



MOTIVATING NICOTINE ADDICTS TO QUIT WITH POWER



An effective strategy for churches
and small groups

OVERVIEW . . .



CMATCH – Case Managed Approach to Tobacco Cessation Help -- located on www.LivingSmart.Live/CMATCH, is a model that will provide support to tobacco cessation coaching through 14 days of instruction in lifestyle change, motivation, and encouragement, using a wholistic approach, to individuals while they are supported by initiatives of churches or other helping non-profit organizations in various ways. It will coach participants thereafter for 18 months.

It is designed to engage church or organization members in health promotion without the requirement of formal training, but the employment of a willing and spiritually-dedicated heart. Orientation and promotion materials are provided to recruit participants in **Taking Control**.

INGREDIENTS



- hospitality
- a caring, loving spirit
- some general knowledge of the problems of addiction and effective interventions
- knowledge of leading a discussion and facilitating constructive interaction
- consistent and reliable scheduling and leadership
- sensitivity to opportunities for introducing a spiritual dimension

Smoking Cessation Support Programming Made Easy for Churches and Groups to Conduct

Designed to Coordinate with Participant's Engagement with Taking Control.

“Let's Begin to Quit” Workshop



(Refer to the Workshop Outline on Website)

ORGANIZE



The church(s) or groups will organize for immediate and periodic support group(s) to reinforce **Taking Control** coaching online.

Set a schedule for:

- Promotion of 4-6 day “Let’s Begin to Quit” workshop,
- Training/Orienting a team of mentors,
- Planning hospitality activities and orienting volunteers,
- Frequency and duration of support sessions,
- Location

When the 2-week intervention is completed, then scheduling support sessions on a quarterly pattern will provide a reliable resource for the community, reinforcement for those newly free of tobacco, and an opportunity for them to help others. (Bring graduates into the helping team.)

INVITING & GAINING RECOGNITION

INVITE

- Invitations are one-to-one in a f2f manner (Every Member Model)
- Access to the intervention must begin with attendance to first “Let’s Begin to Quit” session

PROMOTE

- Advertising in community media; signage on church property
- Interviews on radio and/or TV to inform the community of the resource
- Information sharing by pastor to other Christian churches, the chaplaincy of local hospitals, posters or leaflets to local industries, informing primary health care providers (physicians, nurses, dentists, health department)
- Negotiate for referrals from Primary Healthcare Providers.
- Inform local voluntary agencies about your regular service (American Cancer Society, American Lung Association, American Heart Association, United Way members, other community coalitions, etc.)

SOCIAL DESIGN



- The key is to make friends . . .
- Schedule a Vegetarian Potluck meal and a motivating movie (there are some on YouTube) for participants. Organize a support group from the attendees and reach consensus on a schedule of subsequent meetings.
- At or near the 14th day of online **Taking Control** participation, plan a “graduation” ceremony to celebrate their victory. A motivating video is available for this occasion on the website.
- Schedule a Vegetarian Celebration Banquet for end of 3rd month for those in the tobacco cessation program; highlight successes and reward them, encourage continuation with support group. Those who struggle reaching success and contemplators of action are invited, this may motivate them to greater determinism and to Action—leading to participation in the next “Let’s Begin to Quit” with Taking Control.
- Family-centered activities that showcase positive relationships.
- Regular exercise programs: walking, swimming, softball games, aerobics, etc

EXTENDED PHONE COACHING

Phone Coaching is begun during or shortly after the “Let’s Begin to Quit” workshop sessions end. The calls are outbound, scripted, and scheduled by the Coach and the Participant.

Contact is progressively less frequent (2-3 times/week in the first month) over 18 months with 14 calls made total.

Observation and research has noted that those previously addicted to nicotine are apt to relapse within the first 3 months of abstinence. If they are encouraged in a caring manner and held accountable from call to call, they are likely to be more successful in the new health behaviors.





COST:

Free to the guest participants

\$200 donation to the CMATCH program by the church/organization /event is suggested

Visit www.LivingSmart.Live

Framework Health, Inc. is a non-profit organization with a foundation designation, located in Staunton, Virginia