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Achieve Your Best Health

Health Coaching for Tobacco-Free Living



BlueChoice[®]
HealthPlan
South Carolina

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Introduction

Congratulations! By opening this guide, you are one step closer to a tobacco-free life. And the sooner you quit, the sooner you'll see the rewards.

Tobacco cessation benefits your health right away, even if you are a longtime tobacco user. It decreases your risk for many conditions. It increases your lifespan. It enhances your quality of life. The truth is, quitting tobacco is hard. It's not uncommon for it to take a few attempts before you finally quit. But the point is to try. Quitting tobacco might be the hardest thing you ever do. It is important to face this reality before trying to quit.

So how do you ensure success? You plan. Quitting takes planning, and this guide can help. Reading this guide will not be enough. You must be motivated and committed to quitting. This change will impact all aspects of your life. So it is important you are ready. You will face many barriers, challenges and temptations along your journey. This guide will help you identify your own reasons for quitting. It will teach you approaches to quitting. It will offer you support. And it will help you identify support that already exists in your home, work and social environment. You will learn strategies to beat temptation. You will gain confidence in breaking habits that lead to tobacco use. You have already taken a big step by opening up this guide. If you are committed to quitting, you can conquer your nicotine addiction. Let's begin!

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Am I Ready to Quit?

Tobacco cessation is a process. And assessing your readiness to change is an important first step. Many who try to quit too early become tired and frustrated. Understanding your level of readiness will help you be successful in your quit attempt. Where are you in your journey to quitting tobacco? Check which stage describes you best.

	COMMON STATEMENTS	DESCRIPTION	TIME FRAME	STAGE OF CHANGE
<input type="checkbox"/>	"I am not interested in quitting tobacco. I don't think that it's a problem."	Unaware of problem, no interest in quitting	No intention of quitting within the next 6 months	Why Should I Quit? (Pre-Contemplation)
<input type="checkbox"/>	"I know that I should quit, but I don't know if I am ready."	Aware of problem, beginning to think about quitting	Seriously considering quitting in the next 6 months	Thinking About Quitting (Contemplation)
<input type="checkbox"/>	"I need to quit and I plan on doing it soon."	Realizes benefits of making changes and wants to quit	Preparing to quit in the next month	Preparing to Quit (Preparation)
<input type="checkbox"/>	"Quitting tobacco is harder than I thought, but I'm working on it daily."	Actively taking steps toward quitting	Successfully quit from day 1 to 6 months	Quitting (Action)
<input type="checkbox"/>	"I am comfortable being tobacco free."	Initial tobacco-free goals reached	Tobacco free for more than 6 months	Staying Tobacco Free (Maintenance)

Once you have decided which stage of change you are currently in, flip to that section to read more.

Why Should I Quit? (Pre-contemplation)

Risks: Are they reality?

It doesn't matter if you use tobacco for a year or 20 years. It can have a detrimental effect on your health and well-being. Smoking, chewing and dipping increase the risk for many health complications — things like cancer, heart disease, infections and poor oral hygiene. Quitting tobacco adds healthy days to your life. It also significantly lowers your health risks. Read over the following reasons to quit tobacco. Then ask yourself if any of these health risks pertain to you. Then think if they pertain to people close to you. It's hard to imagine these health risks happening until they become a reality.

Health risks of smoking cigarettes¹

Smoking is the No. 1 preventable cause of early death in the United States. On average, smokers die 13–14 years earlier than nonsmokers. Here's why:

- Smokers are two to four times more likely to develop coronary heart disease.
- Smokers are two times more likely to suffer a stroke.
- Men who smoke are 23 times more likely to die from lung cancer.
- Women who smoke are 13 times more likely to die from lung cancer.
- Smokers are 10 times more likely to develop peripheral vascular disease. (This is when your blood vessels narrow, which reduces circulation.)
- Smokers are 10 times more likely to die from chronic obstructive pulmonary disease (COPD).
- Smokers have a higher risk for gum disease.
- Smokers are at a higher risk for osteoporosis.
- Women who smoke are at a higher risk for infertility.
- Smokers have a higher risk for cancers like kidney, pancreatic, stomach, bladder, esophageal, laryngeal and oral.
- Smokers have a higher risk for acute myeloid leukemia.
- Smokers have a higher risk for cataracts.
- Smokers have a higher risk for premature aging and wrinkles.

