



YOUR
FOUR STEPS
FOR
*Quitting
Tobacco*

SecurityHealth Plan[®]

Promises kept, plain and simple.

Introduction

Quitting tobacco can give you freedom. When you're free from nicotine, you no longer will grit your teeth because of an overwhelming urge to smoke when you can't. You don't have to worry about setting a bad example for your children or grandchildren by smoking or chewing. You can have less fear for what your doctor or dentist might find during your next routine exam.

You also can feel normal. You've seen people exercising at local health clubs. You see people walking outside on their lunch hour, or riding their bikes along the street. If you quit, you will stop putting harmful chemicals in your body so you can exercise more easily. You'll be less likely to gasp for air when you exercise or perform simple tasks.

Quitting is a lifestyle change that isn't easy. But you're not alone. We're here to help. This booklet is a good place to start, even if you're just thinking about quitting. It can guide you through each step, and gives you tips on getting through the rough spots so you can quit for good.

"I'm Thinking About Quitting"Page 3

"I'm Ready to Quit"Page 7

"I'm Trying to Quit" Page 13

"I'm Tobacco Free"Page 18



“I’m Thinking About Quitting”

Are you thinking about quitting tobacco? That’s great! You might not yet be ready to give up tobacco, but you probably know that quitting would be good for you. Your health is the best reason to quit, but let us give you even more reasons to do so. We’ll set you up for success.

Quitting makes you stronger

We’re glad that you’ve come this far. You obviously realize that quitting tobacco could be important to you. If you’ve come this far, you don’t need us to lecture you. You know about the health risks associated with tobacco use. So we’ll tell you something that could help you take the next step toward quitting tobacco: Quitting tobacco makes you stronger no matter your age or how long you’ve used it. Regardless of whether you quit smoking or chewing ...

Within 20 minutes: Your blood pressure and pulse rate return to normal. Your hands and feet return to normal temperatures.

Within 24 hours: Your risk of a sudden heart attack greatly decreases.

Within 48 hours: Your nerve endings start to heal.

Within two weeks: Your body is free from nicotine and other poisons in cigarettes and chew.

In the first few months: Your circulation improves. You have more energy. Your sinuses clear and you can breathe more deeply.

Within one year: Your risk of heart disease drops to less than half that of a tobacco user.

Long term: Your risk of stroke, heart disease and cancer can be cut to that of someone who has never used tobacco.

Step 1

“I’m Thinking About Quitting”

Quitting tobacco will improve your quality of life

Tobacco might provide you with a pleasure. Yet here’s something that you will find is true: Quitting tobacco improves your quality of life. A tobacco-free life would give you more energy and make you more productive than you’ve ever been as a tobacco user. And given the rising cost of tobacco, you could save thousands of dollars a year by quitting. What might you do with that extra money? Would you take vacations? Would you save money for your children’s educations?



Imagine, too, what it’s like to be tobacco free when that’s your choice. You will set an example for your family and friends. You can have more energy for exercise, daily activities and playing with your children or grandchildren.

You also will:

- Be free from the restrictions and social stigmas of tobacco use
- Have whiter teeth and fresher breath
- Remove second-hand smoke from your home or stop spitting tobacco juice
- Remove tobacco odors from your hair, body, home, clothes and car
- Have a stronger sense of taste

It's your decision; they're your reasons to quit

We can give you many reasons to give up tobacco. But if you decide to quit, your own reasons are the most likely to inspire you.

What would your reasons be to quit tobacco? _____

What are some things that might get in the way of quitting?

What would help keep you motivated to quit through your challenges? _____

What changes would you expect to make in your life to help you quit? _____



“I’m Thinking About Quitting”

More assistance available

We hope that this helps you see how quitting tobacco could help your life. If you decide that quitting is important to you, we invite you to continue.

If you need more help, Security Health Plan offers full coverage for all FDA-approved quit medications for most members with a prescription. Also, you can participate in our tobacco-free program to get up to six phone calls with a health educator to help you prepare to quit; change behavior, habits and addiction; manage stress and be healthy. For more information, call Customer Service at **1-800-472-2363**.



