

What is SmokeFreeBrain

Smoking is the largest avoidable cause of preventable morbidity worldwide. It causes most of the cases of lung cancer and chronic obstructive pulmonary disease (COPD) and contributes to the development of other lung diseases.

The SmokeFreeBrain project addresses existing approaches aiming to **prevent lung diseases caused by tobacco** while at the same time it develops new interventions for smoking cessation and analyzes their contextual adaptability to the local and global health care system.

SmokeFreeBrain follows an interdisciplinary approach exploiting expertise in various relevant fields in order to generate new knowledge. State of the art techniques in toxicology, pulmonary medicine, neuroscience and behavior will be utilized to evaluate the effectiveness of:

- ▶ The use of **electronic cigarettes** with and without nicotine as a harm reduction approach and/or cessation aid,
- ▶ a specifically developed **neurofeedback** intervention protocol against smoking addiction,
- ▶ a specifically developed intervention protocol based on **mobile phone applications**,
- ▶ **public announcements** against smoking,
- ▶ **pharmacological** interventions.



www.smokefreebrain.eu

info@smokefreebrain.eu



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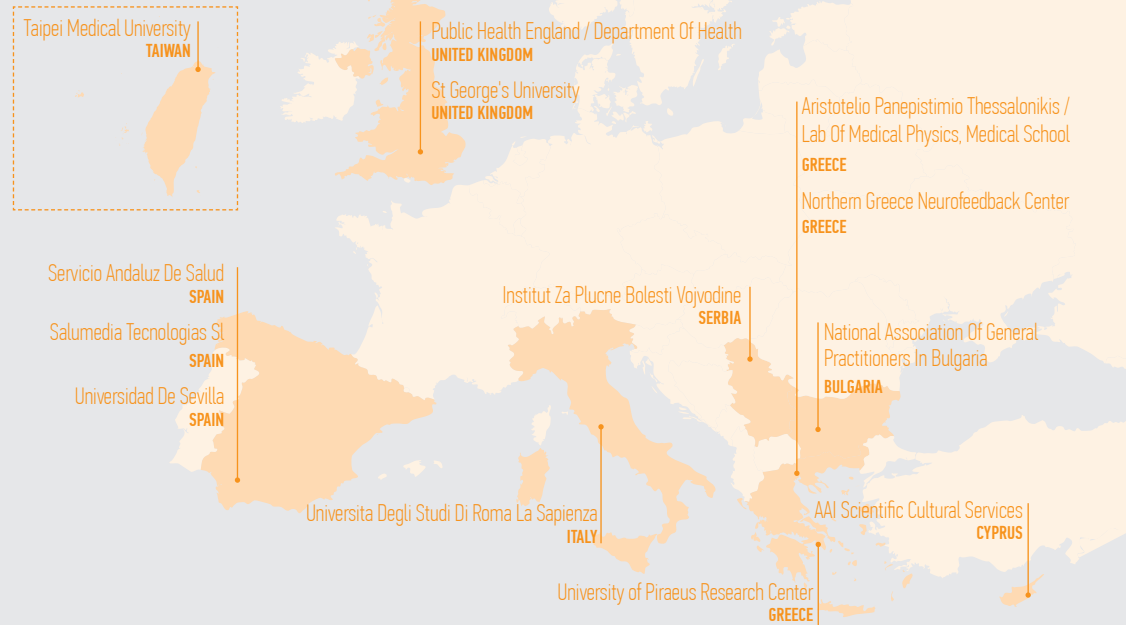
Horizon 2020
European Union funding
for Research & Innovation



Project reference: 681120 (H2020)
Type of action: RIA Topic: Prevent treatment of lung diseases (HCO-06)
Duration: 1st November 2015 - 31st October 2018 (36 months)

Learn
the most effective method
to quit smoking

Partnership



Why SmokeFreeBrain is important for you?

- ✓ **Scientists** from all disciplines including doctors, researchers, academics, statisticians working in public health (projects) will find the most effective methods to help smokers stop smoking.
- ✓ **Institutions** such as hospitals, health service organizations, smoking cessation clinics that help smokers stop smoking.
- ✓ **Insurance and pharmaceutical industry** will keep workforce healthier and reduce costs related to smoking related illness.
- ✓ **Initiatives, projects** will find novel knowledge on efficacy, safety and cost effectiveness of new and current smoking cessation methods and willingness to share and collaborate with targeted stakeholders.
- ✓ **Smokers** that want to stop smoking will find new science-based information on the efficacy, safety and cost effectiveness of current and new emerging approaches to smoking cessation.

You are welcome to join the research! Get involved! Join the LinkedIn Group SmokeFreeBrain

Community

SmokeFreeBrain will develop and support a collaborative health-ecosystem by bringing together the relevant key stakeholders who will testify on their changing interactions and endorse the implemented interventions to ensure maximum health benefits.

At the policy level, alliance with National healthcare policy makers will capitalize efforts and scale up interventions in a global context. The institutional stakeholders are hospitals, health service providers and national authorities who monitor existing approaches to prevention or develop treatments. The scientists' stakeholders include the scientific community (e.g. researchers, academics) and cross-sectoral experts (e.g. researchers on environmental effects). The Pharmaceutical stakeholders group includes the commercial actors (pharmaceutical industry, insurers). The individual level includes the So-Lo-Mo community, existing smoking cessation networks, family and friends, while central to all this ecosystem is the patient/smoker himself.

SmokeFreeBrain will inform all levels of the framework by providing access to real and valuable information on the establishment of effective interventions for the prevention and treatment of lung diseases.