3329.

**Description:**  
How To Implement A Successful Worksite Smoking Policy is a practical manual that gives readers a concrete nine-step plan for successfully implementing a worksite smoking policy. Some of the steps included are assessing the present corporate environment, designing the smoking policy, implementing the plan, providing smoking cessation assistance, and tracking progress. This 102-page manual was developed by The National Center for Health Promotion and is available for \$48.

**0562. THE NATIONAL CENTER FOR HEALTH PROMO-**  
TION, 3772 Plaza Drive, Suite 5, Ann Arbor,  
Michigan 48108.

**Program Title:**  
Smoke Stoppers.

**Contact:**  
Program Coordinator  
(313)944-3329.

**Description:**  
Smoke Stoppers, developed by the National Center for Health Promotion, is a three-phase smoking cessation program. Phase I prepares the individual for quitting; Phase II provides the techniques, guidance, support, and structure for cessation; and Phase III provides an ongoing support and maintenance system.

**0563. OAKLAND COUNTY HEALTH DIVISION,** Depart-  
ment of Institutional and Human Services, 1200  
North Telegraph Road, Pontiac, Michigan 48053.

**Program Title:**  
FreshStart.

**Contact:**  
Mr. Martin Pawlicki, Public Health Educator  
(313)858-5088.

**Description:**  
The American Cancer Society's FreshStart program is offered monthly and is targeted mainly to local businesses. For more information, see the detailed program description in Part 1.

**0564. PROVIDENCE HOSPITAL,** Community Health  
Education Department, 16001 West Nine Mile  
Road, Post Office Box 2043, Southfield, Michigan  
48037.

**Program Title:**  
Smokeless.

**Contact:**  
Pam Nelson, R.N., M.S.N., Coordinator  
(313)424-3068.

**Description:**  
The Smokeless system, developed by the American Institute for Preventive Medicine, is a highly structured, multifaceted smoking cessation program. Participants learn systematic

techniques to prevent the urge to smoke and to eliminate cravings that may develop. Cessation booklets and followup services are provided.

**0565. SAINT JOHN HOSPITAL, Patient Education Center, 22101 Moross, Detroit, Michigan 48236.**

**Program Title:**  
Five-Day Plan.

**Contact:**  
Mr. John H. Burrows, Program Coordinator  
(313)343-4000.

**Description:**  
Offered twice a year, this 5-day clinic helps interested individuals kick the habit. During these 90-minute sessions, a lecturer explains how cigarette smoking harms the body and illustrates his points with several films. Illustrations of disease states prepared by experts also are used.

**0566. SAINT JOHN HOSPITAL, Patient Education Center, 22101 Moross, Detroit, Michigan 48236.**

**Program Title:**  
Individual Counseling Approach to Smoking.

**Contact:**  
Ms. Camille C. Klimecki, Program Coordinator  
(313)343-3870.

**Description:**  
The goal of this individual counseling approach to smoking cessation is to help individuals with their particular and unique needs in regard to quitting smoking. On the initial visit, the patient views two films on the health effects of smoking and techniques for quitting. Therapists work closely with the patient to develop a program of techniques specifically designed to help that individual quit smoking. Behavior modification and contracting techniques are often used. Counseling may include identification of the individual's motivation for quitting, an explanation of the reasons why quitting may be difficult, a description of the hazards of smoking and the benefits of quitting, development of an appropriate quitting strategy, an explanation of stimulus and response training and readjustment, and continued followup until smoking cessation is accomplished. Films, pre- and posttests, review sheets, and self-evaluation sheets may be used to augment the program.

**0567. SAINT JOHN HOSPITAL, Patient Education Center, 22101 Moross, Detroit, Michigan 48236.**

**Program Title:**  
Want To Quit Smoking – It's Up To You!

**Contact:**  
Ms. Camille C. Klimecki, Program Coordinator  
(313)343-3870.

**Description:**  
This week-long smoking cessation program is held on

consecutive evenings for 2 to 2-1/2 hours. The program includes lectures by physicians, Nationally produced films, and question-and-answer sessions. Topics covered include the health hazards of smoking, reasons for initiation and maintenance of the smoking habit, and tips for quitting. Brochures, pamphlets, posters, buttons, slides, films, and visual diagrams are used to illustrate the program.

**0568. ST. JOSEPH MERCY HOSPITAL, 900 Woodward Avenue, Pontiac, Michigan 48053.**

**Program Title:**  
Smokeless.

**Contact:**  
Ms. Joan Sheridan, Program Coordinator, Office of Health Promotion  
(313)858-3155.

**Description:**  
The Smokeless system, developed by the American Institute for Preventive Medicine, is a highly structured, multifaceted smoking cessation program. Participants learn systematic techniques to prevent the urge to smoke and to eliminate cravings that may develop. Cessation booklets and followup services are provided.

**0569. ST. JOSEPH'S HEALTH EDUCATION CENTER, 215 North Avenue, Mt. Clemens, Michigan 48043.**

**Program Title:**  
Smokeless.

**Contact:**  
Ms. Eileen Eckert, Director  
(313)263-2880.

**Description:**  
The Smokeless system, developed by the American Institute for Preventive Medicine, is a highly structured, multifaceted smoking cessation program. Participants learn systematic techniques to prevent the urge to smoke and to eliminate cravings that may develop. Cessation booklets and followup services are provided.

**0570. ST. LUKE'S HOSPITAL, 700 Cooper Avenue, Saginaw, Michigan 48602.**

**Program Title:**  
Smokeless.

**Contact:**  
Ava Lewis, R.N., B.S.N., Program Coordinator  
(517)771-6163.

**Description:**  
The Smokeless system, developed by the American Institute for Preventive Medicine, is a highly structured, multifaceted smoking cessation program. Participants learn systematic techniques to prevent the urge to smoke and to eliminate cravings that may develop. Cessation booklets and followup services are provided.

**0571. ST. MARY'S HEALTH CONNECTION, 830 South Jefferson Avenue, Saginaw, Michigan 48601.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Laura Foy, Coordinator, Health Promotion Program  
(517)776-8400.

**Description:**  
The Health Connection is currently using the American Lung Association's Freedom From Smoking program in health promotion to the community. For more information, see the detailed program description in Part 1.

**0572. SHIAWASSEE COUNTY HEALTH DEPARTMENT, 110 East Mack Street, Corunna, Michigan 48817.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Mikelle Whitt, Public Health Educator  
(517)743-2355.

**Description:**  
The American Lung Association's cessation program is offered three or four times a year to the general public. For more information, see the detailed program description in Part 1.

**0573. WASHTENAW COUNTY HEALTH DEPARTMENT, 4101 Washtenaw Road, Post Office Box 8645, Ann Arbor, Michigan 48107-8645.**

**Program Title:**  
Breathe Easy Packet And Manual.

**Contact:**  
Ms. Michelle Scranton, Worksite Wellness Coordinator  
(313)971-3993.

**Description:**  
The manual and packet are the same as those provided in the Breathe Easy Seminar. The cost of the packet is \$5 plus postage and the cost of the manual is \$3 plus postage.

**0574. WASHTENAW COUNTY HEALTH DEPARTMENT, 4101 Washtenaw Road, Post Office Box 8645, Ann Arbor, Michigan 48107-8645.**

**Program Title:**  
Breathe Easy Seminar.

**Contact:**  
Ms. Michelle Scranton, Worksite Wellness Coordinator  
(313)971-3993.

**Description:**  
This seminar provides the basis for individual worksites to develop their own smoking policies. It is completed in one 1/2-day session. The format includes both lecture and small group discussions and provides specific steps to take in answering the questions: when, where, how, and by whom. A manual and packet are provided for each participant. Previously available only locally, the seminar is now being offered throughout Michigan.

**0575. WASHTENAW COUNTY HEALTH DEPARTMENT, 4101 Washtenaw Road, Post Office Box 8645, Ann Arbor, Michigan 48107-8645.**

**Program Title:**  
Marketing Smoking Cessation To And Through Physicians.

**Contact:**  
Ms. Beverly Chethik, Chief, Community Health Bureau and  
Ms. Vicki Nighswander, Health Educator  
(313)971-4582 and 971-3993.

**Description:**  
Through a Michigan Department of Public Health grant, a self-help packet of tools has been developed for health providers to counsel pregnant patients who smoke in cessation techniques. Along with research on available techniques, input from both local health care providers and patients was solicited in the development of the tools. The cost of a packet is \$2 plus postage.

**0576. WESTERN MICHIGAN ASSOCIATED DISTRICT HEALTH DEPARTMENT, District #5, 314 State Street, Post Office Drawer 72, Hart, Michigan 49420.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Linda VanGills, Health Education Coordinator  
(616)873-2193.

**Description:**  
This program is offered twice a year to the general public in the following Counties: Lake, Newaygo, Oceana, Manistee, Mason, and Mecosta. The service is also offered to worksites. For more information, see the detailed program description in Part 1.

## MINNESOTA

- 0577. ABBOTT NORTHWESTERN HOSPITAL, 800 East 28th Street, Minneapolis, Minnesota 55407.**

**Program Title:**  
Phase II Quit Smoking Program.

**Contact:**  
Mr. Howard Epstein, Program Coordinator  
(612)863-4302.

**Description:**  
The Phase II Quit Smoking Program focuses not only on helping smokers to quit, but also on helping them not to relapse. The program incorporates elements of a chemical dependency model and works to help participants develop a different self-concept. Phase II meets twice a week for 3 weeks. Abbott Northwestern Hospital also provides one-to-one consultation with psychologists from the Behavioral Medicine Clinic.