¹ www.cdc.gov, Centers for Disease Control and Prevention

Health risks of smokeless tobacco¹

- Higher risk for oral cancer
- Higher risk for pancreatic cancer
- Higher risk of tooth decay
- Higher risk of receding and decayed gums
- Can cause leathery white patches in the mouth
- Can cause red sores in the mouth
- Higher risk of heart disease and stroke
- Higher blood pressure and heart rate
- Can lead to jaw removal

Risks of secondhand smoke¹

Smoking doesn't just affect your health. It also affects the health of your friends and family. Secondhand smoke is the product of the cigarette burning and the smoke exhaled. This smoke contains just as many of the harmful chemicals that smokers breathe in. Breathing secondhand smoke can:

- Increase chances of developing cancer or heart disease.
- Increase breathing problems.
- Increase frequency of colds and flu.
- Cause difficulties for pregnant women and their babies.
- Increase lung infections, such as pneumonia, in children.
- Decrease the effectiveness of certain medications.
- Damage the health of your pets.

¹ www.cdc.gov, Centers for Disease Control and Prevention

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Health risks for babies born to smoking mothers¹

- Higher risk for low birth weight
- Higher risk for SIDS (sudden infant death syndrome)
- Higher risk for preterm deliveries and stillbirths
- Increased irritability and restlessness
- More likely to get sick
- More likely to have birth defects

Did you know?

- Cigarettes contain more than 250 harmful chemicals. Fifty of these can cause cancer.
- Some of these are also in wood varnish, insecticide, rat poison and nail polish remover.
- Cigarettes also contain ashes, tar, gases and other poisons like arsenic. These damage your heart, lungs and other vital organs over time.
- Smokeless tobacco contains 28 cancer-causing agents called carcinogens.

¹ www.cdc.gov, Centers for Disease Control and Prevention

Cigars and Pipes ... Hidden Hazards

Many people believe that smoking pipes and cigars is safer than cigarettes. But there is no such thing as a safe tobacco product. In fact, the health risks for cigars and pipes are just as severe as those with cigarettes. Think twice and review the facts about these cigarette “alternatives.”

- Cigars are addictive. In fact, ONE cigar may contain as much nicotine as an entire pack of cigarettes.
- Regular cigar or pipe smokers are more likely to die from cancers of the mouth, larynx, esophagus, lungs and pancreas than nonsmokers.
- Cigar or pipe smoking increases your risk for heart disease, stroke and lung disease.
- Cigar smoke is more concentrated and toxic than cigarette smoke.
- Smoking cigars or pipes impacts circulation, hormones and nerves.
- Cigar smoking is associated with erectile dysfunction in men.

Hidden dangers of e-cigarettes

Electronic cigarettes — also referred to as e-cigarettes, vape pens, hookah pens, etc. — turn liquid containing nicotine into an aerosol that is inhaled by the user. The amount of nicotine may vary by brand.

The health effects of e-cigarettes are unclear, but what we do know is this:

- E-cigarettes contain nicotine, so this means that those who use e-cigarettes as a way to quit other forms of tobacco are still exposing themselves to nicotine.
- Early evidence suggests that e-cigarette use may serve as an introductory product for users who go on to use other tobacco products (like cigarettes) which are known to cause disease and premature death.
- Nicotine, in any form, is a highly addictive drug putting vapers at risk for addiction.
- E-cigarettes expose the lungs to a variety of chemicals including those added to e-liquids, and other chemicals produced during the heating/vaporizing process.
- A study of some e-cigarette products found the vapor contains toxic and cancer-causing chemicals, as well as potentially toxic metal particles from the device itself.

Health benefits of smoking cessation

It is not too late! You will see the benefits of quitting 20 minutes after becoming tobacco free. And your health risk factors decrease:

- Twenty minutes after quitting, your heart rate and blood pressure drops.
- Twelve hours after quitting, the carbon monoxide level in your blood drops to normal.
- Two weeks to three months after quitting, your heart attack risk drops and your lung function improves.
- One to nine months after quitting, your coughing and shortness of breath decrease.
- One year after quitting, your added risk of coronary heart disease is cut in half.
- Five to 15 years after quitting, your stroke risk is reduced to that of a nonsmoker's.
- Ten years after quitting, your lung cancer death rate is cut in half.
- Fifteen years after quitting, your risk of coronary heart disease is back to normal.

Source: The National Cancer Institute. Clearing the Air: Quit Smoking Today. October 2008.

Additional benefits

- A sense of pride
- A sense of control over your behavior
- Independence and freedom from a substance
- Healthier gums and whiter teeth
- Better breath
- Clothes and furniture smell better
- No more smokeless tobacco stains or cigarette burns on clothes and furniture
- Reduced wrinkling/aging of skin
- Save money (see page 29)
- Save time
- Healthy role model for others
- Better performance in physical activities because your lungs will be healthier

Myths about smoking

Myth: Withdrawal symptoms from nicotine last six months.

Fact: If you quit abruptly, most of the withdrawal symptoms will be gone after a month. However, gradually quitting will cause withdrawal symptoms to be less intense, but more prolonged.

Myth: You would have to smoke for many years and in large amounts to damage your body.

Fact: Even people who smoke occasionally have a higher risk for many types of cancer. They are more at risk for numerous health issues — things like emphysema, asthma, chronic bronchitis. Even high blood pressure, heart attacks and strokes are more common.