Online resources

Wisconsin Tobacco Quit Line – www.ctri.wisc.edu/quitline.html

Office of the Surgeon General – www.surgeongeneral.gov

American Lung Association – www.lung.org/stop-smoking

American Cancer Society – www.cancer.org





“I’m Ready to Quit”

Congratulations on deciding that quitting tobacco is important to you. You might have tried to give up tobacco in the past with limited success. But have you thought about what small steps you could take now to help you quit for good? Take advice from health care experts and others who have quit. Ease your transition toward stronger physical senses, better physical activity and a more satisfying life. Take this chance to plan ahead. Learn the skills that will help you permanently achieve a tobacco-free life.

Increase your chances of success

You have imagined yourself being tobacco free. Be eager to feel stronger and more productive every day. But before you quit, keep these tips from health care experts in mind. Then, follow through on as many of them as possible. Doing so will help you anticipate and then adjust to challenges that arise.

- Build up support from family and friends
- Limit alcohol and caffeine
- Start to cut back on tobacco
- Eat healthful foods
- Exercise
- Avoid activities you tie to tobacco use
- Give yourself healthful rewards for achieving your goals
- Change up your routine
- Switch to a brand of cigarettes or chew that you don’t like
- Wait five minutes from the time you feel the urge to use tobacco before you light up or chew
- Delay smoking your first cigarette of the day or taking your first dip by one hour

Step 2

"I'm Ready to Quit"

Your doctor is your friend

One of the more important steps you can take in preparing to quit is to talk to your doctor. Your doctor can give helpful advice on what strategies you can follow in quitting. Here are some ideas of what you can talk about with your doctor.

- *How long have you used tobacco?*
- *How often do you use tobacco?*
- *How many times have you tried to quit?*
- *How have you felt about quitting in the past?*
- *What are your reasons for quitting?*
- *Do you want to request a prescription aid?*
- *Do you want to try nicotine-replacement aids?*
- *How important is it to you that you quit?*
- *How confident are you that you can quit?*

Create a plan for yourself

Can you imagine what you will do when you put your plan into action? Let us help guide you through it. Take the time now to:

- 1. Schedule the date when you will quit.** Make it a day soon, preferably within a month, so you still will be excited to become tobacco free. Gradually cut back on your tobacco use for a few days. Then, completely give up tobacco on your quit date. It will be a date that you always will remember as a day you took a huge step toward a healthier life.

My quit date is: _____

I picked this date because: _____

When your quit day arrives:

- Get rid of all your cigarettes and/or chewing tobacco. Look for tobacco products in your clothes, coats, handbags, closets, cupboards and car.
- Clean your house. Remove the odor of tobacco from your clothes, furniture and car.
- Get rid of ashtrays, lighters and matches.
- Review your tobacco-cessation medication instructions. If you have questions, call your doctor.
- Stay physically active.

2. Get the support you deserve. Create a list of people who you will tell that you're quitting. The people who are important to you often will be your best sources of support.

People who might provide support: _____



Step 2

“I’m Ready to Quit”

3. Plan for withdrawal. Remember that you will have challenges along the way. You might become irritable, get hungry or develop coughing spells or insomnia. Have a list of things you can do to fight your withdrawal symptoms. Here are some ideas:

- Call or visit a friend who doesn’t use tobacco
- Eat carrots, celery sticks or other healthful foods
- Keep your hands busy with stress-breaking toys, lucky charms or writing utensils
- Play with your children or grandchildren
- Clean your house
- Brush your teeth to ruin any immediate pleasurable tastes of your habit
- Find something such as a movie or newspaper comics that make you laugh

4. Decide what tools can help. Choose from group programs that link you to other tobacco users who are trying to quit, self-help publications such as websites and workbooks, and stop-smoking aids such as nicotine patches and medication. Remember to consult your doctor. But most importantly, find what feels right to you.

5. Set goals. Provide yourself with direction and motivation by staying SMART.

Specific: Make sure your goal leaves no room for interpretation. Keep it precise and write down an exact guide for what you want to do.

Measurable: Include benchmarks and time periods that will help define success.

Achievable: Make sure your goal is attainable.

Relevant: It’s good to have support from family and friends, but your goal should matter to you at least as much as anyone else.

Timed: Change requires a commitment. Designate a clear timeframe for you to achieve your goal.

Here's an example of a SMART goal:

"Starting Tuesday, I will cut back by at least one cigarette a day until my quit date."



Don't forget to provide yourself with small, healthful rewards when you achieve your benchmarks. Celebrate your successes.

What SMART goals can you set for yourself?