- 0578. AMERICAN HEART ASSOCIATION, MINNESOTA AFFILIATE, INC., 4701 West 77th Street, Minneapolis, Minnesota 55435.**

**Program Title:**  
Calling It Quits.

**Contact:**  
Ms. Roz Johnson, Director of Community Programs  
(612)835-3300.

**Description:**  
The American Heart Association's Calling It Quits program is offered. For more information, see the detailed program description in Part 1.

- 0579. AMERICAN HEART ASSOCIATION, MINNESOTA AFFILIATE, INC., 4701 West 77th Street, Minneapolis, Minnesota 55435.**

**Program Title:**  
In Control.

**Contact:**  
Ms. Roz Johnson, Director of Community Programs  
(612)835-3300.

**Description:**  
The American Heart Association offers the American Lung Association's In Control videocassette smoking cessation program. For more information, see the detailed program description in Part 1.

- 0580. AMERICAN HEART ASSOCIATION, MINNESOTA AFFILIATE, INC., 4701 West 77th Street, Minneapolis, Minnesota 55435.**

**Program Title:**  
Save A Sweet Heart.

**Contact:**  
Ms. Roz Johnson, Director of Community Programs  
(612)835-3300.

**Description:**  
The American Heart Association's Save A Sweet Heart program is offered. For more information, see the detailed program description in Part 1.

- 0581. AMERICAN LUNG ASSOCIATION OF MINNESOTA AND MINNESOTA DEPARTMENT OF EDUCATION, 614 Portland Avenue, St. Paul, Minnesota 55102.**

**Program Title:**  
Tobacco Free Schools In Minnesota.

**Contact:**  
Ms. Holly Loeffler, Program Coordinator  
(612)227-8014.

**Description:**  
After an extensive period of coordination and planning, the American Lung Association of Minnesota and the Tobacco Use Prevention Office of the Department of Education have initiated a program entitled Tobacco Free Schools in Minnesota. Workshops have been held around the State and a resource manual has been developed for schools and school districts. The program targets schools and addresses tobacco policies that affect the students, staff, and community members who use school facilities. The goal is to encourage school districts to adjust their policies to prohibit smoking.

- 0582. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Because You Love Your Baby.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's Freedom From Smoking For You And Your Baby kit is offered for a minimal cost. For more information, see the detailed program description in Part 1.

- 0583. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Freedom From Smoking Clinics.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's Freedom From Smoking cessation clinics are offered. A fee of \$50 is charged to all participants in order to cover material costs and facilitators' salaries. Clinics are offered throughout Ramsey County on an ongoing basis. For more information, see the detailed program description in Part 1.

**0584. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Freedom From Smoking For You And Your Baby.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's 10-day self-help program for pregnant women is offered. The cost for manual and relaxation tape is \$5 each or \$7 for both. For more information, see the detailed program description in Part 1.

**0585. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Freedom From Smoking For You And Your Family.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's Freedom From Smoking For You And Your Family self-help program is offered at a cost to participants of \$4.95. For more information, see the detailed program description in Part 1.

**0586. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Freedom From Smoking In 20 Days.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's Freedom From Smoking self-help manuals, Freedom From Smoking In 20 Days and A Lifetime Of Freedom From Smoking are available. Single

manuals cost \$5; the cost for the set is \$7. For more information, see the detailed program description in Part 1.

**0587. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
In Control.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's In Control smoking cessation program is offered. The materials may be purchased for \$59.95 or borrowed for \$30. For more information, see the detailed program description in Part 1.

**0588. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Smokers' Support Group.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
Former smokers, ex-smokers still struggling with their habit, and smokers wanting to quit are invited to attend. For more information, call the American Lung Association of Ramsey County.

**0589. AMERICAN LUNG ASSOCIATION OF RAMSEY COUNTY, 614 Portland Avenue, St. Paul, Minnesota 55102-2287.**

**Program Title:**  
Smoking And Pregnancy Kit For Health Care Providers.

**Contact:**  
Sue Olmstead, M.P.H., Director, Smoking or Health Education  
(612)224-4901.

**Description:**  
The American Lung Association's Smoking And Pregnancy Kit is distributed to local physicians at a cost of \$7 a kit. For more information, see the detailed program description in Part 1.

**0590. AMERICAN LUNG ASSOCIATION, HENNEPIN COUNTY, 1829 Portland Avenue, Minneapolis, Minnesota 55404.**

**Program Title:**  
Freedom From Smoking Clinics.

**Contact:**  
Ms. Penny Gottier, Program Coordinator  
(612)871-7332.

**Description:**  
The American Lung Association Freedom From Smoking clinics are offered. For more information, see the detailed program description in Part 1.

**0591. AMERICAN LUNG ASSOCIATION, HENNEPIN COUNTY, 1829 Portland Avenue, Minneapolis, Minnesota 55404.**

**Program Title:**  
Freedom From Smoking Self-Help Manuals.

**Contact:**  
Ms. Penny Gottier, Program Coordinator  
(612)871-7332.

**Description:**  
The American Lung Association Freedom From Smoking self-help program, consisting of two manuals on cessation and maintenance, is offered. For more information, see the detailed program description in Part 1.

**0592. AMERICAN LUNG ASSOCIATION, HENNEPIN COUNTY, 1829 Portland Avenue, Minneapolis, Minnesota 55404.**

**Program Title:**  
In Control.

**Contact:**  
Ms. Penny Gottier, Program Coordinator  
(612)871-7332.

**Description:**  
The American Lung Association's In Control smoking cessation program is offered. For more information, see the detailed program description in Part 1.

**0593. BEMIDJI CLINIC, 1233 34th Street Northwest, Bemidji, Minnesota 56601.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Ann Daley, Program Coordinator  
(218)751-1280 ext.212.

**Description:**  
This hospital offers eight 2-hour sessions based on the American Cancer Society cessation model. In addition, clinic patients are invited on an individual basis to view an audiovisual program on cessation methods, after which a counselor helps them to set goals and provides a point of contact for followup. For more information, see the detailed program description in Part 1.

**0594. FAIRMONT MEDICAL CLINIC, P.A., AMERICAN LUNG ASSOCIATION OF MINNESOTA, 800 Clinic Circle, Post Office Box 800, Fairmont, Minnesota 56031.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Susan M. Hanson, Program Coordinator  
(507)238-4263.

**Description:**  
The American Lung Association's Freedom From Smoking clinic is offered in the fall and spring of each year. For more information, see the detailed program description in Part 1.

**0595. GROUP HEALTH, INC., Health Education Department, 2829 University Avenue, Southeast, Minneapolis, Minnesota 55414.**

**Program Title:**  
Unsmoke.

**Contact:**  
Program Coordinator  
(612)623-8536.

**Description:**  
The Unsmoke class serves the HMO's 200,000 members and staff at 14 medical and dental centers in the Twin Cities Metropolitan area. This 7-week class is designed to provide smokers with support and skills to enable them to quit smoking gradually, comfortably, and successfully. The class is taught by former smokers and teaches smokers to: 1) identify their own smoking triggers; 2) set realistic and attainable goals for themselves; 3) cut down on their smoking gradually and comfortably; and 4) develop skills to stop smoking and prevent a relapse. A Quit Smoking Resource list is available to Group Health, Inc. members and staff with information on smoking cessation classes and support groups in the metropolitan area where they can attend and receive a discount on the class fee. A variety of patient education literature is available at the medical center sites.

**0596. ISANTI-MILLE LACS COMMUNITY HEALTH SERVICES, 221 Northwest Second Avenue, Cambridge, Minnesota 55008.**

**Program Title:**  
Nonsmoking And Health Promotion Project.

**Contact:**  
Ms. Karen Nelson, Program Coordinator  
(612)689-5149.

**Description:**  
This project is working toward three major goals: promoting nonsmoking environments in local businesses, reducing or preventing smoking among District 911 students, and expanding local D-Day efforts. Businesses are provided with technical assistance, on-site presentations, educational materials,

and cessation programs. Awards are continually given to employers that implement a smoke-free policy.

The project health educator helped the middle schools in District 911 choose a smoking prevention curriculum, the Minnesota Smoking Prevention Plan developed by the University of Minnesota, to be used in grade 7. In addition, all fourth-grade students in District 911 received instruction from the Smoke-free Generation curriculum for 2 or 3 days, and all students and their teachers were given T-shirts with a nonsmoking message.

A technical advisory committee was established consisting of representatives from local businesses, schools, clergy, and health facilities. Committee members were charged with promoting D-Day activities. Businesses were visited by a task force member who distributed brochures and decals for store windows. Members encourage participation in smoking cessation programs and this Community Health Services agency sponsors FreshStart classes several times a year.

**0597. MANKATO HEART HEALTH PROGRAM, 101 North Second Street, Suite 103, Mankato, Minnesota 56001.**

**Program Title:**  
Quit And Win.

**Contact:**  
Mr. Richard Swanson, Program Coordinator  
(507)625-8874.

**Description:**  
Quit And Win is a self-help program to stop smoking. It helps the smoker understand the habit and identify the problems that will be hardest to overcome. It also teaches specific techniques for tackling these problems that can threaten success in quitting. With the Quit And Win method, smokers learn how to handle tempting situations or how to avoid them. It also anticipates relapse situations and helps the participant prepare for them. The fee for the Quit And Win manual is \$5.

**0598. MAYO CLINIC, Patient and Health Education Section, Rochester, Minnesota 55901.**

**Program Title:**  
Smoking Cessation.

**Contact:**  
Ms. Dorothy Ann Dale, Assistant Director  
(507)284-8140.

**Description:**  
Smoking Cessation is a 90-minute, entry-level program providing an overview of smoking behavior and covering the basic concepts of smoking cessation. It is designed to assist smokers in examining their thoughts about the decision to stop smoking, to provide information about the health effects of smoking, and to help the smoker develop a plan for quitting.