Myth: If you don't have any health problems now, then it's not harming your body.

Fact: Smoking symptoms can sometimes be silent, with little or no warning. For example, coronary artery disease (plaque buildup on the arteries supplying the heart) may exhibit few or no symptoms. It's a leading cause of death in the United States.

Myth: Dental problems include only bad breath and stained teeth.

Fact: Smoking greatly increases your risk for oral cancer, gum disease, receding gums and tooth decay.

Myth: Filtered, menthol or low-tar cigarettes will not harm me.

Fact: Filtered cigarettes can't stop bad chemicals from entering your body. In fact, people who smoke filtered or low-tar cigarettes may actually inhale more deeply. This means they breathe in more carbon monoxide and other harmful substances.

Myth: Cigar smoking is safe.

Fact: Cancer death rates among men who smoke cigars are 34 percent higher than male nonsmokers. Cigar smokers are also more likely to die from COPD. They are four to 10 times more likely to die from cancers of the throat, mouth, lips, larynx and esophagus than nonsmokers.

Source: American Lung Association and the National Cancer Institute

Myths about smokeless tobacco

Myth: Smokeless tobacco is a harmless alternative to smoking.

Fact: Smokeless tobacco still contains cancer-causing chemicals. Smokeless tobacco users are more likely than nonusers to get oral cancer. This affects the tongue, lips, cheeks and gums. Smokeless tobacco users are twice as likely as nonusers to die of heart disease.

Myth: Dip or chew improves athletic performance.

Fact: Research has shown no link between smokeless tobacco use and better athletic performance. Smokeless tobacco may cause a momentary buzz or rush. But the increase in heart rate and blood pressure puts too much stress on your heart.

Myth: Taking good care of your teeth and gums can cancel out the effects of using smokeless tobacco.

Fact: There is no proof that brushing and flossing can offset the harm that smokeless tobacco does to your teeth, gums and mouth.

Myth: It's easy to quit smokeless tobacco whenever you want.

Fact: Smokeless tobacco contains nicotine, which is an addictive substance. In fact, the amount of nicotine you absorb from smokeless tobacco is three to four times more than a cigarette. When you use smokeless tobacco, your body becomes dependent on that substance. This makes quitting very challenging.

Source: American Cancer Society

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Smoking addiction assessment

Assess your level of addiction to smoking.

How soon after you wake up do you smoke your first cigarette?	Less than 5 minutes (3 points)	
	6–30 minutes (2 points)	
	31–60 minutes (1 point)	
	After 1 hour (0 points)	
Do you smoke more frequently in the hours right after waking than during the rest of the day?	Yes (1 point)	
	No (0 points)	
Do you find it difficult not to smoke?	Yes (1 point)	
	No (0 points)	
Which cigarettes would you most hate to give up?	The first one in the morning (1 point)	
	Any other (0 points)	
How many cigarettes do you smoke a day?	10 or less (0 points)	
	11–20 (1 point)	
	21–30 (2 points)	
	31 or more (3 points)	
Do you smoke even when you're so sick that you're home in bed?	Yes (1 point)	
	No (0 points)	
TOTAL		

Calculating your score

0-2 points: Very low dependence

3-4 points: Low dependence

5 points: Medium dependence

6-7 points: High dependence

8-10 points: Very high dependence

Source: Fagerstrom Test for Nicotine Dependence



Smokeless tobacco addiction assessment

Assess your level of addiction to smokeless tobacco. Circle the statements that apply to you.

1. I no longer get sick or dizzy when I dip or chew like I did when I first started.
2. I use smokeless tobacco more often and in different settings than when I started.
3. Since I started, I've switched to stronger products with more nicotine.
4. I swallow juice from my tobacco on a regular basis.
5. I sometimes sleep with dip or chew in my mouth.
6. I take my first dip or chew first thing in the morning.
7. I find it hard to go more than a few hours without dip or chew.
8. I have strong cravings when I go without dip or chew.

The more you circled, the stronger your addiction.

Now that you have assessed your nicotine dependence, keep reading to learn more about how you can quit.



Thinking About Quitting (Contemplation)

Pros and cons of quitting

Tobacco-free living takes hard work. But it's worth the effort. You may have to make difficult changes in your lifestyle. But the rewards of quitting far outweigh the time and effort you dedicate to your quit plan. Consider your pros and cons for tobacco-free living. Take a look at the example chart below. Then fill in the empty space with your own pros and cons.

PROS FOR QUITTING	CONS FOR QUITTING
<ul style="list-style-type: none">• Increased control over my life• More money saved• Improved health	<ul style="list-style-type: none">• Temporary feelings of stress, anxiety, possible depression and boredom• Difficulty of changing my routine

Barriers to quitting

If you commit to quitting tobacco, be prepared for roadblocks. You will probably face many situations that make it hard for you to stick to your tobacco-free plan. It is important to know this before you begin your journey. Consider these potential challenges.

