

Kick the smoking habit: give cigarettes a send-off

Smokers who want to kick the habit for the New Year will get all the help they'll need when the American Lung Association of Southeastern Michigan (ALASEM) presents its second annual "Great New Year's Cigarette Send-Off" on Sunday, Jan. 18, at Southfield High School on Lahser Road at 2 p.m.

"The Cigarette Send-Off" is a comprehensive smoking withdrawal program combining some of the most effective smoking withdrawal methods known. Hypnosis and audio-visual and medical presentations are carefully planned into a three-hour program in

an attempt to offer several proven methods to a variety of smokers.

The January "Send-Off" is a repeat of the highly successful "Great New Year's Cigarette Send-Off" presented by the Lung Association last Jan. 6. The 1980 New Year's program attracted almost 800 smokers to Detroit's Cobo Hall.

"Each of our 'Send-Off' participants is tracked at three, six, nine months and one year intervals in an effort to determine the success of the program," said Murray Jackson, chairman of the American Lung Association's Smoking

and Health Committee.

Since the first "Great New Year's Cigarette Send-Off" program was held in January, 1980, the Lung Association's smoking withdrawal programs have attracted 1,500 smokers in need of help to kick the habit.

"With a documented average success rate of 20 to 30 percent of all types of smoking cessation programs nationally, we are proud to report that 47 percent of the respondents at our first program have never picked up a cigarette again," said Jackson. "And only a mere 5 percent never quit at all."

Barry Beder, M.S.W., C.S.W., one of the country's leading experts in the use of hypnosis, will conduct the hypnotic

segments. Throughout his professional career, Beder has hypnotized more than 100,000 individuals and was selected by the air traffic controllers at Chicago's O'Hare Airport to help them with stress, smoking and weight problems.

Beder will demonstrate how hypnosis has helped thousands of smokers to throw away their cigarettes for good. A special cassette tape recording will be provided with each paid admission for follow-up "self-hypnosis" at home.

Bruce Dubin, D.O., director of the Michigan Pulmonary Laboratory in Madison Heights, will share the latest medical findings and provide proven

stop smoking tips. Dubin serves on the Board of Directors of the American Lung Association of Southeastern Michigan and is a member of the association's Smoking and Health Committee.

Participants will also see dramatic film highlights of smoking's harmful effects and witness first hand marked alterations in bodily function as a result of smoking.

Tickets to the second annual "Great New Year's Cigarette Send-Off" priced at \$15, may be purchased by sending a check or money order to: "Cigarette Send-Off," c the American Lung Association of Southeastern Michigan, 28 West Adams, Detroit

48228. All orders must indicate the number of tickets requested and a return address. Checks should be made payable to "American Lung Association of Southeastern Michigan."

Deadline for mail orders is Monday, Jan. 12.

Tickets may also be purchased at the Lung Association offices, at all three Jimmies Rustics furniture stores in Birmingham, Livonia and Rochester, and at the Southfield Parks and Recreation Department on Evergreen Road.

For more information on the "The Great New Year's Cigarette Send-Off" or for any help in kicking the habit, call the Lung Association's "Smoking Phone" at 963-3029.

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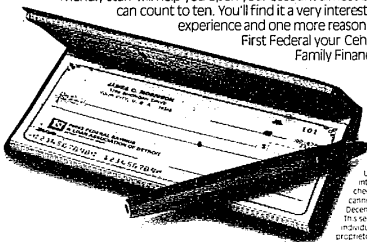
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