**0599. MAYO CLINIC, Rochester, Minnesota 55905.**

**Program Title:**  
Smoking Cessation Center.

**Contact:**  
Richard D. Hurt, M.D., Director  
(507)286-1930.

**Description:**  
The Center provides smoking cessation services to Mayo Clinic patients. It is staffed by physicians, a psychologist, and smoking cessation counselors providing a range of services. There is a smoking cessation consultation service that evaluates and counsels smokers referred by their physicians.

The level I intervention program provides five sessions of 2 hours each, with the first hour being educational in format and the second hour oriented to group therapy. The following are educational topics covered in the sessions: 1) overview of the medical consequences of smoking and concept of nicotine dependence; 2) development of nonsmoking and coping skills; 3) diet and exercise; 4) overview of stress management methods; and 5) maintenance of the nonsmoking status and relapse prevention. The services are provided for outpatients and patients hospitalized at Mayo-affiliated hospitals.

Continued relapse prevention is provided for each patient by a system of computer-prompted individual evaluation and patient contact, which will occur approximately 14 times during the 12 months after the initial treatment.

The Center is developing a nicotine-dependence questionnaire to assist staff in determining the degree of the patient's nicotine dependence. There are plans for the development of more intensive treatment, to include inpatient treatment for patients with severe nicotine dependence.

**0600. MINNEAPOLIS HEALTH DEPARTMENT, Public Health Center, 250 South Fourth Street, Minneapolis, Minnesota 55415-1372.**

**Program Title:**  
FreshStart.

**Contact:**  
Mr. Al Olson, Supervisor, Health Education  
(612)348-2304.

**Description:**  
The program's objective is to help people stop smoking using the American Cancer Society's FreshStart program. For more information, see the detailed program description in Part 1.

**0601. MINNESOTA DEPARTMENT OF HEALTH, 717 Southeast Delaware Street, Post Office Box 9441, Minneapolis, Minnesota 55440.**

**Program Title:**  
The Minnesota NonSmoking Initiative.

**Contact:**

Ms. Kathy Harty, Manager for NonSmoking and Health  
(612)623-5500.

**Description:**

By legislative mandate, the Minnesota Department of Health has initiated, and is promoting, a wide variety of high-quality tobacco-use prevention programs, including community and Statewide special projects grants, Statewide surveys, tobacco-use prevention programs in schools, extensive market research, and most recently, campaigns on television, radio, and billboards. Together these programs are called the Minnesota NonSmoking Initiative. These programs represent a multifaceted, Statewide effort to market a tobacco-free lifestyle to Minnesotans.

By November 1985, eight special projects grants, each for a 2-year period, had been awarded across the State for non-smoking projects. In spring 1986, a Statewide survey on the smoking habits of students in grade 9 was completed. The health department is currently collaborating with the University of Minnesota and Wisconsin's Departments of Public Instruction and of Health and Social Services on a National Cancer Institute grant to evaluate school activities in Minnesota in relation to those in Wisconsin over the next 5 years. During the 1985-86 school year, 75 percent of the 433 school districts in Minnesota applied for and received funds allocated by the legislature to develop tobacco-use prevention programs. For the 1986-87 school year, the percentage was 91.

Pursuant to the use of mass media in promoting a tobacco-free lifestyle, extensive market research and several mass media campaigns have been conducted by the Minnesota Department of Health. In May and June 1986, the Department conducted its first mass media project with a 6-week television campaign promoting a smoke-free lifestyle for children ages 8 through 18. In March 1987, the Department became cosponsor of the Minnesota High School Hockey Tournament with a tobacco use prevention campaign aimed at youth and young adults.

More recently, the Minnesota Department of Health contracted jointly with the Minnesota Institute of Public Health and Campbell-Mithun Advertising to design and initiate two varied tobacco-free lifestyle campaigns emphasizing the social undesirability of tobacco use. The campaigns, initiated in June 1987, were aimed at adolescents, preadolescents, and young women. Also, the Department conducted the first in a series of Statewide telephone surveys to gather data related to tobacco use.

**0602. NORTHFIELD HOSPITAL, 801 West First Street, Northfield, Minnesota 55057.**

**Program Title:**

Freedom From Smoking.

**Contact:**

Maxine Lamm, R.N., Education Director  
(507)645-6661.

**Description:**

A physician lectures on the physical effects of smoking, why

people smoke, and what triggers smoking behavior. Using a breath analyzer machine, participants record the carbon monoxide level in their bodies. After 2 days of abstention, carbon monoxide is again measured to show its decrease. Participants are urged to exercise to minimize weight gain and to avoid social situations that trigger and influence smoking behavior. At the last meeting, successful control is celebrated. If any participants feel it necessary to remain in contact, a Smokers Anonymous group is formed and meets weekly as needed. The program costs \$35.

**0603. OLMSTED COUNTY HEALTH DEPARTMENT, 1650 Fourth Street S.E., Rochester, Minnesota 55904.**

**Program Title:**

Smoking Cessation/Education.

**Contact:**

Ms. Joyce Stromberg, Program Coordinator  
(507)285-8343.

**Description:**

Staff offer smoking cessation to county employees through behavior modification classes and hypnotherapy sessions. In addition, education and cessation classes are offered in the county high schools. Students meet for 1 hour during the school day for 10 weeks. They learn why and how they can be successful in quitting and how not to succumb to pressure to start smoking again.

**0604. PRIMARY CARE CLINIC, THE HEALTH CENTER FOR WOMEN, 258 East University Avenue, St. Paul, Minnesota 55101.**

**Program Title:**

Smoking Cessation Clinic.

**Contact:**

Susan Schwartz, M.D., Medical Director  
(612)221-8854.

**Description:**

Pamphlets from the American Lung Association, the National Cancer Institute, and the Minnesota Department of Health are distributed to members who request information. Persons interested in quitting smoking are referred to a cessation clinic held at Ramsey Clinic.

**0605. RAMSEY COUNTY PUBLIC HEALTH DEPARTMENT, ST. PAUL DIVISION, 555 Cedar Street, St. Paul, Minnesota.**

**Program Title:**

Freedom From Smoking Clinics.

**Contact:**

Ms. Peg Torgerson, Program Coordinator  
(612)292-7238.

**Description:**

The American Lung Association's Freedom From Smoking



clinics are offered to city employees. For more information, see the detailed program description in Part 1.

**0606. REACH MAXIMUM HEALTH, ROCHESTER METHODIST HOSPITAL, 201 West Center Street, Rochester, Minnesota 55902.**

**Program Title:**  
Smokers' Clinic.

**Contact:**  
Ms. Doris Toddie, Program Coordinator  
(507)286-7006.

**Description:**  
Smokers' Clinic is designed to provide information through formal presentations, insight through group discussion, and support through audiovisual materials and literature. The first hour of each Smoker's Clinic session begins with a formal presentation by resource people such as physicians, psychiatrists, dietitians, other health care professionals, and ex-smokers. The topics addressed in this part of the session include: an introduction and discussion of the Smokers' Clinic philosophy; smoking and health; how smoking affects your lungs and cardiovascular system and how smoking affects your ears, nose, and throat; psychological aspects of smoking and quitting; a panel discussion of ex-smokers; nutrition and weight control while quitting smoking; and an experimental withdrawal session. The second hour of each session is spent in small group discussion under the direction of ex-smokers who volunteer to act as group leaders.

**0607. RIVERSIDE MEDICAL CENTER, A Joint Venture of St. Mary's and Fairview Riverside Hospitals, Riverside at 25th Avenue South, Minneapolis, Minnesota 55454.**

**Program Title:**  
Smokeless.

**Contact:**  
Mr. William Salzer, Program Coordinator  
(612)337-4680.

**Description:**  
The Smokeless system, developed by the American Institute for Preventive Medicine, is a highly structured, multifaceted smoking cessation program. Participants learn systematic techniques to prevent the urge to smoke and to eliminate cravings

that may develop. Cessation booklets and followup services are provided.

**0608. WASHINGTON COUNTY DEPARTMENT OF PUBLIC HEALTH, 14900 61st Street North, Post Office Box 6, Stillwater, Minnesota 55082-0006.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Suz-Ann Stenso-Velo, M.P.H., Health Educator  
(612)779-5445.

**Description:**  
The American Lung Association's Freedom From Smoking clinics are conducted about four times a year for general public participation. The department also conducts on-site clinics at requesting worksites. In addition to the clinic approach, a self-help approach is offered that covers similar information, but lacks the group support. For more information, see the detailed program description in Part 1.

**0609. WINONA COUNTY COMMUNITY HEALTH SERVICES, Courthouse, 171 West Third Street, Winona, Minnesota 55987.**

**Program Title:**  
Community Nonsmoking And Health Project.

**Contact:**  
Ms. Lynn S. Theurer, Administrator  
(507)454-2836.

**Description:**  
The project targets children and adolescents at risk for smoking and smokeless tobacco use and young adult women who smoke. The project aims to increase public knowledge and awareness of tobacco and to promote a tobacco-free lifestyle. Community education on the health risks of smoking is being implemented in the schools, Park and Recreation Department activities, 4-H Clubs, Girl Scouts, Boy Scouts, YMCA, and YWCA. There is also an education program on the effects of smokeless tobacco for Little League players. A community education program for young adult women is being implemented at Winona State University, St. Mary's College, St. Teresa's College, and Winona Area Technical Institute. Also, smoking pregnant women in the Women, Infants, and Children program are counseled on the risks of smoking.