- Fear of failure
- Friends who use tobacco
- High levels of stress
- Depression
- Weight gain
- Withdrawal symptoms
- Lack of support
- Lack of financial resources to purchase medication

Barriers are sure to arise. That's why it's so important to have a plan to deal with them. List the things that might get in the way of your attempt to quit tobacco. Then plan a solution to overcome or avoid that barrier.

	BARRIER		SOLUTION
1.	Weight gain	➡	Get more physically active
2.		➡	
3.		➡	
4.		➡	
5.		➡	

What motivates you?

Motivations can come in many shapes and forms. It can be a person. It can be your state of health. It can be a desire to save money. Motivations can be internal (from within yourself). Or, they can be external (from an outside influence). It's best to have both internal and external motivations. But internal motivations are usually more successful. It's important to keep your motivations in mind when you first quit and as you stay tobacco free. Think of a past time when you were motivated to make a change. What motivation helped the most in your success? Was it internal or external? Use that information to list your motivations for becoming tobacco free below.

	INTERNAL MOTIVATIONS		EXTERNAL MOTIVATIONS
1.	To improve my health and lower my risk for disease.	1.	My spouse and kids want me to quit.
2.		2.	
3.		3.	
4.		4.	
5.		5.	

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Why is it so hard to quit?

Nicotine is a highly addictive chemical. It is physically addicting. But it is also emotionally and socially addicting. For example, a social addiction makes it hard to not smoke in certain social situations. You may be in the habit of having something in your hands or mouth while driving or talking on the phone. It may take several attempts to completely kick the habit. Don't despair. There are tools you can use to help break the addiction.

Are you ready?

Review this brief checklist to see if you are ready to move out of the Contemplation stage and into the Preparation stage. Check those items that apply to you:

- Quitting is important to me.
- The decision to quit is my own choice.
- My family and close friends are supportive of my attempt to quit.
- I believe that using tobacco products is detrimental to my health.
- I believe that quitting will significantly benefit my health.
- I am willing to work hard and make sacrifices to quit.
- There are no stressful circumstances in my life currently that would make quitting especially challenging.
- I feel like I have the needed energy to quit.
- I have the time to invest in counseling and support groups.
- I am aware of the barriers I will face.

The more you checked, the more ready you are to quit using tobacco. If you feel that you aren't ready to move to the next stage, you may want to spend more time exploring your pros and cons of quitting, as well as your motivations and barriers.

Preparing to Quit (Preparation)

Track your packs

This is a chance to play detective in your preparation to quit. It's a good idea to find out when you use tobacco and what your triggers are. Record the time of day. Detail the activity you were doing. Think about the mood you were in and the amount of tobacco you used. Below is a chart that will help you track your use. Make copies of it. Then, cut it out to fit on your pack (or can). Record the information each time you stop to smoke, chew or dip. This information will help you write your goals later on in this section. There is an extra copy of this chart in the back of this guide.

AMOUNT OF TOBACCO	TIME OF DAY	WHERE AM I?	CRAVING LEVEL (1-5 with 5 being the strongest)	WHAT AM I DOING?	WHO AM I WITH?	HOW AM I FEELING?



Understanding your triggers

A trigger can be a person, a place or an activity. It's anything that gives you the urge to use tobacco. One of the first steps to quitting is identifying your triggers. After you have used the tracker on page 16, you should get a clear idea of your biggest triggers. Once you have identified them, do your best to avoid them. Read the list of example triggers below. Then identify your own personal triggers.

- Drinking coffee, tea or alcohol
- Watching TV
- Smelling a cigarette/cigar/pipe/dip/chew
- Driving my car
- Seeing someone use tobacco
- After eating
- Taking a break from work
- After having sex
- Checking email
- After completing a task
- Feeling bored
- Feeling stressed, lonely or depressed
- Surfing the internet
- Feeling angry, irritable or impatient



Strategies to avoid triggers

Here are some strategies to help you avoid your triggers. Think hard about what strategies will work best for you.

- Replace smoking, dipping or chewing with a healthy activity
- Spend time at places where tobacco use is not allowed
- Hang out with friends who don't use tobacco
- Avoid or reduce alcoholic beverages
- Avoid all activities that increase temptation
- Change up your daily routine

Write your biggest triggers below. Beside each trigger, describe the strategy you will use to avoid or overcome that trigger.

