The Freshstart program follows methods and techniques that have been researched and proven to be successful for people trying to quit smoking. Some of these methods include learning problem-solving skills and receiving support and encouragement throughout the quitting process. Increasing quit attempts for smokers is a promoted strategy for reducing tobacco prevalence (David T. Levy, 2010). The goal of the Freshstart program is to get participants to make a quit attempt, because we know with every subsequent attempt, a smoker is more likely to quit.

Your company or organization provides Freshstart facilitators, who take advantage of free online registration and certification. Facilitators access training from the website and complete it on their own schedules. Once certified, they will gain access to materials and resources to help implement the program, including a participant guide, which is available for a nominal fee. The participant guide is filled with information and exercises all designed around the Stages of Change for smoking cessation – precontemplation, contemplation, action, and maintenance.