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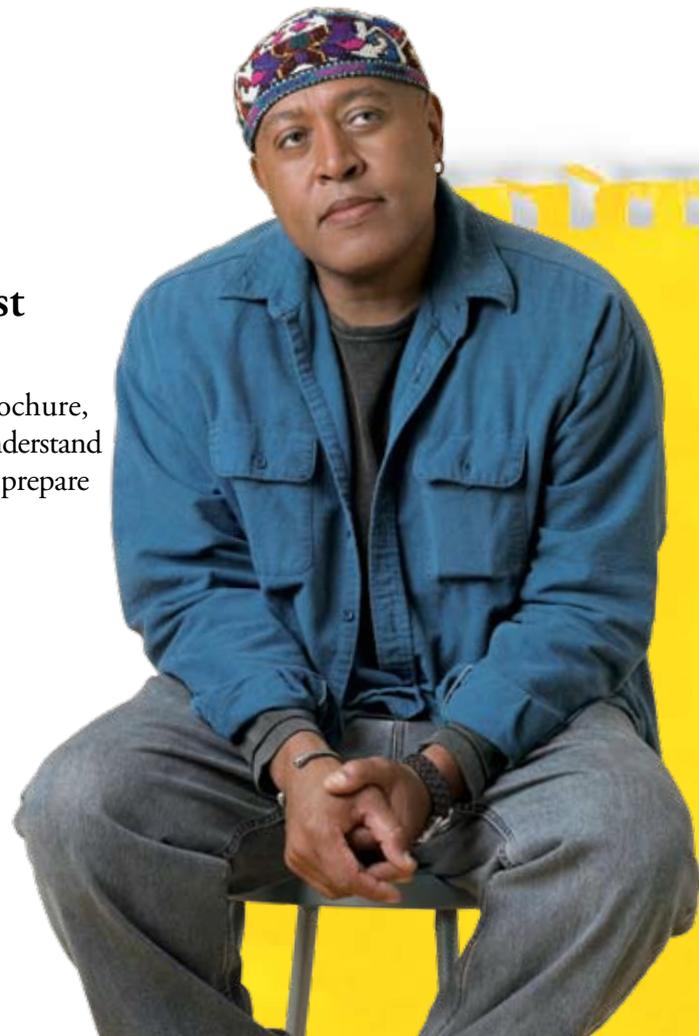
Go to mytimetoquit.com. You can also find out about a prescription treatment option and a support plan that may help you quit smoking.

Now may be my time
to quit smoking.



Congratulations on taking the first step toward quitting smoking.

Now we'd like to help you with the next. In this brochure, you'll find important information that can help you understand why quitting smoking is so hard. It can also help you prepare for a successful quit and help you "stay quit."



Quitting smoking can begin with a plan:

- 1. Nicotine addiction and smoking routines.** Find out about nicotine addiction and how it works. Discover how your triggers and smoking routine also make it hard to quit.
- 2. Getting ready to quit.** Getting ready to quit can make all the difference. So see how making a plan can be one of the most important things you can do.
- 3. Tools and tips to help stay quit.** Get useful tips and tools to help you stick with your plan. After all, staying quit is the ultimate goal.

By making a plan and staying with it, you're heading in the right direction toward quitting. Now let's get started.

1. Nicotine addiction and smoking routines. *Why has quitting smoking always been so hard?*

Understanding nicotine addiction.

For most people, smoking is more than a habit. It's a nicotine addiction. And that's why you probably feel irritable or anxious when you don't have a cigarette. Here's why:

- When you smoke, nicotine goes right to your brain in seconds.
- When nicotine is in the brain, it causes the release of a chemical called dopamine, which gives you a feeling of pleasure and calm.
- Your body doesn't want that feeling to stop. But when you're between cigarettes, the level of dopamine drops. That gives you the feeling of nicotine withdrawal. So you may get crabby or jumpy.
- Even if you want to quit, your body craves nicotine. And you keep smoking.

Quitting smoking is hard, but it is possible. Talk to your doctor about ways that may help you quit. And be sure to ask about treatment options and support plans that may be right for you.

Understanding that smoking is a routine.

For most people, smoking becomes part of a routine. That's because certain things called "triggers" are linked with smoking. For instance, a trigger can be drinking a cup of coffee, talking on the phone, or seeing a friend who smokes.

