

The 100 Free Women Project

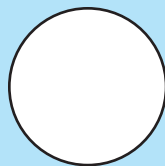
A New Way To Heal Tobacco Addiction
and Build Our Communities

The Project



A

**Recovery Fund Applied
to Helping Low Income Smoking Women
Who Wish to Break Free from Tobacco Addiction
for Themselves and Their Children**



The Treatment

10 per recovery group, 10 groups, Recovery Model

The current industry standard for residential treatment for tobacco addiction and counselling in Canada is certified by the CACCF, The Canadian Addiction Counsellor Certification Federation and is authored by Professor Murray Kelly, and Dr. Mark Gold both of the University of Florida, College of Medicine.

The Clinical Director of the Tobacco Healing Center's Residential Treatment Program is Dr. John McMahon. Supporting Research, Dr. Doug Davies, ASAM.

Urban Development Strategic Alliance Structure

Seeds of Hope, (Urban Application) Patient Support International, the Tobacco Healing Centre, Mackay Manor Men's Recovery Centre (Rural Application)
Profile - 100 smoking women recover from tobacco addiction

ONE WOMAN

Investment

\$1,550 Treatment Fees (Covers 100 Days of Continuing Care)

\$ 900 Room & Board (10 days)

\$ 250 NRT (Patch, Gum, Inhaler etc.)

Total \$2,700 per smoker in recovery

Savings \$4,000 per year average per free woman

Five Year Accumulated Savings for Family per Smoker

Year 1 \$4,000 - \$250 = \$3,750

Year 2 = \$4,000

Year 3 = \$4,000

Year 4 = \$4,000

Year 5 = \$4,000

Total \$19,750

Multiplier Effect

This money normally leaves the community the moment the tobacco is purchased. Now it stays in circulation in the community and is considered by economists to have a 5 to 1 ratio causing the net effect to be 5 x \$19,750 or **\$98,750.00**.

The Health Cost Savings

The New York Times reports that a Fortune 500 analysis showed that for every dollar you invest in smoking cessation you get a savings of six dollars in health care costs which would cause a ratio of 6 to 1 yielding over five years, 6 x \$2,700 or **\$16,200**.

A.) So for one woman who recovers from tobacco addiction the family saves \$19,750 in five years.

B.) This one woman who recovers from tobacco addiction triggers this much money to stay in circulation and have a five times multiplier effect of \$96,750 in the community over five years.

C.) This one woman can reduce health care costs by \$16,200 over five years.

For a total accumulated impact of	\$19,750	Direct Savings
.....	\$98,750	Multiplier Effect
.....	<u>\$16,200</u>	Health Savings
TOTAL	\$134,700	

Times 100 Free Women **\$13,470,000** (Five Years)

All for an initial investment of approximately \$300,000*

Note:

Productivity gains are not included in this profile.

*This is a profile 'draft only' and does not include development, administrative and management expenses. Website development costs are not included.

