



## The Science behind the LivingFree Tobacco Cessation Course

In a nutshell, LivingFree is a unique online course designed to eliminate and replace the dysfunctional, emotionally-charged subconscious thought patterns that drive tobacco addictions. It accomplishes this goal through a process known as cognitive behavioral training that was pioneered by SelfHelpWorks founder Louis Ryan in 1979. Cognitive behavioral training is a structured methodology derived from cognitive behavioral therapy (CBT).

Cognitive behavioral training is very different from typical behavior modification strategies, which generally cannot be sustained long-term because they rely on the use of willpower to resist the cravings that drive undesired behaviors. These cravings are triggered by certain substances or situations and unfortunately for the vast majority, willpower is simply no match for them over a long period of time. The more the cravings are resisted, the more they intensify ... until they become so overwhelming that they simply cannot be resisted ... no matter how hard the person tries to ignore them. The bottom line is that unless the cause of the cravings is removed, they will keep coming back over time – which explains why the vast majority of smokers who quit cannot stay ‘quit’.

So what causes these tobacco cravings, and how can they be eliminated? The answer to both of these questions lies in the fact that they are primarily driven not so much by a physical need for nicotine as by an emotional dependency. (This explains why the effective rate of nicotine replacement therapy is less than 6%, as documented in a 2010 Penn State University study).

At the heart of this emotional dependency is a complex combination of dysfunctional beliefs and thought patterns developed at a subconscious level as certain behavior patterns are repeated over time. But the good news is that with the correct approach and a little honest effort, it can be removed. This is where SelfHelpWorks comes in.

Using a structured process that involves sequentially applying a series of synergistic psychological and behavior change modalities, SelfHelpWorks’ LivingFree online cognitive behavioral training course is designed to get rid of emotionally-charged tobacco cravings at their source. It does this by breaking down and replacing the intertwined combination of dysfunctional beliefs, subconscious thoughts and emotions that create the cravings in the first place, thereby eliminating them.

The LivingFree cognitive behavioral training course takes participants step-by-step through a 12-session course designed to:

- **Expose** self-defeating beliefs, thought patterns and related emotions learned over time and buried deep within the subconscious mind;
- **Replace** them with rational, empowering beliefs and emotions;
- **Apply** those rational beliefs and emotions to create health-promoting behavior patterns; and
- **Embed** the ‘new’ beliefs, emotions and behaviors into the subconscious mind through a series of simple yet powerful training exercises.

So the main focus of LivingFree is not to tell participants what to *do* to quit smoking (the “symptom”), but rather to change the way they *think* about smoking (the “cause”). In this way LivingFree has the power to change the cognitive response to ‘trigger’ substances and situations without the use of willpower. The result is genuine, lasting behavior change and a higher quality of life.

During the LivingFree course, participants will:

- Uncover the disempowering beliefs and resulting emotions that lead to smoking (or chewing)
- Start thinking and feeling differently about tobacco, their health, and the possibilities that are available to them as an ex-smoker
- Discover the many ways their mind tricks them and affects them emotionally and physically to keep them smoking
- Implement a simple yet powerful process designed to permanently end tobacco cravings
- Learn to remain powerful and make rational choices in the midst of stress, boredom etc. without resorting to tobacco as a solution
- Draw from their own natural abilities to counter the psychological blocks that have kept them from quitting tobacco in the past
- Learn how to master their thinking, thereby changing their emotional relationship with tobacco and actually turning quitting into a positive experience
- Complete practical exercises that integrate their newfound knowledge and skills into their daily life
- Learn to stop smoking permanently... with pride and dignity, without feeling irritable or anxious, without feeling deprived, and without gaining weight

LivingFree and the other SelfHelpWorks courses are evidence-based and time-tested. Below is supporting documentation for LivingFree including a cost comparison, a critical review by experts and summaries of trials conducted by a university and a hospital.