## MISSISSIPPI

**0610. AMERICAN HEART ASSOCIATION, MISSISSIPPI AFFILIATE, 4830 East McWillie Circle, Post Office Box 16808, Jackson, Mississippi 39236.**

**Program Title:**  
Heart At Work.

**Contact:**  
Ms. Sally Walton, Program Director  
(601)981-4721.

**Description:**  
The American Heart Association's Heart At Work program is

offered. For more information, see the detailed program description in Part 1.

**0611. AMERICAN HEART ASSOCIATION, MISSISSIPPI AFFILIATE, 4830 East McWillie Circle, Post Office Box 16808, Jackson, Mississippi 39236.**

**Program Title:**  
Heart Health Education For The Young.

**Contact:**  
Ms. Sally Walton, Program Director  
(601)981-4721.

**Description:**  
The American Heart Association's Heart Health Education For The Young program is offered. For more information, see the detailed program description in Part 1.

**0612. MISSISSIPPI LUNG ASSOCIATION, 353 North Mart Plaza, Post Office Box 9865, Jackson, Mississippi 39206.**

**Program Title:**  
Smoking Or Health.

**Contact:**  
Mr. Jedson M. Allred, Jr., Executive Director  
(601)362-5453.

**Description:**  
The Mississippi Lung Association supports the work for a Smoke-Free Society by the Year 2000 by implementing and expanding the American Lung Association's Smoke-Free Family and Tobacco-Free Young America Project activities. Other activities include smoking cessation programs, marijuana education, nonsmoker protection, school health education, and support for legislation to regulate smoking in public places.

**0613. MISSISSIPPI STATE DEPARTMENT OF HEALTH, 2423 North State Street, Post Office Box 1700, Jackson, Mississippi 39215-1700.**

**Program Title:**  
Health Department Activities.

**Contact:**  
Alton B. Cobb, M.D., M.P.H., State Health Officer  
(601)354-6612.

**Description:**

Initial activities regarding smoking and health implemented by the Mississippi State Department of Health since 1986 include gathering data from two Smoke Surveys. The object of these surveys was to gather data reflecting public sentiment about laws regulating smoking in public places. Both surveys showed that residents polled strongly favored some regulation of smoking in public places. Even smokers themselves supported regulation of smoking in public places or a total ban of smoking in public places. The contact persons for both surveys are F.E. Thompson, Jr., M.D., M.P.H., Chief, Bureau of Preventive Health Services; Bruce Brackin, M.P.H., Epidemiologist; and Ms. Ellen Shea Jones, Director, Health Promotion and Education.

The Department of Health has also included smoking cessation clinics in its activities. One smoking cessation clinic was held in February 1987 for central office employees. In addition, the Office of Health Promotion and Education has cited as a goal scheduling a smoking cessation clinic in each of the nine district health offices. The contact persons for these two programs are, respectively, Ms. Jan Walker, Director, Staff Development (601)960-7634 and Ms. Ellen Shea Jones, Director, Health Promotion and Education (601)960-7725.

**0614. REGION ONE MENTAL HEALTH CENTER, Post Office Box 1046, Clarksdale, Mississippi 38614.**

**Program Title:**  
Health Education – Prevention: Alcohol/Drugs/Tobacco.

**Contact:**  
John Farris, M.Ed., Coordinator  
(601)627-7267.

**Description:**  
Minority junior high school students in a four-County rural area are exposed to information about tobacco use and drug abuse, and are assisted in establishing both the intra- and interpersonal skills necessary to make informed decisions about behavior related to these substances. The aim is to decrease the use of these substances in the target audience. The program also aims at increasing the number of students participating in establishing alternative programs related to tobacco use and drug abuse, and improving the interagency affiliation and communication among community resources. Specially trained faculty present the educational material in a classroom setting. The program uses pre- and posttest results and multiple baseline assessments to evaluate effectiveness.

## MISSOURI

**0615. AMERICAN CANCER SOCIETY, MISSOURI DIVISION, INC., Post Office Box 1066, Jefferson City, Missouri 65102.**

**Program Title:**  
FreshStart.

**Contact:**

Ms. Cindi Keele, Director of Public Education  
(314)893-4800.

**Description:**

The Missouri Division of the American Cancer Society offers smoking cessation and education programs to the public on a request basis in worksites, health care organizations, community youth groups, and to children in schools. The American Cancer Society's FreshStart program is offered. For more information, see the detailed program description in Part 1.

**0616. AMERICAN CANCER SOCIETY, MISSOURI DIVISION, INC., Post Office Box 1066, Jefferson City, Missouri 65102.**

**Program Title:**

Tobacco Use Education For Youth And Adults.

**Contact:**

Ms. Cindi Keele, Director of Public Education  
(314)893-4800.

**Description:**

The American Cancer Society's programs that focus on prevention are available free. For more information, see the detailed program description in Part 1.

**0617. AMERICAN LUNG ASSOCIATION OF EASTERN MISSOURI, 1118 Hampton Avenue, St. Louis, Missouri 63139.**

**Program Title:**

Freedom From Smoking Self-Help Manuals.

**Contact:**

Ms. Diane L. Lee, Program Director  
(314)645-5505.

**Description:**

The American Lung Association's Freedom From Smoking materials are used. For more information, see the detailed program description in Part 1.

**0618. AMERICAN LUNG ASSOCIATION OF EASTERN MISSOURI, 1118 Hampton Avenue, St. Louis, Missouri 63139.**

**Program Title:**

Speakers' Bureau On Smoking And Health.

**Contact:**

Ms. Diane L. Lee, Program Director  
(314)645-5505.

**Description:**

At the request of businesses, social groups, civic clubs, and others, the bureau provides volunteer speakers on the topic of smoking and health. The primary objective is to educate the general public about the hazards associated with cigarette smoking and secondhand smoke. The secondary objective

is to encourage smokers to quit. Other topics are smoking and pregnancy, State, Federal and local legislative efforts to protect the rights of nonsmokers, and marijuana and the lungs. Supplemental materials such as audiovisuals, brochures, posters, and buttons are available.

**0619. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 1835 South Stewart Street, Springfield, Missouri 65804.**

**Program Title:**

Freedom From Smoking.

**Contact:**

Ms. Shirley A. Fulda, Program Director  
(816)842-5242.

**Description:**

The American Lung Association's Freedom From Smoking program is offered. For more information, see the detailed program description in Part 1.

**0620. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 1835 South Stewart Street, Springfield, Missouri 65804.**

**Program Title:**

Freedom From Smoking In The Workplace.

**Contact:**

Ms. Shirley A. Fulda, Program Director  
(816)842-5242.

**Description:**

The Freedom From Smoking clinics are adapted by the American Lung Association's director to meet the specific needs of the individual workplace. The director is also consulted in the planning and is directly involved in the implementation of the program. For more information, see the detailed program description in Part 1.

**0621. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 1835 South Stewart Street, Springfield, Missouri 65804.**

**Program Title:**

Freedom From Smoking Self-Help Manuals.

**Contact:**

Ms. Shirley A. Fulda, Program Director  
(816)842-5242.

**Description:**

Materials developed by the American Lung Association are sold on request.

**0622. AMERICAN LUNG ASSOCIATION OF WESTERN MISSOURI, 1835 South Stewart Street, Springfield, Missouri 65804.**

**Program Title:**  
Students Teach Students.

**Contact:**  
Ms. Shirley A. Fulda, Program Director  
(816)842-5242.

**Description:**  
Health occupations students in area vocational schools are specially trained in information techniques developed by the American Lung Association. They teach elementary school children the hazards of nicotine, marijuana, and smokeless tobacco use. For more information, see the detailed program description in Part 1.

**0623. AUDRAIN MEDICAL CENTER, 620 East Monroe, Mexico, Missouri 65265.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Cindy Feutz, R.N., B.S.N., Patient Educator  
(314)581-1760.

**Description:**  
Audrain Medical Center offers the American Lung Association's Freedom From Smoking clinics. For more information, see the detailed program description in Part 1.

**0624. MISSOURI DEPARTMENT OF HEALTH, 1730 East Elm Street, Post Office Box 570, Jefferson City, Missouri 65102.**

**Program Title:**  
Employer-Assisted Smoking Elimination.

**Contact:**  
Ms. Patricia Hansen, Health Educator  
(314)751-6077.

**Description:**  
The American Lung Association of Eastern Missouri's Employer-Assisted Smoking Elimination (EASE) program, a comprehensive smoking education and cessation program designed specifically for the workplace, is offered to public and private worksites. The EASE program encourages participation of all employees, both smokers and nonsmokers, and encourages recruitment into smoking education programs and self-help, video, and group smoking cessation programs through the use of an employee steering committee. Technical assistance in implementing the EASE program is available through the Office of Health Promotion.

**0625. MISSOURI DEPARTMENT OF HEALTH, 1730 East Elm Street, Post Office Box 570, Jefferson City, Missouri 65102.**

**Program Title:**  
Freedom From Smoking Self-Help Manuals.

**Contact:**  
Ms. Patricia Hansen, Health Educator  
(314)751-6077.

**Description:**  
The American Lung Association's self-help smoking cessation and maintenance manuals are available to State employees and local health departments. For more information, see the detailed program description in Part 1.

**0626. MISSOURI DEPARTMENT OF HEALTH, 1730 East Elm Street, Post Office Box 570, Jefferson City, Missouri 65102.**

**Program Title:**  
Public Information.

**Contact:**  
Ms. Patricia Hansen, Health Educator  
(314)751-6077.

**Description:**  
The Office of Health Promotion provides free literature and materials regarding the hazards of cigarette smoking, secondhand smoke, and other issues related to smoking and health. Literature is also available on smoking legislation, workplace smoking policies, and smoking cessation.