Think about what you can achieve over the next week to help you quit smoking. Once you achieve them, continue creating SMART goals until your goals become habit.

Ask yourself some questions

You can raise your chances of success and learn a lot about yourself in the process by asking yourself some questions, too. Here are some examples:

What will I do and say if someone offers me tobacco after I quit?

How will I react when I'm around others who use tobacco?

What can I do to avoid gaining weight after I've quit?

What questions would you ask yourself? _____

Step 2

“I’m Ready to Quit”

Track your habits

Create a form and keep track of each time you use tobacco. Keep the form with your pack of cigarettes or tin of chew. Fill out each section. Record your time as morning, afternoon or night. Indicate your mood. Write down how high your urge was to use tobacco with an arrow pointing up, down or sideways. Add where you were and what you were doing. You will quickly discover what causes you to use tobacco so you can do something about it.

You’re one step closer

Congratulations again on coming this far. You’re about to give yourself the freedom of being tobacco free. We look forward to helping you take the next step of your plan.



Remember, we offer even more assistance should you need it. Security Health Plan offers full coverage for all FDA-approved quit medications for most members with a prescription. Also, our **tobacco-free program** can offer you:

- Up to six phone calls with a health educator to help you prepare to quit
- Ideas for changing behaviors and habits
- Tips to manage stress and be healthy

For more information, call Customer Service at **1-800-472-2363**.

Step 3

“I’m Trying to Quit”

You’ve reached your quit date and committed yourself to a tobacco-free life. Be proud! You’re giving yourself a healthier life. You’ll improve your confidence, energy and likelihood of success the longer that you avoid tobacco. You might even find some more money in your pocket along the way for other things you’ve always wanted to do. As you continue, keep using this guide as a helpful tool. Keep it where you can find it. Don’t forget to maintain helpful relationships with your doctor, family and friends along the way, and follow the plan you set for yourself in the previous chapter.

As you strive to achieve a permanent tobacco-free life, remember these points:

It’s hard to break a habit. Practice your new healthful habits to make them routine. It will take time for them to replace your old habits.

You deserve friends. You might find it easier to beat your urges to use tobacco when you have support from at least one friend or family member.

Forget about setbacks. If you simply slip once, you haven’t failed. Remember to focus on your long-term goals. Be concerned, though, if you consistently light a cigarette on your way to or from work, or keep a hidden stash of chewing tobacco.



Step 3

“I’m Trying to Quit”

Stay focused

We don’t need to tell you that there will be times when you have urges for tobacco. A typical urge, though, lasts only a few minutes. Distract yourself with common objects or activities that will help you pass the time and forget about your urge. You might even create a kit for yourself that would contain healthful snacks including sugarless gum or candy, handheld games or a deck of cards. Here are some other ideas.

When you’re at home:

- Take a shower.
- Do something that keeps you active. Engage in light exercise, work in the garden or wash dishes.
- Call or visit a friend or family member.
- Brush your teeth.
- Read a book.
- Play with your children or grandchildren.
- Go to a concert, play, movie or sporting event.
- Update your contact list in your cell phone.
- Play with a pet.
- Try a new hobby.

When you’re at work:

- Schedule meetings or activities when you know your urge for tobacco is greatest.
- Organize your desk. Clean your desktop, throw away clutter and arrange files.



Some people even find it helpful to schedule what they might do when they get urges for tobacco. It also can help to break old habits by switching often to different routines.

Date *Instead of using tobacco, I can ...*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Be careful with caffeine

Caffeine, like nicotine, is a drug that stimulates the body's nervous system. Used in small amounts, it might make you feel more alert. However, caffeine also increases cravings for nicotine. Caffeine is found in coffee, tea, soft drinks, some prescription drugs, over-the-counter drugs and chocolate.

Nicotine also limits the body's ability to absorb caffeine. When you quit using tobacco, your body might not be able to handle the caffeine you consumed before you quit. You might not need to get rid of caffeine all together, but cutting back might limit some of the unwanted effects. This can be done by:

- Switching to low-caffeine drinks
- Switching to coffee with less caffeine, such as a 50/50 blend
- Using decaffeinated products

Step 3

“I’m Trying to Quit”

What do you eat or drink that has caffeine? _____

What changes could you make to cut down on caffeine? _____

Reward yourself

When you need some inspiration or a reminder of why you quit, think about this. According to the Campaign for Tobacco-Free Kids, the average price of a pack of cigarettes is about \$7. Remind yourself of how much money a habit such as smoking can cost.