	TRIGGER		STRATEGY
1.	Taking a break at work	➔	Take a short walk instead of smoking
2.		➔	
3.		➔	
4.		➔	
5.		➔	

What to expect


As your body breaks the addiction, you should know the withdrawal symptoms you may have. Withdrawal symptoms can last for a few days or up to several weeks. But they're the strongest within the first two weeks after you quit. When you quit cold turkey, they almost completely disappear after a month. But if you quit gradually, they will be less intense but more prolonged. Withdrawal symptoms are generally the same for smoking and smokeless tobacco. These symptoms may include:

- Headaches
- Trouble concentrating
- Irritability
- Shakiness
- Feelings of stress
- Frustration, impatience, anger
- Dizziness
- Increased appetite
- Low energy
- Depressed feelings
- Anxiety
- Cold-like symptoms to include nasal drainage and sore or scratchy throat
- Sleep disturbances

Explore your options

No single approach to quitting works best for everyone. You may have to try several different methods before figuring out which works best for you. You may want to use a combination of several methods. The best way to be successful is to use some combination of medication, habit changes and emotional support. Some of the most effective and commonly used strategies are:

- 1. Cold Turkey:** Quitting cold turkey doesn't work for everyone. In fact, fewer than 5 percent of users are successful. It usually works best for users with a low dependence level. When you quit cold turkey, most withdrawal symptoms subside after a month. Tapering down, or cutting back, may be a more effective approach. Tapering down causes withdrawal symptoms to be less intense, but more prolonged. Try cutting back to half your usual amount before you officially quit. Or switch to a lower nicotine tobacco product. This decreases the intensity of your withdrawal symptoms.

- 
2. **Over-the-Counter Medications:** Nicotine replacement therapy (NRT) can include patches, lozenges and gums. They have just enough nicotine to satisfy your cravings and reduce your urges.
 3. **Prescription Medications:** Prescription medications include a variety of NRT products like inhalers and nasal sprays. There are also oral medications like Bupropion SR and Chantix that do not contain nicotine. It's best to research the type you are interested in to see if it might work for you. Don't forget to consult your doctor for new recommendations. Medication alone may not help you quit. Prescription medications are most effective when used with health coaching and other strategies.
 4. **Group Support:** Many find counseling and support groups to be very effective, especially with over-the-counter or prescription medications. Research even shows this. Check with your local hospital, health department, American Lung Association chapter or American Cancer Society to find classes in your area.
 - American Cancer Society: [800-ACS-2345](tel:800-ACS-2345)
 - American Lung Association: [800-LUNGUSA](tel:800-LUNGUSA)
 - Your health plan offers health coaching for tobacco-free living
 5. **Health Coaching:** Through this program, you will receive telephone counseling from a health care professional trained to help you quit tobacco. Your health coach will provide you with the information and support you need to be successful in your quit. Your health coach will help you assess your triggers. You will talk about your reasons, motivations and barriers to quitting. You will set personalized goals.

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Final Preparations: Practice Makes Perfect

Before setting your quit date, you may want to practice quitting. You can do this a few times to see what negative and positive effects occur. You can discover any triggers that you haven't noticed before. Take notes on what you find and apply them in your preparation to quit. Don't get discouraged if it takes you many attempts. It's not uncommon for it to take a few attempts before you finally quit. The more times you try, the more likely you are to succeed!

Environmental preparations

Often our habits are supported by the environment we live in. That's why it is important to look at your environment and see what things would make it difficult to quit. Consider putting away ashtrays and lighters lying around the house or car. Discard the extra ones and only keep one around. Remove the smell of cigarette smoke from your house and car. Prepare those environments with a good cleaning and use air fresheners. Limit your "smoking areas" to one place, preferably outdoors. This will allow you to clean your house and your car in time for your quit date. If you live with another smoker, try to set a quit date together. If you can't, completing these tasks will be more difficult, but do what you can to change the environment for success.

Visit your doctor

You may want to schedule some time with your doctor to talk about which strategies might work best for you. It may also be a good idea to get your teeth cleaned at your dentist's office. Your teeth will feel whiter, and your mouth will feel cleaner. This will motivate you to stay tobacco free. Ask your doctor or dentist about nicotine replacement therapy (gum, nicotine patches, etc.) or other medications.

Pick your allies

To be successful, it is important to identify your allies. These people will be aware of your effort to quit. They will be ready to provide support when you need it. Sit down and make a list of the people closest to you. Choose those who will offer the most support and encouragement. Then, contact them. Let them know the details of your quit attempt. Tell them your quit date, your method (cold turkey or NRT), your support system and any other important details. Complete the tobacco-free contract on the next page. Have your allies witness you signing the contract. When choosing your allies, think:

- Are they tobacco users?
- Are they supportive?
- Have they used tobacco in the past?
- Are they good listeners?
- Are they compassionate?
- Would they give you a cigarette/dip/chew if you asked for it?

Don't have a current tobacco user as an ally, because you might not get the support you need. You want to choose someone who will talk you through your tobacco cravings. Someone who has succeeded at quitting before is a good ally. This person can provide helpful information. The bottom line when choosing your ally: Pick someone whom you feel comfortable approaching for help.