**0627. MISSOURI DEPARTMENT OF HEALTH, OFFICE OF HEALTH PROMOTION, Post Office Box 570, Jefferson City, Missouri 65102.**

**Program Title:**  
Smoking Cessation During Pregnancy Research And Demonstration Project.

**Contact:**  
Ms. Nancy Miller, Chief, Office of Health Promotion  
(314)751-6077.

**Description:**  
Missouri is one of three States funded by the Centers for Disease Control for a 2-year research and demonstration project evaluating the effectiveness of a smoking cessation intervention among pregnant women in a public prenatal clinic setting. State-of-the-art smoking cessation techniques coupled with information derived from focus groups will be used to develop an intervention to be delivered by prenatal clinic staff. The effectiveness of this intervention will be measured by patient quit rates; biochemical testing will be used to verify reported quits. A practitioner's manual will be developed, and the smoking cessation intervention is expected to be replicated in other prenatal clinic settings.

**0628. MISSOURI REHABILITATION CENTER, 600 North Main Street, Mt. Vernon, Missouri 65712.**

**Program Title:**  
FreshStart.

**Contact:**

Ms. Jane Nelson, Director of Pulmonary Rehabilitation  
(417)466-3611 ext.427.

**Description:**

The American Cancer Society's FreshStart program is offered. For more information, see the detailed program description in Part 1.

**0629. MISSOURI REHABILITATION CENTER, 600  
North Main Street, Mt. Vernon, Missouri 65712.**

**Program Title:**

Pulmonary Rehabilitation Patient Education.

**Contact:**

Ms. Jane Nelson, Director of Pulmonary Rehabilitation  
(417)466-3611 ext.427.

**Description:**

This information program for patients with minor to severe pulmonary disorders includes exercise sessions, discussions of the hazards of smoking, and tips on how to quit. Materials from the American Cancer Society and the American Lung Association are used.

## MONTANA

**0630. AMERICAN CANCER SOCIETY, MONTANA  
DIVISION, INC., 313 North 32nd Street, Suite 1,  
Billings, Montana 59101.**

**Program Title:**

FreshStart.

**Contact:**

Mr. Ric Liggett, Program Director  
(406)252-7111.

**Description:**

The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

**0631. AMERICAN CANCER SOCIETY, MONTANA  
DIVISION, INC., 313 North 32nd Street, Suite 1,  
Billings, Montana 59101.**

**Program Title:**

Great American Smokeout.

**Contact:**

Mr. Ric Liggett, Program Director  
(406)252-7111.

**Description:**

On the third Thursday of November, Montanans are asked to voluntarily give up their smoking habit for a full day. Included in the promotion are national television public service announcements featuring "Dallas" star Larry Hagman, locally produced spots, newspapers, and corporate newsletters. For more information, see the detailed program description in Part 1.

**0632. AMERICAN CANCER SOCIETY, MONTANA  
DIVISION, INC., 313 North 32nd Street, Suite 1,  
Billings, Montana 59101.**

**Program Title:**

Statewide Health Seminars.

**Contact:**

Mr. Ric Liggett, Program Director  
(406)252-7111.

**Description:**

The American Cancer Society has nationally produced videos and training materials for public education involving the use of tobacco products, lung cancer, and oral cancer resulting from the use of chewing tobacco. There are currently 58 local volunteer units across Montana with a firm commitment to help their neighbors educate themselves in the fight against cancer.

**0633. AMERICAN HEART ASSOCIATION, MONTANA  
AFFILIATE, 510 First Avenue North #4, Great  
Falls, Montana 59401.**

**Program Title:**

Activities To Promote Nonsmoking.

**Contact:**

Ms. Ellie Hilpert, Program Director  
(406)452-1401 or (800)447-9442.

**Description:**

The association has education materials, including posters, pamphlets, films, and videos, available upon request for the general public, schools, and civic organizations. Other activities include support of clean air legislation and smoke-free schools, banning billboard advertising and free tobacco samples, and preparing policy for medical facilities.

**0634. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Death In The West.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

The audiovisual tape is available in various Beta and VHS formats. A teaching guide and other relevant materials are available with the audiovisual. The materials focus on the effects of smoking and target junior high students through adults.

**0635. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Freedom From Smoking Clinics.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

The American Lung Association's Freedom From Smoking clinics are offered. For more information, see the detailed program description in Part 1.

**0636. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Freedom From Smoking In The Workplace.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

This program assists both employers and employees in assessing workplace problems and needs prior to initiating on-site Freedom From Smoking clinics for interested personnel. For more information, see the detailed program description in Part 1.

**0637. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

In Control.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

The American Lung Association's In Control smoking cessation program is offered. For more information, see the detailed program description in Part 1.

**0638. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Smokescreen.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

Smokescreen consists of six programs designed for Apple II computers that involve the individual learner in an engrossing smoking education experience. The programs are targeted at persons age 7 through adult.

**0639. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Smoking And Pregnancy.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

The American Lung Association's Smoking And Pregnancy program is offered. For more information, see the detailed program description in Part 1.

**0640. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Smoking Deserves A Smart Answer.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

This packet of attractive classroom materials is planned to provide junior high students with appealing methods of combating peer pressure to smoke. For more information, see the detailed program description in Part 1.

**0641. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**

Tip Of The Hat.

**Contact:**

Ms. Anna B. Jones, Program Consultant  
(406)442-6556.

**Description:**

This program honors businesses and groups offering smoke-free atmospheres. Individuals are encouraged to seek and make nominations. Those commended are sent certificates and featured in local newspapers.

**0642. AMERICAN LUNG ASSOCIATION OF MONTANA,  
825 Helena Avenue, Helena, Montana 59601.**

**Program Title:**  
Tobacco Free Class Of 2000.

**Contact:**  
Mr. Earl W. Thomas, Program Consultant  
(406)442-6556.

**Description:**  
The American Lung Association of Montana is adopting the kindergarten class of 1987, eventually the graduating Class of 2000. Programs, buttons, and banners will be aimed at this class, with followup each year reinforcing their freedom from tobacco. A Tobacco Free School program is being offered simultaneously.

**0643. MONTANA DEACONESS MEDICAL CENTER,**  
**Department of Education, 1101 26th Street**  
**South, Great Falls, Montana 59405.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Esther Lantz, Program Coordinator  
(406)791-5507.

**Description:**  
The American Lung Association's cessation program is offered. For more information, see the detailed program description in Part 1.

**0644. MOUNTAINVIEW CLINIC, Box 469, White Sulphur**  
**Springs, Montana 59645.**

**Program Title:**  
FreshStart.

**Contact:**  
Audrey East, L.P.N., Program Coordinator  
(406)547-3384.

**Description:**  
The American Cancer Society's FreshStart program is offered to all County residents. For more information, see the detailed program description in Part 1.

## NEBRASKA

**0645. AMERICAN CANCER SOCIETY, NEBRASKA**  
**DIVISION, INC., 8502 West Center Road, Omaha,**  
**Nebraska 68124-5255.**

**Program Title:**  
FreshStart.

**Contact:**  
Mr. Daniel E. Wherry, Chairman  
(402)474-1791.

**Description:**  
The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

**0646. AMERICAN HEART ASSOCIATION, NEBRASKA**  
**AFFILIATE, 3624 Farnam Street, Omaha,**  
**Nebraska 68131.**

**Program Title:**  
Heart At Work.

**Contact:**  
Ms. Patricia Shea, Program Specialist  
(402)346-0771.

**Description:**  
This wellness education program helps employers sponsor health promotion activities in their workplace. For more information, see the detailed program description in Part 1.

**0647. AMERICAN HEART ASSOCIATION, NEBRASKA**  
**AFFILIATE, 3624 Farnam Street, Omaha,**  
**Nebraska 68131.**

**Program Title:**  
Heart Rx.

**Contact:**  
Ms. Gayle Cluck, Program Director  
(402)346-0771.

**Description:**  
This patient education program is available to health care providers. For more information, see the detailed program description in Part 1.

**0648. AMERICAN HEART ASSOCIATION, NEBRASKA**  
**AFFILIATE, 3624 Farnam Street, Omaha,**  
**Nebraska 68131.**

**Program Title:**  
Putting Your Heart Into The Curriculum.

**Contact:**  
Ms. Gayle Cluck, Program Director  
(402)346-0771.

**Description:**  
Smoking education is included in each of four health curricula for students in kindergarten through grade 12. For more information, see the detailed program description in Part 1.

**0649. AMERICAN HEART ASSOCIATION, NEBRASKA AFFILIATE, 3624 Farnam Street, Omaha, Nebraska 68131.**

**Program Title:**  
Save A Sweet Heart.

**Contact:**  
Ms. Gayle Cluck, Program Director  
(402)346-0771.

**Description:**  
This 10-week program targets junior and senior high school students. Conducted by students, this awareness program culminates on February 14, Save A Sweet Heart Day. For more information, see the detailed program description in Part 1.

**0650. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114-4093.**

**Program Title:**  
Biofeedback Tobacco Education Project.

**Contact:**  
Ms. Arlene Weingart, Program Associate  
(402)393-2222.

**Description:**  
The American Lung Association of Nebraska provides the necessary biofeedback equipment for schools to conduct a five-lesson program about smoking designed for students in grades 7 through 12. This program is based on the American Lung Association's Biofeedback Smoking Education Program. For more information, see the detailed program description in Part 1.