## Exhibit 1

### Summary of Penn State University Study, with Comparative Data Added

#### Comparison of Smoking Intervention Costs

Intervention	Price	Success Rate	Cost Per Successful Intervention
NRT <sup>1</sup>	231	5.8%	3,982.76
Bupropion (brand) <sup>1</sup>	354	7.0%	5,057.14
Bupropion (generic) <sup>1</sup>	203	7.0%	2,900.00
Varenicline <sup>1</sup>	300	14.9%	2,013.42
NRT + counseling <sup>1</sup>	371	8.0%	4,637.50
Bupropion (brand) + counseling <sup>1</sup>	494	9.3%	5,311.83
Bupropion (generic) + counseling <sup>1</sup>	343	9.3%	3,688.17
Varenicline + counseling <sup>1</sup>	440	18.5%	2,378.38
Program with NRT + online & telephonic coaching <sup>2</sup>	375	47.0%	797.87
<i>LivingFree</i> <sup>3</sup> - consumer retail price for single user	199*	38.1%	\$ 522.31

1. Per *Potential Costs and Benefits of Smoking Cessation for California*, Penn State University, April 2010 (prices are in 2009 dollars)

2. Per internal competitive analysis (NOTE: reported success rate was based only on results of survey respondents)

3. Per randomized trial (n = 250) conducted by SDSU and UCSD (NOTE: success rate was measured 6 months after course participation for ALL participants who completed at least the first 45-minute session)

\*Price shown is for the consumer retail market –bulk pricing and substantial discounts are offered for the corporate market

## Exhibit 2

### Synopsis of Critical Evaluation of SelfHelpWorks Methodology

The evaluation was conducted by **John E. Martin, PhD** (Professor of Psychology and Director, Behavioral Medicine Clinic at San Diego State University) and **Scott T. Walters, PhD** (Assistant Professor of Behavioral Sciences at the University of Texas, Dallas Regional Campus at Southwestern Medical Center). Dr. Martin has published over 70 research papers and two books, and has been awarded more than \$4 million in federal, state and private research grants for his work in addictive behavior treatment, cardiovascular risk modification, smoking treatment, medical compliance and health behavior change. Dr. Walters has published more than two dozen articles and book chapters on theoretical and applied aspects of behavior change, is a frequent speaker to campus, community, and medical groups, and has received national and international awards for his work.

The SelfHelpWorks Inc. company and lifestyle management website was critically evaluated for scientific soundness, effectiveness, safety and quality, and overall applicability.

SelfHelpWorks is a comprehensive, unique and effective interactive website for those seeking to make changes in their in smoking, diet and/or alcohol use habits. SelfHelpWorks' programs were found to be safe and scientifically sound, based on the highest standards in the field of behavior change and Internet-based lifestyle management interventions. The lifestyle management modification programs included in SelfHelpWorks (including the "LivingFree" smoking program, "LivingLean" diet modification program, and the "LivingSmart" alcohol use intervention), represent an exciting advance in intervening with the most critical health-risk behaviors, using an efficient newer modality of delivery that is highly efficient, convenient to many, and potentially very effective while maintaining low cost.

**SelfHelpWorks' approach to these often highly resistant behaviors appears to be consistent with well-established theories of cognitive-behavioral psychology, such as bibliotherapy, behavioral self-control training, behavioral-economic theory and acceptance and commitment theory.** Further, the staff at SelfHelpWorks was found to be highly motivated, very competent and self-directed, and clearly committed to the future success of the company and their clients.

The technical aspects of the website are very impressive, including the [video] based instructional and interactive presentation format, client email tracking system and (most impressive and innovative) their pioneering weekly call-in/email-in internet radio show and rules-based Personal Coaching software. Noteworthy as well is their well-integrated, highly effective processing and systematic presentation of critical treatment information, steps and components.

An especially remarkable positive feature employed across the three lifestyle management intervention sites is SelfHelpWorks' **unique employment of methods designed to enable personal choice as well as urge-approach conditioning/desensitization, rather than the more standard and less effective urge-avoidance/escape techniques.** We believe that using the urge to smoke, drink, or eat as an advocate facilitates the normal desensitization process and **disables the power of these urges to cause emotional crisis and compulsive/addictive behavior and relapse.** Clients are taught in creative and effective ways to **"dance" rather than the more standard and less effective urge-avoidance/escape techniques which are to "wrestle" or fight with the urge** – the latter which often leads to failure to withstand an urge and giving in to its pull.

## Exhibit 3

### LivingFree Randomized Trial – San Diego State University

In a study led by John Martin, PhD, 250 smoking volunteers were randomized into one of two treatments. The quit rate at six months was 38.1% for individuals who completed at least Session 1 of LivingFree, almost three times higher than the 13.3% quit rate for smokers using the American Cancer Society self-help materials.