Set a date

Look at your calendar and see what you will have going on the next month. Keep in mind there is no "perfect" time to quit. But picking a low-stress time is the best strategy. After you set the date, you will have a better idea of when you need to pick your allies and prepare your environment. You'll need time to prepare physically and mentally. Make your quit date special. Change up your daily routine so you're not tempted by familiar situations. Don't put off your quit date — get started.

Tobacco-Free Contract

I, _____, am committed to quitting the use of tobacco, in any form.
I am making this commitment for the following reasons:

- 1. _____.
- 2. _____.
- 3. _____.
- 4. _____.

I am making this commitment not only to myself, but to the following people:
_____ , _____ and _____.

If I experience temptation to use tobacco, I will contact one of the people listed above for support and encouragement in abstaining from tobacco.

My strongest triggers are _____ , _____ ,
_____ , _____ and _____.

I will do my best to avoid situations that expose me to these triggers and may tempt me to use tobacco.

The quit methods I will use include the following:

- Cold turkey
- Over-the-counter medications
- Prescription medications
- Counseling and group support
- Health coaching

My official quit date is ___/___/____. From this point on, I will be dedicated to becoming tobacco free!

Your signature

Date

Quitting ally signature

Date

Quitting (Action)

Reward yourself

Congratulations on beginning your quit! Plan to reward yourself after each goal you reach. Choose something that is special to you, something that will really motivate you to succeed. Here are some ideas:

- A new piece of clothing
- A nice dinner out
- Tickets to a sporting event
- A gym membership
- Tickets to a concert or play
- A vacation
- A new book or movie
- Something new for your home
- A night out on the town with friends

Keep a schedule of goals and rewards. Stick with it to keep yourself motivated throughout your quit effort. Go ahead and decide on the rewards you will receive for each goal you reach. Write them below.

GOAL	DATE OF ACCOMPLISHMENT	REWARD FOR COMPLETION
1.		
2.		
3.		
4.		
5.		



Change up your routine

INSTEAD OF USING TOBACCO ...	TRY ...
After meals	<ul style="list-style-type: none"> • Getting up from the table, brushing/flossing your teeth and/or taking a walk.
While driving	<ul style="list-style-type: none"> • Listening to some new music, driving a different route, carpooling or taking the bus.
While drinking coffee	<ul style="list-style-type: none"> • Drinking hot tea, water, juice or milk instead. • Changing the time you drink coffee.
At a party	<ul style="list-style-type: none"> • Hanging out with people who don't use tobacco. • Keeping your hands busy.
While drinking alcohol	<ul style="list-style-type: none"> • Avoiding alcohol. • Switching to a weaker drink. • Drinking water in between drinks.

Dealing with withdrawal

Many people are tempted to start again to relieve their symptoms of withdrawal. Try your best to avoid starting back — the symptoms will go away eventually. Refer to the coping strategies on the next page. If these don't help you with your symptoms, speak with your doctor or another trained professional. He or she can provide you with the education or medication to help you.

WITHDRAWAL SYMPTOM	COPING STRATEGY
Irritability, restlessness, tenseness	Remove yourself from the situation. Take a walk for a few minutes. Talk to someone. Ask others to be patient with you. Make sure you are getting enough sleep and exercise regularly.
Constipation/irregularity	Add fiber to your diet: fruits, vegetables, whole-grain breads, bran. Drink more water.
Hunger and weight gain	Eat regular meals. Preventing hunger will reduce your desire to dip or chew.
A sweet tooth	Fill your desire for sweets with fruit, sugar-free gum, low-calorie candy, bittersweet chocolate, etc.
Can't sleep	Don't drink caffeine late in the day. Get plenty of physical activity. Read a book before bed.

Fight cravings

A great method for dealing with cravings is called the 5 D's:

- 1. Delay:** Since cravings come in waves, if you can delay making a relapse decision for as little as 20 minutes, you'll generally find the cravings go away on their own.
- 2. Distract:** Craving time passes more quickly when you're engaged in a distracting activity.
- 3. Deep breathing (de-stress):** Deep breathing exercises help you maintain calm and purpose when cravings hit, keeping you from making rash decisions.
- 4. Drink a glass of water:** The simple act of drinking a glass of water relaxes you. Imagine your cravings as like a runaway train, gathering momentum to a disaster. Basic activities like taking a moment to drink a glass of water are like brakes that slow the train long enough to keep you focused on getting to your distraction activity.
- 5. Discuss:** Discuss your feelings with someone close to you or with other ex-smokers. There is nothing better for a person's resolve than connecting with those who are walking the path alongside us, or hearing from those who have navigated smoking cessation successfully.