	½ pack per day	1 pack per day	1½ packs per day	2 packs per day	2½ packs per day	3 packs per day
Day	\$3.50	\$7	\$10.50	\$14	\$17.50	\$21
Week	\$24.50	\$49	\$70	\$98	\$122.50	\$147
Month	\$105	\$210	\$315	\$420	\$525	\$630
Year	\$1,277.50	\$2,555	\$3,832	\$5,110	\$6,387.50	\$7,665



Rewarding yourself is an important part of quitting tobacco. Make sure you plan to give yourself rewards along the way for big milestones. They don't have to cost much. They can even be free. But some people use the money they would have spent to buy tobacco to buy something special. Take a minute now to plan rewards for your milestones.

What else could you do with the money you've saved by quitting tobacco? Would you have more flexibility to pay your bills? Would you start saving for a down payment on a new car or home? Will you save for your children's or grandchildren's educations?

Time without tobacco:

My reward:

7 days _____

1 month _____

3 months _____

6 months _____

1 year _____

You're one step closer again

The longer you stick with quitting, the greater your chance of success. And you've already come quite far. Think about how your health and quality of life already have changed for the better. We now encourage you to take the long-term steps that will enforce healthier habits and help you quit tobacco for good.



“I’m Tobacco Free”

You’ve done it! Your progress in achieving a tobacco-free life is significant. You no doubt are starting to feel healthier, more energetic and confident that you’re making positive steps. These changes make you a positive example for others trying to quit, and will have long-term benefits for your quality of life. So take this opportunity to make your healthier habits permanent.

Am I out of the woods?

Many people want to know how long it takes before the chance of going back to tobacco is not a concern. Relapse most commonly happens in the first one to three months after quitting. However, you must always be on guard. You might never be completely comfortable in some situations. The feeling is different for each person. But the good news is that your urges will decrease over time.

Can you think of any situations that could cause you to want to use tobacco? _____

What ideas do you have for dealing with these situations? _____

Handling stress

Stress is one of the more common reasons people give when they go back to using tobacco after quitting. Stress is a normal part of life that doesn't go away when you stop using tobacco. Cigarettes and chewing tobacco, though, won't change any situation or event and they do not relieve stress. The key is to manage your stress. It will take commitment on your part, but you can learn to handle stressful situations without going back to tobacco.

What situations commonly cause you stress? Think about them and how you can improve each situation without tobacco.

These situations are stressful for me:

- It is stressful to shop in a crowded grocery store.
- It is stressful to sit and wait at the doctor's office.
- _____
- _____
- _____
- _____
- _____

My solution(s):

- Shop at times when not many others are out.
- I will bring something to do while I wait.
- _____
- _____
- _____
- _____
- _____

Step 4

"I'm Tobacco Free"

Increase your physical activity

Physical activity is a regular part of any healthy lifestyle. It's also a great way to relieve stress, and it helps control any tobacco urges you might still have. In addition, it helps:

- Control your appetite and weight
- Keep your heart healthy
- Improve your mood
- Increase your muscle tone
- Give you more energy

What things can you do to increase your physical activity?



Reflect on your progress

You might want to keep a journal of what you've endured to date to remind yourself of how far you've come. Write about how you've benefitted from quitting tobacco. Write about the challenges you've experienced. What have you learned about quitting so far? Do you feel positive about quitting tobacco? What things help you stay positive?

Then, when you need a reminder of why you quit, read your journal. Let us help you get started.

How have you been doing since you quit? _____

Have you gotten any support or praise from family and friends in your efforts to quit? What have they said or done that's been helpful? _____

Step
4

"I'm Tobacco Free"

Have you noticed any changes in your body since you quit tobacco? _____

What advice would you give to a tobacco user who has just decided that it's time to quit? _____

Non-tobacco users are able to go places without worrying about having to find a place to go to smoke. What difference has this made in your life since you've quit? _____



SecurityHealth PlanSM

Promises kept, plain and simple.

1515 North Saint Joseph Avenue
P.O. Box 8000
Marshfield, WI 54449-8000

1-800-472-2363
715-221-9555
TTY 1-877-727-2232
TTY 715-221-9898
Fax 715-221-9500

www.securityhealth.org