**0651. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114-4093.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Pegg Noyes, Program Director  
(402)393-2222.

**Description:**  
The American Lung Association's Freedom From Smoking clinics and self-help programs are offered. For more information, see the detailed program descriptions in Part 1.

**0652. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114-4093.**

**Program Title:**  
Octopuff In Kumquat.

**Contact:**  
Ms. Arlene Weingart, Program Associate  
(402)393-2222.

**Description:**  
The American Lung Association's Octopuff In Kumquat pre-school smoking education program is offered. For more information, see the detailed program description in Part 1.

**0653. AMERICAN LUNG ASSOCIATION OF NEBRASKA, 8901 Indian Hills Drive, Suite 107, Omaha, Nebraska 68114-4093.**

**Program Title:**  
Students Teach Students.

**Contact:**  
Ms. Arlene Weingart, Program Associate  
(402)393-2222.

**Description:**  
The American Lung Association's Students Teach Students program is offered to area schools. For more information, see the detailed program description in Part 1.

**0654. NEBRASKA STATE DEPARTMENT OF HEALTH, 301 Centennial Mall South, Post Office Box 95007, Lincoln, Nebraska 68509-5007.**

**Program Title:**  
Health Department Activities.

**Contact:**  
Ms. Edye Wiebers, Program Coordinator  
(402)471-2101.

**Description:**  
A tobacco education program has been developed that explores peer, family, and advertising pressures to smoke and provides students with ways to say no. Field testing on 1,600 youngsters showed a positive effect on what students know about tobacco and their attitudes toward using it. Workshops, funded by a grant from the Nebraska Department of Health, were held across the State in 1987 to present the program to teachers.

Finally, in conjunction with the State Employee Wellness Program located within the health department, the Risk Reduction Program has been encouraging and assisting State agencies and departments in limiting or banning smoking in their work areas.

**0655. UNIVERSITY OF NEBRASKA, LINCOLN, UNIVERSITY HEALTH CENTER, Community Health Department, 15th and U Streets, Room 12, Lincoln, Nebraska 68588-0618.**

**Program Title:**  
Breathe-Free Plan To Stop Smoking.



**Contact:**

Mr. Joseph Anderson, Jr., Program Coordinator  
(402)472-7477.

**Description:**

The Seventh-Day Adventists' Breathe-Free Plan To Stop Smoking is offered. For more information, see the detailed program description in Part 1.

## NEVADA

**0656. AMERICAN CANCER SOCIETY, NEVADA DIVISION, INC., 1325 East Harmon, Las Vegas, Nevada 89119.**

**Program Title:**  
FreshStart.

**Contact:**

Mr. Al Levitt, Program Coordinator  
(702)798-6877.

**Description:**

The American Cancer Society's FreshStart program is offered at no cost. For more information, see the detailed program description in Part 1.

**0657. AMERICAN CANCER SOCIETY, NORTHERN NEVADA DIVISION, INC., 120 South Wells Avenue, Reno, Nevada 89502.**

**Program Title:**  
FreshStart.

**Contact:**

Mrs. Dee Schafer-Kruper, Program Administrator  
(702)329-0609.

**Description:**

The American Cancer Society's FreshStart program is offered at no cost. For more information, see the detailed program description in Part 1.

**0658. AMERICAN HEART ASSOCIATION, NEVADA AFFILIATE, 3355 Spring Mountain Road, Suite 23, Las Vegas, Nevada 89102.**

**Program Title:**  
Fourth Grade Smoking.

**Contact:**

Mr. R. Sky McClain, Program and Communications Director  
(702)367-6490.

**Description:**

This program is implemented in area grade schools. It focuses on the dangers of tobacco use and the health risks involved. It prepares the student to make informed decisions on the use of tobacco products.

**0659. AMERICAN HEART ASSOCIATION, NEVADA AFFILIATE, 3355 Spring Mountain Road, Suite 23, Las Vegas, Nevada 89102.**

**Program Title:**  
Heart At Work.

**Contact:**

Mr. R. Sky McClain, Program and Communications Director  
(702)367-6490.

**Description:**

The American Heart Association's employee wellness program is offered. For more information, see the detailed program description in Part 1.

**0660. AMERICAN HEART ASSOCIATION, NEVADA AFFILIATE, 3355 Spring Mountain Road, Suite 23, Las Vegas, Nevada 89102.**

**Program Title:**  
Heart Rx.

**Contact:**

Mr. R. Sky McClain, Program and Communications Director  
(702)367-6490.

**Description:**

The American Heart Association's information dissemination program for health care providers is provided. For more information, see the detailed program description in Part 1.

**0661. AMERICAN HEART ASSOCIATION, NEVADA AFFILIATE, 3355 Spring Mountain Road, Suite 23, Las Vegas, Nevada 89102.**

**Program Title:**  
Save A Sweet Heart.

**Contact:**

Mr. R. Sky McClain, Program and Communications Director  
(702)367-6490.

**Description:**

The American Heart Association's Save A Sweet Heart program is offered to area schools. For more information, see the detailed program description in Part 1.

**0662. AMERICAN HEART ASSOCIATION, NEVADA AFFILIATE, 3355 Spring Mountain Road, Suite 23, Las Vegas, Nevada 89102.**

**Program Title:**  
Treasure Chest.

**Contact:**  
Mr. R. Sky McClain, Program and Communications Director  
(702)367-6490.

**Description:**  
This program involves children in preschools and kindergarten in an informational curriculum regarding the anatomy of the heart and nutritional care needed for future years. This hands-on program presents basic health concepts for children through enjoyable small group and individual activities.

**0663. AMERICAN HEART ASSOCIATION, NORTHERN NEVADA DIVISION, 1135 Terminal Way, Suite 105, Reno, Nevada 89502.**

**Program Title:**  
Fourth Grade Smoking.

**Contact:**  
Ms. Christy Jefferson, Division Director  
(702)322-7064.

**Description:**  
This program is implemented in area grade schools. It focuses on the dangers of tobacco use and the health risks involved. It prepares the student to make informed decisions on the use of tobacco products.

**0664. AMERICAN HEART ASSOCIATION, NORTHERN NEVADA DIVISION, 1135 Terminal Way, Suite 105, Reno, Nevada 89502.**

**Program Title:**  
Heart At Work.

**Contact:**  
Ms. Christy Jefferson, Division Director  
(702)322-7064.

**Description:**  
The American Heart Association's employee wellness program is offered. For more information, see the detailed program description in Part 1.

**0665. AMERICAN HEART ASSOCIATION, NORTHERN NEVADA DIVISION, 1135 Terminal Way, Suite 105, Reno, Nevada 89502.**

**Program Title:**  
Heart Rx.

**Contact:**  
Ms. Christy Jefferson, Division Director  
(702)322-7064.

**Description:**

The American Heart Association's information dissemination program for health care providers is implemented. For more information, see the detailed program description in Part 1.

**0666. AMERICAN HEART ASSOCIATION, NORTHERN NEVADA DIVISION, 1135 Terminal Way, Suite 105, Reno, Nevada 89502.**

**Program Title:**  
Save A Sweet Heart.

**Contact:**  
Ms. Christy Jefferson, Division Director  
(702)322-7064.

**Description:**  
The American Heart Association's Save A Sweet Heart program is offered to area schools. For more information, see the detailed program description in Part 1.

**0667. AMERICAN HEART ASSOCIATION, NORTHERN NEVADA DIVISION, 1135 Terminal Way, Suite 105, Reno, Nevada 89502.**

**Program Title:**  
Treasure Chest.

**Contact:**  
Ms. Christy Jefferson, Division Director  
(702)322-7064.

**Description:**  
This program involves children in preschools and kindergarten in an informational curriculum regarding the anatomy of the heart and nutritional care needed for future years. This hands-on program presents basic health concepts for children through enjoyable small group and individual activities.

**0668. AMERICAN HEART ASSOCIATION, SOUTHERN NEVADA DIVISION, 3355 Spring Mountain Road, Suite 64, Las Vegas, Nevada 89102.**

**Program Title:**  
Fourth Grade Smoking.

**Contact:**  
Ms. Vicky Congdon, Division Director  
(702)367-1366.

**Description:**  
This program is implemented in area grade schools. It focuses on the dangers of tobacco use and the health risks involved. It prepares the student to make informed decisions on the use of tobacco products.

**0669. AMERICAN HEART ASSOCIATION, SOUTHERN NEVADA DIVISION, 3355 Spring Mountain Road, Suite 64, Las Vegas, Nevada 89102.**

**Program Title:**  
Heart At Work.

**Contact:**  
Ms. Vicky Congdon, Division Director  
(702)367-1366.

**Description:**  
The American Heart Association's employee wellness program is offered. For more information, see the detailed program description in Part 1.

**0670. AMERICAN HEART ASSOCIATION, SOUTHERN NEVADA DIVISION, 3355 Spring Mountain Road, Suite 64, Las Vegas, Nevada 89102.**

**Program Title:**  
Heart Rx.

**Contact:**  
Ms. Vicky Congdon, Division Director  
(702)367-1366.

**Description:**  
The American Heart Association's information dissemination program for health care providers is implemented. For more information, see the detailed program description in Part 1.

**0671. AMERICAN HEART ASSOCIATION, SOUTHERN NEVADA DIVISION, 3355 Spring Mountain Road, Suite 64, Las Vegas, Nevada 89102.**

**Program Title:**  
Save A Sweet Heart.

**Contact:**  
Ms. Vicky Congdon, Division Director  
(702)367-1366.

**Description:**  
The American Heart Association's Save A Sweet Heart program is offered to area schools. For more information, see the detailed program description in Part 1.