Staying motivated

How can you stay motivated? Continue to reward yourself on a regular basis. This will remind you of your success. Review your reasons for quitting. Do not get discouraged if you slip up. Simply realize why you slipped and determine how you can avoid those situations in the future. Focus on the progress you have made. Make note of the positive changes in your health. Perhaps your sense of smell has improved. Or maybe your energy has increased. Review the financial aspect of your quit. Look at the chart on the next page to see how much money you have already saved.

Immediate benefits

Remember the positive and immediate benefits of quitting:

- Withdrawal symptoms ease up significantly after the first two weeks.
- Clothing and hair will no longer smell.
- Your breath will smell better.
- Your teeth will get whiter.
- Your fingers and fingernails will no longer be yellow.
- Your sense of smell will return.
- Your food will taste better.
- Your breathing will get easier.
- You will have an increased sense of confidence.

Focus on life. Focus on health. ***Stay focused.***

Calculate your savings

How much money are you saving by quitting? Knowing you are saving money will also help you stay motivated.

Cigarettes

AMOUNT OF MONEY I WILL SAVE IN ...	IF I SMOKED 1 PACK/DAY	IF I SMOKED 2 PACKS/DAY	IF I SMOKED 3 PACKS/DAY
1 Day	\$5	\$10	\$15
1 Week	\$35	\$70	\$105
1 Month	\$140	\$280	\$420
1 Year	\$1,680	\$3,360	\$5,040
5 Years	\$8,400	\$16,800	\$25,200
10 Years	\$16,800	\$33,600	\$50,400

Dip

AMOUNT OF MONEY I WILL SAVE IN ...	IF I USE 1 CAN OF DIP/DAY	IF I USE 2 CANS OF DIP/DAY
1 Day	\$3	\$6
1 Week	\$21	\$42
1 Month	\$84	\$168
1 Year	\$1,008	\$2,016
5 Years	\$5,040	\$10,080
10 Years	\$10,080	\$20,160



Stress Management

During your quit attempt, one of your triggers to use tobacco may be stress or feeling irritated or angry. Learning to relax will be helpful in getting you through the stressful, irritating times without breaking down and reaching for a cigarette, cigar, pipe or smokeless tobacco. Below are a couple of relaxation techniques you can use to relax.

- 1. Breathing Exercise:** Simply breathe in and out. As you breathe, place a hand on your stomach. You should feel your stomach rise and fall with each breath. Once your breathing is even and slow, start counting with each breath. Inhale for a count of five and exhale for a count of eight, pushing all the air out of your lungs. Repeat four to five times, and you should feel more relaxed.

2. **Mantra Breathing Exercise:** Simply breathe in and out. As you breathe place a hand on your stomach. You should feel your stomach rise and fall with each breath. As your breathing becomes slow and steady, repeat a one-syllable word like “peace” with each exhale. Each time you breathe out, say that word to yourself and focus on only that word. Repeat for five minutes and then slowly come back to normal breathing. You should open your eyes and feel more relaxed.
3. **Progressive Muscle Relaxation:** Lie on your back in a comfortable position. As you breathe, place a hand on your stomach. You should feel your stomach rise and fall with each breath. As your breathing becomes slow and steady, start to tighten your calf muscles by pointing your toes. Hold this for a count of five and then relax for a count of five. Move up your legs to your thighs and tighten them for five counts, and then relax for five. Next, go to your bottom and squeeze tight for five, and then relax for five. Make sure to continue to breathe consistently. Inhale deeply and exhale completely throughout this exercise. Now tighten your stomach for five counts, and then relax for five counts. Tighten and relax your back muscles. Continue to your shoulders by bringing them up to your ears for five counts, and then releasing them for five counts. Now tighten your face by squeezing your eyes closed and pursing your lips together for five counts, and then release and relax for five. Finally, tighten everything together at once for five counts and relax. Continue your breathing for a while until you feel you can open your eyes and sit up slowly.
4. **Massage:** Get a professional massage, ask your significant other for a massage or practice self-massage.

Preventing weight gain

Nicotine speeds up your metabolism. Therefore, quitting may result in slight weight gain. Not everyone experiences weight gain, but even if you do, it's not as important as saving your life and the lives of others. Most people gain weight because food begins to taste and smell better. They may also snack as a way to cope with stress.

Talk to your doctor about an exercise plan. Then get in shape and eat regular, nutritious meals.

