



***Open the gate ...***

to a better you;  
to achieving your goal;  
to a more healthy life;  
and to live in a manner  
consistent with your  
highest values.

***You can do this!***



***DATES, TIMES, LOCATION:***

The program will be offered in the  
Burson Room at The Bellevue  
Hospital. See the website below for  
additional details, including start  
times and driving directions.

[lima.osu.edu/  
BellevueHospitalProgram](http://lima.osu.edu/BellevueHospitalProgram)



***TO ENROLL IN THE PROGRAM  
OR IF YOU HAVE QUESTIONS,  
PLEASE CONTACT:***

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 **BECOME A NON-SMOKER!** 

# THE WINNING EDGE

**Self-Empowerment  
Program for  
Smoking Cessation**

An ongoing research study  
and treatment program  
provided by

**The Ohio State University  
&  
The Bellevue Hospital**



# *The Ohio State University and The Bellevue Hospital Smoking Cessation Initiative*

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## **PROGRAM DESCRIPTION:**

*The Winning Edge Self-Empowerment Program* combines state of the science, cognitive-behavioral smoking cessation techniques with self-hypnosis to help you achieve a lifetime of freedom from smoking. The program also includes six weeks of the nicotine patch.

## **PROGRAM OVERVIEW**







Our intensive seven-week treatment program and research trial requires:

- \* attending three 2-hour group sessions and two 30-minute group sessions
- \* a willingness to listen daily to audio CDs containing hypnotic suggestions for smoking cessation
- \* strong motivation to complete the program.

## **COSTS & INCENTIVES**

- \* The Bellevue Hospital and The Ohio State University, Lima are offering this program free of charge
- \* for completing the study and returning for a follow up interview, you will receive a \$25 gas card.

## **THE WINNING EDGE:**

-  teaches cognitive-behavioral skills to stop smoking and to develop an image of yourself as a “non-smoker”
-  incorporates hypnotic techniques to enhance your motivation to stop smoking
-  offers a six weeks supply of the nicotine patch and provides behavioral strategies to curb cravings and withdrawal symptoms
-  offers strategies to minimize weight gain, prevent relapse, and maximize social support
-  provides handouts, worksheets, an educational DVD, and audio CDs for home practice
-  collects data from you so that we can evaluate the effectiveness of our program



**THE BELLEVUE HOSPITAL**  
*Quality Care, Close To Home*

*The Winning Edge Self-Empowerment Program* was developed by psychologists Joseph P. Green of The Ohio State University, Lima, and Steven Jay Lynn of Binghamton University. Terry Webb, RRT, RCP, TTS, a tobacco treatment specialist with over 20 years of experience helping people stop smoking, has contributed to the program. The Bellevue Hospital and The Ohio State University, Lima, are pleased to offer this program without any cost to participants.

The goals of this program are to (1) to assist as many people as possible who want to stop smoking, and (2) to collect personality and smoking history data in order to assess the effectiveness of our program.

This program has been approved by The Ohio State University. All participants must give consent to participate in research.