**0672. AMERICAN HEART ASSOCIATION, SOUTHERN NEVADA DIVISION, 3355 Spring Mountain Road, Suite 64, Las Vegas, Nevada 89102.**

**Program Title:**  
Treasure Chest.

**Contact:**  
Ms. Vicky Congdon, Division Director  
(702)367-1366.

**Description:**

This program involves children in preschools and kindergarten in an informational curriculum regarding the anatomy of the heart and nutritional care needed for future years. This hands-on program presents basic health concepts for children through enjoyable small group and individual activities.

**0673. AMERICAN LUNG ASSOCIATION OF NEVADA, Post Office Box 7056, Reno, Nevada 89510.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Jolene Stewart, Program Coordinator  
(702)323-5864.

**Description:**  
Smoking cessation materials from the Freedom From Smoking program are distributed. For more information, see the detailed program description in Part 1.

**0674. AMERICAN LUNG ASSOCIATION OF NEVADA, Post Office Box 7056, Reno, Nevada 89510.**

**Program Title:**  
Freedom From Smoking Clinic Leaders Training.

**Contact:**  
Ms. Jolene Stewart, Program Coordinator  
(702)323-5864.

**Description:**  
The American Lung Association encourages staff, volunteers, and paid leaders to attend a workshop and use the manual to train others. Once trained in an American Lung Association workshop, a person can serve as the clinic coordinator, responsible for organization, promotion, administration, recruitment, selection, and training of clinic leaders. For more information, see the detailed program description in Part 1.

**0675. AMERICAN LUNG ASSOCIATION OF NEVADA, Post Office Box 7056, Reno, Nevada 89510.**

**Program Title:**  
Smoking And Pregnancy.

**Contact:**  
Ms. Jolene Stewart, Program Coordinator  
(702)323-5864.

**Description:**  
The American Lung Association's Smoking and Pregnancy program is offered. For more information, see the detailed program description in Part 1.

## NEW HAMPSHIRE

**0676. AMERICAN CANCER SOCIETY, NEW HAMPSHIRE DIVISION, INC., 686 Mast Road, Manchester, New Hampshire 03102.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Margaret Murphy, Public Education Director  
(603)669-3270.

**Description:**  
The American Cancer Society's FreshStart smoking cessation clinic is offered. For more information, see the detailed program description in Part 1.

**0677. AMERICAN HEART ASSOCIATION, NEW HAMPSHIRE AFFILIATE, 309 Pine Street, Manchester, New Hampshire 03103.**

**Program Title:**  
Smoking Education.

**Contact:**  
Ms. Molly Mayo, Executive Director  
(603)669-5833 or (800)442-1600.

**Description:**  
Grants are awarded annually for eligible Heart Health Education In The Young projects operated by schools, colleges, and youth organizations. A free audiovisual loan library contains films about the health and social hazards of smoking. Literature published by the American Heart Association is available free of charge. A volunteer speakers' bureau is also maintained.

**0678. AMERICAN LUNG ASSOCIATION OF NEW HAMPSHIRE, 456 Beech Street, Post Office Box 1014, Manchester, New Hampshire 03105.**

**Program Title:**  
Smoking Education Program.

**Contact:**  
Ms. Joan Stevens, Program Coordinator  
(603)669-2411.

**Description:**  
The program utilizes the American Lung Association's Biofeedback Smoking Education Project. For more information, see the detailed program description in Part 1.

**0679. STATE OF NEW HAMPSHIRE DEPARTMENT OF HEALTH AND HUMAN SERVICES, Bureau of Health Promotion, Health and Welfare Building, 6 Hazen Drive, Concord, New Hampshire 03301-6527.**

**Program Title:**  
Health Department Activities.

**Contact:**  
Kay Zaso, R.N., M.P.A., Chief, Bureau of Health Promotion  
(603)271-4551.

**Description:**  
The Bureau of Health Promotion provides smoking prevention education efforts in almost all of its health promotion program initiatives. The Bureau oversees compliance with N.H. Law RSA 155:45, an Act restricting smoking in enclosed public places, and to this end, the Bureau distributes, upon request to both the public and private sector, information packets containing facts on the effects of smoking, secondhand smoke issues, sample smoking policies, and guidelines for developing policies. Workshops and keynote addresses dealing with smoking and health are included in the annual Statewide multiday, multitrack health promotion conference.

The Bureau also serves as a clearinghouse for materials and information on smoking issues and maintains a lending library for print, audiovisual, and computer software materials for use by health and human service professionals and educators Statewide. In addition, it funds demonstration projects in the State, including smoking cessation and prevention education projects in the schools.

## NEW JERSEY

**0680. AMERICAN CANCER SOCIETY, 120 Findern Avenue, Bridgewater, New Jersey 08807.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(609)725-4664.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0681. AMERICAN CANCER SOCIETY, Post Office Box 601, 2303 Woodbridge Avenue, Edison, New Jersey 08818.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(201)985-9566.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0682. AMERICAN CANCER SOCIETY, 110 East High Street, Glassboro, New Jersey 08028.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Annette Hess, Executive Director  
(609)881-6677.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0683. AMERICAN CANCER SOCIETY, 22 Mercer Street, Hackensack, New Jersey 07601.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(201)343-2222.

**Description:**  
For more information about the American Cancer Society's FreshStart program, see the detailed program description in Part 1.

**0684. AMERICAN CANCER SOCIETY, 410 White Horse Pike, Haddon Heights, New Jersey 08035.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(609)546-1600.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0685. AMERICAN CANCER SOCIETY, 1 Kings Highway, Middletown, New Jersey 07748.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Maureen Miner, Director of Health Education  
(201)280-2323.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0686. AMERICAN CANCER SOCIETY, 120 Washington Street, Morristown, New Jersey 07960.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(201)538-5336.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0687. AMERICAN CANCER SOCIETY, 101 Shore Road, Northfield, New Jersey 08225.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(609)645-7272.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0688. AMERICAN CANCER SOCIETY, Post Office Box 116, Mount Holly, New Jersey 08060.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Barbara DiFrank, Program Director  
(609)267-8444.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0689. AMERICAN CANCER SOCIETY, 652 Whitehead Road, Trenton, New Jersey 08648.**

**Program Title:**  
FreshStart.

**Contact:**  
Program Coordinator  
(609)394-5000.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0690. AMERICAN CANCER SOCIETY, Orchard Road and Landis Avenue, Vineland, New Jersey 08360.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Joan McAllister, Program Coordinator  
(609)692-1364.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0691. AMERICAN CANCER SOCIETY, 4 Brown Avenue, Woodstown, New Jersey 08098.**

**Program Title:**  
FreshStart.

**Contact:**  
Mr. Wiley Brannan, Program Coordinator  
(609)299-2211.

**Description:**  
The American Cancer Society's FreshStart program is available for \$25. For more information, see the detailed program description in Part 1.

**0692. AMERICAN CANCER SOCIETY, MONMOUTH UNIT, 1540 Route 38, Suite 303, Wall, New Jersey 07719.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Maureen Miner, Director of Health Education  
(201)280-2323.

**Description:**  
The American Cancer Society's FreshStart program is offered. For more information, see the detailed program description in Part 1.

**0693. AMERICAN CANCER SOCIETY, NEW JERSEY DIVISION, INC., CN 2201, 2600 Route 1, North Brunswick, New Jersey 08902.**

**Program Title:**  
FreshStart.

**Contact:**  
Ms. Shirley Greene, Public Education Director  
(201)297-8000.

**Description:**  
The American Cancer Society's FreshStart program is offered for \$25. For more information, see the detailed program description in Part 1.

**0694. AMERICAN CANCER SOCIETY, NEW JERSEY DIVISION, INC., CN 2201, 2600 Route 1, North Brunswick, New Jersey 08902.**

**Program Title:**  
School Education Programs.

**Contact:**  
Ms. Shirley Greene, Public Education Director  
(201)297-8000.

**Description:**  
An education kit is available to each school for the following: preschool—Starting Free; kindergarten to grade 3—Early Start To Good Health; grades 4 to 6—Health Myself; grades 7 to 9—Health Network. For more information, see the detailed program descriptions in Part 1.

**0695. AMERICAN CANCER SOCIETY, NEW JERSEY DIVISION, INC., CN 2201, 2600 Route 1, North Brunswick, New Jersey 08902.**

**Program Title:**  
Why Quit Quiz.

**Contact:**  
Ms. Shirley Greene, Public Education Director  
(201)297-8000.

**Description:**  
The Why Quit Quiz is a 1-hour, one-session program led by a physician or trained speaker who outlines the dynamics of cigarette addiction and points out the dangers of smoking. This self-pretest, film and discussion format fosters a fun, interactive education program.

**0696. AMERICAN HEART ASSOCIATION, NEW JERSEY AFFILIATE, Post Office Box 1900, North Brunswick, New Jersey 08902.**

**Program Title:**  
Heart At Work.

**Contact:**  
Mr. Kevin Sorge, Vice President, Programs  
(201)821-2610.

**Description:**  
The American Heart Association's Heart At Work worksite health promotion program is offered. The fee is \$30 for the

Heart At Work kit. For more information, see the detailed program description in Part 1.

**0697. AMERICAN HEART ASSOCIATION, NEW JERSEY AFFILIATE, Post Office Box 1900, North Brunswick, New Jersey 08902.**

**Program Title:**  
Heart Rx.

**Contact:**  
Mr. Kevin Sorge, Vice President of Programs  
(201)821-2610.

**Description:**  
The American Heart Association's Heart Rx program for health care providers is offered for \$30. For more information, see the detailed program description in Part 1.