1. Stay Active: Physical activity is an excellent distraction from using tobacco products. It reduces your stress levels and enhances your mood. When you exercise, your body releases chemicals called "endorphins." These are like opiates because they give a sense of well-being and relieve pain. Exercise also reduces tobacco cravings. For substantial health benefits, experts recommend physical activity be:

- Moderate to vigorous in intensity
- 30 minutes most days of the week or 150 minutes per week for good health
- 60 to 90 minutes most days of the week or 300 minutes or greater per week to lose weight or prevent weight gain

Do aerobic activity in episodes of at least 10 minutes. Try to spread it throughout the week. Try to find activities you like doing. If you do boring or hard activities, you are more likely to stop. Here are a few suggestions:

- Walking
- Tennis
- Aerobics
- Running
- Basketball
- Yoga
- Dancing
- Martial arts
- Cycling



2. Eat Healthy: Here are some ways to avoid weight gain during your quit attempt:

- Eat well-balanced meals.
- Avoid fatty foods.
- Drink six to eight glasses of water each day.
- Replace high-calorie snacks with low-calorie snacks like fruit, popcorn (without butter), pretzels, yogurt, rice cakes and juice.
- Avoid fast food.
- Choose foods that take longer to eat and keep your hands busy like oranges and sunflower seeds.
- Replace sodas with water, milk or low-calorie juice.

Eating healthy can be a tough transition. If you need help, contact your doctor or talk to a licensed nutritionist.

Staying Tobacco Free (Maintenance)

Congratulations! You've been tobacco free for more than six months! Hopefully, you have already experienced the rewards and benefits of quitting.

Keep using the strategies that work for you. Keep up your guard against tempting situations. It will take time for your cravings and urges to completely go away. Celebrate your success with people close to you. Revisit your contract frequently to renew your commitment. You may wonder if you should continue to reward yourself. The answer is — you should! It's actually a great way to avoid relapse. Reward yourself in ways that positively reinforce the changes you have made. Continue to track your accomplishments and rewards for achieving those goals. Make copies of the tracker on page 38. Keep up the good work!

First relapse

With any behavior change, relapse is possible. This is normal — so expect it and be prepared. What can you do to make it through a relapse? Review some of the ideas in this guide to deal with setbacks, triggers and withdrawal symptoms. Surround yourself with positive reinforcements. Remember why you quit in the first place. Look at what factors caused the relapse. Try to avoid the environment that assisted the slip. Be creative! Do what you can now to prepare for any future setbacks. Remember, relapse is a natural part of this process. You can overcome it with preparation and the support of those who care.

FIRST RELAPSE PROBLEM	FIRST RELAPSE SOLUTION
Lack of support	<ul style="list-style-type: none"> • Schedule frequent follow-up visits or calls with your doctor or cessation counselor/wellness coach • Try to identify sources of support that already exist in your environment • Join a tobacco-free support group
Negative mood or depression	<ul style="list-style-type: none"> • Talk to your doctor about your feelings and ask for a referral to a counselor or explore the option of prescription medications • Exercise regularly
Strong or prolonged withdrawal symptoms	<ul style="list-style-type: none"> • Talk to your doctor about extending the use of an approved medication or adding/combining prescription medications
Weight gain	<ul style="list-style-type: none"> • Increase your level of physical activity by trying to get 30 – 60 minutes of exercise each day • Avoid strict dieting • Reduce your intake of foods that are high in fat and sugar • Join a gym or exercise program
Feeling deprived	<ul style="list-style-type: none"> • Know that these feelings are normal and expected • Reward yourself when you successfully abstain from tobacco • Remind yourself that if you start tobacco use again, your urges will increase and quitting will be harder

Resources

National Cancer Institute
Information Service
800-4-CANCER (800-422-6237)

www.cancer.gov

American Cancer Society
800-ACS-2345

www.cancer.org

American Heart Association
800-AHA-USA1

www.americanheart.org

American Lung Association
800-LUNGUSA

www.lungusa.org

Centers for Disease Control
and Prevention
800-CDC-INFO

www.cdc.gov

U.S. Department of Health
and Human Services
202-619-0257 or 877-696-6775

www.hhs.gov

National Heart, Lung and
Blood Institute
301-592-8573

www.nhlbi.nih.gov

Smokefree.gov

800-QUITNOW (800-784-8669)

www.smokefree.gov

These links lead to third party websites. Those companies are solely responsible for the contents and privacy policies on their sites.

The information contained in this brochure is for educational purposes only. It does not represent a standard of care. Your physician must determine the appropriateness of the information in light of all your circumstances. It is important to discuss options with your physician when deciding on the best treatment for you.

Appendix

Track your packs

AMOUNT OF TOBACCO	TIME OF DAY	WHERE AM I?	CRAVING LEVEL (1-5 with 5 being the strongest)	WHAT AM I DOING?	WHO AM I WITH?	HOW AM I FEELING?

Goal chart

MONTHLY GOAL	WEEKLY GOAL
Month: _____ Goal: _____ _____ _____ _____ _____ _____ _____ _____ _____	Week of: _____ Goal: _____ _____ _____ _____ _____ _____ _____ _____ _____
_____	Week of: _____ Goal: _____ _____ _____ _____ _____ _____ _____ _____ _____
_____	Week of: _____ Goal: _____ _____ _____ _____ _____ _____ _____ _____ _____
_____	Week of: _____ Goal: _____ _____ _____ _____ _____ _____ _____ _____ _____

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