Whatever your triggers are, it's important to know that you've probably linked them with smoking for some time. That's why it's important to prepare for how you'll handle your triggers without smoking. The next few pages will help you do that.

Talk to your doctor about your triggers. And see if a treatment plan and a support program can help you.



2. Getting ready to quit. What can I do to have a successful quit?

Make a plan to quit.

Now that you understand how nicotine addiction and the routine of smoking make quitting so hard, you can start doing things to prepare to quit. Here are some ways to start a plan:

- Make a personal commitment to yourself. Use the tear-out section on the right to list your reasons for wanting to quit. Then tell your friends and family about the importance of their support. Talk about your reasons for quitting with them, too.
- Talk to your doctor about treatment options and support; then decide on a quit date.
- Be aware of your triggers so you can understand why you get the urge to smoke.

Make a plan of things to do before you quit. Being ready may help you succeed.



[Complete and tear out. Keep this section handy as a daily reminder.]

My “Getting Ready” list. Complete this page to help you prepare to quit.

- Make an appointment to see your doctor.
- Write a list of your most important reasons to quit (e.g., “I want to stay healthy for my family.” “I don’t want to get cancer.”). Then refer to it for inspiration.

I want to quit because: _____

- Pick a “Quit Day”: Pick a day within 2 or 3 weeks and mark it on your calendar.

My Quit Day is: _____
(Remember to throw out lighters, ashtrays, and cigarettes the night before.)

- Write down your triggers and how you can change your habits. (Other suggestions are on the reverse side of this card.)

My trigger is:		From now on:
I smoke when out with friends.	=	I'll have a sugar-free candy instead.
_____	=	_____
_____	=	_____

My “Staying Quit” list. Use this page to help stay on track after you have quit.

Now that you have set a Quit Day, try to stay with your plan as best as you can. If you slip and have a cigarette, don't be discouraged; quit again right away. And use this list to help you understand your urge to smoke:

Date:	No. of cigarettes:	Reason for smoking:	Next time, I'll:
<u>Mar. 12</u>	<u>3</u>	<u>Stress at work</u>	<u>Take a walk</u>
_____	_____	_____	_____
_____	_____	_____	_____

Manage your triggers and “stay quit.”

Continue to avoid the smell and routine of smoking with the following suggestions:

- Go for walks to avoid places that make you want to smoke
- Drink plenty of water
- Exercise (check with your doctor before starting a new activity)
- Take up a new hobby
- Chew sugar-free gum instead of taking cigarette breaks

It may take some work, but you're on your way to a smoke-free life. Congratulations.

3.

Tools and tips to help stay quit.

What can I do to make sure I stay quit?

Quitting.

You've taken steps to get ready, and now it's time to quit. Here's what to do on your Quit Day:

- Throw out your cigarettes, ashtrays, and lighters at home, at work, and in your car.
- Enroll in a program to help as you go about changing your smoking routine into a nonsmoking routine.
- Ask your friends and family for support. They can help you manage your triggers.
- Be sure to follow your doctor's treatment advice.

Staying quit.

- Keep practicing your nonsmoking routine. Avoid the places and triggers that make you want to smoke.
- Follow your quit plan to help you get through the urge to smoke.
- Remember, you may feel an urge to smoke some time after you have quit, but do not give in. Even one puff can make you relapse. Talk to your doctor to help you stay quit.

Staying quit means changing your routine of smoking. Let your friends and family help you follow your plan.

[Tear out here.]

Once you've quit, reap the rewards.

❑ **In just 24 hours after quitting:** the chance of having a heart attack decreases.

❑ **In 2 weeks to 3 months after quitting:** your blood circulation and lung function may improve.

❑ **In 1 to 9 months after quitting:** your lungs can start to clean themselves again.

❑ **1 year after quitting:** the risk of a heart attack is now half the risk for a smoker.

❑ **5+ years after quitting:** the risk of a stroke is reduced to the same risk as a person who has never smoked.

❑ **10 years after quitting:** the risk of lung cancer is reduced.

And right from the start:

- Your food may taste better.
- You may have more energy.
- Your breath, clothes, and hair won't smell like smoke.
- You may save about \$1,500 per year (for a pack-a-day smoker).
- You may feel more in control, now that you're not dependent on cigarettes.

You're not alone.

We invite you to visit mytimetoquit.com for more information and motivation. And again, we suggest you talk to your doctor. Remember, quitting smoking is a challenge, but it's one of the most important steps you can take toward a healthier lifestyle.

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