**0698. AMERICAN HEART ASSOCIATION, NEW JERSEY AFFILIATE, Post Office Box 1900, North Brunswick, New Jersey 08902.**

**Program Title:**  
Save A Sweetheart.

**Contact:**  
Mr. Kevin Sorge, Vice President of Programs  
(201)821-2610.

**Description:**  
This program involves a series of activities to promote non-smoking among students. For more information, see the program description in Part 1.

**0699. AMERICAN HEART ASSOCIATION, NEW JERSEY AFFILIATE, Post Office Box 1900, North Brunswick, New Jersey 08902.**

**Program Title:**  
School-Based Cardiovascular Education Curricula.

**Contact:**  
Mr. Kevin Sorge, Vice President, Programs  
(201)821-2610.

**Description:**  
This in-school program is offered to students in grades 1 through 12. Special attention is given to the effects of smoking on the cardiovascular system.

**0700. AMERICAN LUNG ASSOCIATION, 14-25 Plaza Road, Fair Lawn, New Jersey 07410.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Jackie Quigley, Program Director  
(201)791-6600.

**Description:**  
For more information about the American Lung Association's Freedom From Smoking program, see the detailed program description in Part 1.

**0701. AMERICAN LUNG ASSOCIATION, 10 West Main Street, Mays Landing, New Jersey 08330.**

**Program Title:**  
Freedom From Smoking In 20 Days.

**Contact:**  
Ms. Helen Dougherty, Program Director  
(609)625-0101.

**Description:**  
This Freedom From Smoking self-help program, including special seminars on asthma education, cardiac obstructive pulmonary disease, and smoking and pregnancy, is offered. For more information, see the detailed program description in Part 1.

**0702. AMERICAN LUNG ASSOCIATION OF MID-NEW JERSEY, 29 Emmons Drive, Post Office Box 2006, Princeton, New Jersey 08543-2006.**

**Program Title:**  
Freedom From Smoking Clinics.

**Contact:**  
Ms. Karen Stanton-Newman, Program Consultant  
(609)452-2112.

**Description:**  
The American Lung Association's Freedom From Smoking clinics are available in the five-county area at a cost of \$35. For more information, see the detailed program description in Part 1.

**0703. AMERICAN LUNG ASSOCIATION OF NEW JERSEY, 1600 Route 22 East, Union, New Jersey 07083.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Kathy Adelsheim, Program Director  
(201)687-9340.

**Description:**  
This program, aimed at current smokers in the community and the workplace, is offered at two clinics in each county each year. For more information, see the detailed program description in Part 1.

**0704. AMERICAN LUNG ASSOCIATION OF NEW JERSEY, 1600 Route 22 East, Union, New Jersey 07083.**

**Program Title:**  
Freedom From Smoking For You And Your Baby.

**Contact:**  
Ms. Kathy Adelsheim, Program Director  
(201)687-9340.

**Description:**  
This is a self-help program assisted by a broad media and public relations push. It is a 10-day stop smoking program designed to help pregnant women quit on their own. For more information, see the detailed program description in Part 1.

**0705. AMERICAN LUNG ASSOCIATION OF NEW JERSEY, 1600 Route 22 East, Union, New Jersey 07083.**

**Program Title:**  
In Control.

**Contact:**  
Ms. Kathy Adelsheim, Program Director  
(201)687-9340.

**Description:**  
The In Control videocassette smoking cessation program is offered. For more information, see the detailed program description in Part 1.

**0706. AMERICAN LUNG ASSOCIATION OF NEW JERSEY, 1600 Route 22 East, Union, New Jersey 07083.**

**Program Title:**  
Self-Help Materials.

**Contact:**  
Ms. Kathy Adelsheim, Program Director  
(201)687-9340.

**Description:**  
Various self-help manuals and materials, such as Freedom From Smoking In 20 Days and A Lifetime Of Freedom From Smoking, are provided at minimal cost. Also, a new self-help manual is available entitled, Freedom From Smoking For You And Your Family. For more information, see the detailed program description in Part 1.

**0707. ATLANTIC CITY HEALTH DEPARTMENT, 35 South Illinois Avenue, Atlantic City, New Jersey 08401.**

**Program Title:**  
Freedom From Smoking.

**Contact:**  
Ms. Patricia McGovern, Health Educator  
(609)347-5676.

**Description:**  
The American Lung Association's Freedom From Smoking

program is available without charge. Individualized education and support are also provided. For more information, see the detailed program description in Part 1.

**0708. ATLANTIC CITY MEDICAL CENTER, 1925 Pacific Avenue, Atlantic City, New Jersey 08401.**

**Program Title:**  
FreshStart.

**Contact:**  
Mr. Jay A. Zimmer, Assistant Vice President for Medical Education  
(609)441-8094.

**Description:**  
The American Cancer Society's FreshStart program is offered for \$20. For more information, see the detailed program description in Part 1.

**0709. BAYONNE HOSPITAL, 29 East 29th Street, Bayonne, New Jersey 07002.**

**Program Title:**  
Freedom From Smoking Clinics.

**Contact:**  
Ms. Kathleen C. Wendowski, Assistant Administrator  
(201)858-5287.

**Description:**  
The American Lung Association's Freedom From Smoking clinics are offered for \$30. For more information, see the detailed program description in Part 1.

**0710. BAYSHORE COMMUNITY HOSPITAL, 727 North Beers Street, Holmdel, New Jersey 07733.**

**Program Title:**  
Smokeless.

**Contact:**  
Ms. Janet Hostrup, Director, Consumer Education  
(201)739-5919.

**Description:**  
The Smokeless system, developed by the American Institute for Preventive Medicine, is a highly structured, multifaceted smoking cessation program. Participants learn systematic techniques to prevent the urge to smoke and to eliminate cravings that may develop. Cessation booklets and followup services are provided.

**0711. BERGEN COUNTY DEPARTMENT OF HEALTH SERVICES, 327 Ridgewood Avenue, Paramus, New Jersey 07652-4895.**

**Program Title:**  
Learn Not To Smoke.



**Contact:**

Ms. Joyce Lisbin, Health Educator  
(201)599-6110.

**Description:**

Through viewing the film, "Octopuff in Kumquat," preschoolers and primary school children are taught why smoking is not healthy. Utilizing the film, "Kids on Smoking," and the filmstrip, "Tobacco: The Followers Habit," elementary and junior high students learn the hazards of cigarette smoking. Individual decision making is emphasized. The health education program is provided by the Bergen County Department of Health Services in cooperation with local Boards of Health in contracting communities.

**0712. BERGEN COUNTY DEPARTMENT OF HEALTH SERVICES, 327 Ridgewood Avenue, Paramus, New Jersey, 07652-4895.**

**Program Title:**

Quit Smoking Program.

**Contact:**

Mr. Albert J. Ferrara, Jr., Coordinator  
(201)599-6110.

**Description:**

The Quit Smoking Program is based on behavior modification and offers each participant individualized attention combined with the structure and support of a group experience. Smokers meet twice weekly for eight smoking-cessation sessions. Participants focus on why they smoke, explore healthier alternatives to their smoking dependency, and learn how to cope with the urges to return to smoking. Stress reduction and weight control while quitting are discussed. A film and pamphlets also provide information. After 1 year, a followup evaluation is conducted. The program is limited to 20 participants and a fee of \$30 is charged.

**0713. BERGEN COUNTY DEPARTMENT OF HEALTH SERVICES, 327 Ridgewood Avenue, Paramus, New Jersey, 07652-4895.**

**Program Title:**

Secondhand Smoke.

**Contact:**

Ms. Joyce Lisbin, Health Educator  
(210)599-6110.

**Description:**

Research, combined with public pressure, has resulted in laws to protect nonsmokers from the health hazards of secondhand smoke. New health laws, their benefits, and the facts about secondhand smoke are discussed in this program for students in grades 7 through 12 and adults.

**0714. BERGEN COUNTY DEPARTMENT OF HEALTH SERVICES, 327 Ridgewood Avenue, Paramus, New Jersey 07652-4895.**

**Program Title:**

Smoking: Why and How to Quit.

**Contact:**

Ms. Joyce Lisbin, Health Educator  
(201)599-6110.

**Description:**

An up-to-date film, featuring Frank Field, explores the facts about smoking, followed by a discussion on quitting techniques. This program is for students in grades 9 through 12 and adults.

**0715. BETH ISRAEL HOSPITAL, 70 Parker Avenue, Passaic, New Jersey 07055.**

**Program Title:**

Freedom From Smoking Clinics.

**Contact:**

Ms. Mary O'Connor-Root, Director, Community Health Services  
(201)365-5220.

**Description:**

The American Lung Association's Freedom From Smoking clinics are offered for \$35. For more information, see the detailed program description in Part 1.

**0716. BETTER LIVING CENTER, Seventh-Day Adventist Church, Route 202 and Tempe Wick Road, Morristown, New Jersey 07960.**

**Program Title:**

Five Day Plan.

**Contact:**

Program Coordinator  
(201)539-2250.

**Description:**

The Seventh-Day Adventists' Five Day Plan is offered for \$50. For more information, see the detailed program description in Part 1.

**0717. CAPE MAY COUNTY DEPARTMENT OF HEALTH, Crest Haven Complex on Parkway, Cape May Court House, New Jersey 08210-3067.**

**Program Title:**

Freedom From Smoking.

**Contact:**

Mr. Andrew W. Melchiorre, Senior Field Representative  
(609)465-1225.

**Description:**

The American Lung Association's Freedom From Smoking program is offered once or twice a year for the general public using the Kick The Habit kit. For more information, see the detailed program description in Part 1.