

EVANSTON AND SKOKIE HEALTH DEPARTMENTS

Stop Smoking Clinic

Conducted by
Joel Spitzer

**We will show you how to
stop smoking and stay off
in six “easy lessons.”***



* Attending the lessons should be easy. Quitting smoking, on the other hand, may be easy or may be difficult. It's impossible to predict what quitting will be like for any individual. While it may be harder for some smokers to stop than for others, it is possible for all. Cigarette smoking is a powerful form of nicotine addiction. If you treat nicotine addiction like any other drug addiction, you will control it. If you treat it like a bad habit, you will ultimately fail. Our program will teach you about addiction and how to treat it. In two weeks you will be rid of nicotine and then be free to choose whether or not you wish to remain permanently off all nicotine products.

Clinic is entirely free for people who live or work in Evanston or Skokie.

SEPTEMBER 30, OCTOBER 1, 2, 3, 6 AND 14, 2003
Evanston Civic Center • 2100 North Ridge Ave • Evanston, Illinois

Tuesday, September 30 • 7:00 P.M. to 9:00 P.M.

All other sessions: 7:00 P.M. TO 8:30 P.M.

Paid for by state grant from the tobacco settlement money.

Non-Evanston or Skokie participants: \$125. First session Free.

About the Speaker:

Joel Spitzer has over 28 years of experience in the development and implementation of smoking cessation programs for adults and smoking prevention programs for children in the Chicagoland area. He has conducted over 325 stop smoking clinics with over 4,500 participants. He has also presented over 570 educational seminars to over 92,000 children and adults on smoking prevention.

For further details or to register go to
www.whyquit.com/clinics or call
(847) 866-2952 for Evanston participants or
(847) 933-8252 for Skokie participants

The city of Evanston is committed to making all public meetings accessible to persons with disabilities. Anyone needing mobility or communication access assistance should contact the ADA Coordinator or the Facilities Management at 866-2916 at least 48-hours in advance.

Stop Smoking Clinic

Free introductory session.

Some people will find attending this one session will be all the help they need for quitting on their own. For those looking for a comprehensive program, you will know who we are and what we are all about before you make a major investment!



- Joel Spitzer has developed one of the most comprehensive smoking cessation treatment programs in the metropolitan Chicago area.
- A superior reputation for over 25 years.
- Over 4,500 clinic graduates.
- No quick fix gimmicks. We treat the nicotine addiction like any other addiction.
- Group and individual counseling.
- 24-hour live hot-line.
- Extensive long-term reinforcement.
- Clinic graduates are eligible and encouraged to participate in future clinics for reinforcement **at no extra cost.**

At our Stop Smoking Clinic, we treat the "Intelligent Smoker."

Being an intelligent smoker means you recognize that smoking is dangerous to your health, threatening your social status and costing you a lot more money than it is worth. Since you are intelligent, you probably want to quit smoking but just can't seem to. We can help you break free from cigarettes.

Since 1976, over 4,500 smokers have participated in Joel's Stop Smoking Clinics. Participants attend six evening sessions over a two-week period and then are eligible to attend sessions for long-term reinforcement at no extra charge. Twenty-four-hour live hot line service is available for all participants both during and after the clinic. Group and individual counseling is provided. We give you a life-time warranty. If at anytime you feel the need to enroll again, you can do so at no extra charge.

There are no shots, record keeping, hypnosis, needles, or any other quick-fix gimmicks. Our method is clear and simple. Participants quit smoking completely at the first session and are supported through the worst period of physiological and psychological withdrawal. Long-term reinforcement then provides additional support to maintain abstinence.

Why choose our Stop Smoking Clinic over other programs? We don't claim to be the cheapest (unless you live or work in either Evanston or Skokie), quickest, easiest, biggest, or most convenient. We do not guarantee that you will not experience withdrawal, and if you fail to quit, we will not give you a penny back. Other programs may promise any or all of these miraculous benefits. We offer none of them. So why choose our clinic?

Only one reason we can think of. Because it works. We are a no-nonsense program. We recognize smoking is a true form of drug addiction, and we treat it as such. Being an addict means there is no magic cure, no easy way out.

But the nicotine addiction, like any other drug dependency, is treatable. We offer the most comprehensive and sound support to beat that addiction. **But** do not let us give you the wrong impression. We won't quit for you. You will have to do the hard part. We will simply help show you how to stop and then how to stay off.

We are not the program for everyone. If you think you can quit anytime you want, do not call us. If you are offended that we put you in the same category as alcoholics, heroin junkies, or cocaine addicts, do not call us. If you want an easy, painless method that requires no effort or responsibility on your part, do not call us. But if you are sick and tired of smoking, and you really want to quit—**give us a call.**

(847) 866-2952

NEXT CLINIC DATES
Sept. 30, Oct. 1, 2, 3, 6 & 14, 2003
Evanston Civic Center
2100 Ridge Avenue
**Entire clinic free for people
who live or work in
Evanston or Skokie.**
\$125 for all others with
free introductory session.

Why quit cold turkey? To many, *cold turkey* conjures up visions of torturous pain, suffering and general drudgery. In fact, it is easier to stop smoking using the cold turkey method than by using any other technique. Cold turkey induces less suffering and creates a shorter period of withdrawal. Most important, cold turkey is the approach by which the smoker has the best chance of success.

Smokers must recognize that they are drug addicts. Nicotine is a powerfully addictive drug. Once the smoker has smoked for a fairly long time, the body requires maintenance of a certain level of nicotine in the bloodstream. If this level is not maintained, the smoker will experience varying degrees of drug withdrawal. The lower the level, the greater the intensity. As long as any nicotine remains in the bloodstream the body will keep craving its full complement. Once the smoker quits, the nicotine level will eventually drop to zero and all physical withdrawal will cease. Cravings for an occasional cigarette may continue, but this is due to an old habit not to a physical dependence.

Cutting down on cigarettes or use of nicotine replacement strategies throws the smoker into a chronic state of drug withdrawal. As soon as the smoker fails to reach the minimum requirement of nicotine, the body starts demanding it. As long as there is any nicotine in the bloodstream, the body will demand its old requirement. Smoking just one or two a day or wearing a patch or chewing nicotine gum which is gradually reducing the amount of nicotine being delivered will result in the smoker not achieving the minimum required level, creating a chronic state of drug withdrawal.

This state will continue throughout the rest of the smoker's life unless one of two steps is taken to rectify it. First, the smoker can stop delivering nicotine altogether. Nicotine will be metabolized or totally excreted from the body and the withdrawal will stop forever. Or, the smoker can return to the old level of consumption accomplishing nothing.

Therefore, cold turkey is the method of choice. Once the smoker stops, withdrawal will end within two weeks. If you smoke, we can help you over this crucial period of time. Once it is past, you can rest assured that you will never need to smoke again. We will teach you methods to maintain your non-smoking status forever. We will even provide support for as long as you feel you need it. Give us a chance. Give yourself a chance. Join today.