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## COMPARISON OF AMERICAN CANCER SOCIETY VERSUS INTERNET BASED TREATMENT FOR SMOKERS

**John Martin, Ph.D, David M. Young**

**OBJECTIVE:** THE INTERNET IS BECOMING A HIGHLY SOPHISTICATED RESOURCE FOR DISSEMINATING HEALTH INFORMATION. SELF-HELP TREATMENTS FOR SMOKERS ARE EFFECTIVE, AND HAVE THE POTENTIAL TO REACH MILLIONS MORE THAN CLINIC-BASED PROGRAMS. HOWEVER, THERE HAVE BEEN NO RANDOMIZED, CONTROLLED TRIALS OF THE EFFECTIVENESS OF INTERNET INTERVENTIONS FOR SMOKING CESSATION. THE PRESENT PROJECT COMPARED THE EFFECTIVENESS OF A 3-WEEK, INTERNET-BASED SMOKING CESSATION PROGRAM TO A STANDARD AMERICAN CANCER SOCIETY (ACS) SELF-HELP INTERVENTION. **METHOD:** A TOTAL OF 250 CURRENT SMOKING VOLUNTEERS WERE RANDOMIZED TO ONE OF THE TWO TREATMENTS. PARTICIPANTS WERE INTERVIEWED AT 6 MONTHS AFTER THE BEGINNING OF TREATMENT TO DETERMINE THE RELATIVE EFFECTIVENESS OF THESE TWO

#### SAN DIEGO STATE

#### Data Collection

All of the data was collected via e-mail questionnaires and phone interviews and compiled in an Internet database.

The main incentive for participating in the treatment is quitting smoking. However, participants were offered \$5 for every follow-up questionnaire/interview they completed.

#### Results

Analysis of six-month outcomes by treatment approach found a significantly higher six-month abstinence rate among participants assigned to the Internet Program (38.1%) than those assigned to the ACS self-help materials (13.3%). It is assumed that one of the reasons is that the Internet program provided on going relapse prevention and email support reminding and encouraging them to remain engaged in the program. This evaluation provides important information on the question of whether and how much an Internet intervention may be an effective new approach to treating smokers who prefer self-help treatment. The results of this study herald the role Internet smoking treatments will play in the already growing body of research suggesting that Internet health interventions are efficacious, effective, and cost-effective.

## Exhibit 4

### LivingFree Trial – Saint Luke’s Hospital & Medical Center, San Antonio

In a study led by Michael Wooley, MD and John Whitlock, PhD, 157 smoking volunteers were divided into two groups, one of which took the live instructor-led version of LivingFree while the other took the Internet version. The six-month quit rate was 38.6% for those who completed at least one Internet session, compared with 63% who took at least one live instructor-led session. **The six-month quit-rate was 78% for those who completed all Internet sessions, compared with 83% for those who completed all live instructor-led LivingFree sessions.**

*Comparative efficacy and effectiveness report of online seminar vs. classroom seminar version of a structured cognitive behavioral smoking cessation program on general population*

Saint Lukes Hospital and Medical Center San Antonio, February 2001  
**Michael Wooley, M.D., John Whitlock, Ph.D**

The authors of this case study, **Michael Wooley, M.D., John Whitlock, Ph.D**, are Medical Advisors to SelfHelpWorks Inc. Dr. Wooley ran the LivingFree Program for Smokers at Saint Lukes Hospital and Medical Center in San Antonio for a number of years. In this study they compared the effectiveness of the on-line seminar version of the LivingFree smoking cessation program against the same program given live in a classroom setting. The aim of the study was to determine the viability of delivering smoking cessation treatment on-line for the general public. The online participants were recruited via Internet advertising and the live participants were recruited via the newspaper.

#### **Description**

This study with 157 subjects compared a treatment regimen involving a ten session prerecorded Internet delivered seminar program vs an eight session live instructor-led seminar control regimen.

59 participants (95%) of the live group were contacted. 63 % were self-reported to be totally abstinent.

83 participants (87%) of the Internet group were contacted. 51.5% reported that they had quit for at least a week. 32 (38.6%) remained totally abstinent through the time of contact. 21 of the 27 (78%) who completed all of the sessions had not smoked.

#### **Over Six Months Abstinance of Participants Taking 1 or More Sessions**

Internet	vs Live
38.6%	63%

#### **Over Six Months Abstinance of Participants Taking All Sessions**

Internet	vs Live
78%	83%