



**NOW, I HAVE  
MORE ENERGY  
THAN EVER.**

**WHAT WILL YOU  
DO IF YOU QUIT?**



**(855) 281-1601**

**TO ENROLL IN THE TOBACCO: KICK IT!  
PROGRAM, CALL TODAY!**



**TOBACCO:  
KICK IT!  
PROGRAM**

**STRIVING AND THRIVING  
FOR A HEALTHIER YOU!**



## WHY NOT QUIT?

That's a good question...

Most people who use tobacco want to quit. So why don't they? Because nicotine is an addictive drug and individuals need appropriate support to quit using it for good. In fact, the average person tries five to seven times before he or she quits forever. The good news is that with the help of the Tobacco: Kick It! program you can do it!

## THINK OF REASONS WHY YOU WANT TO QUIT.

- save money
- improve your health
- breathe better
- exercise more
- reduce your risk of disease
- take control of your life

## GET READY. GET SET. GO!

Quitting is different for everyone, but those who have a plan can do it best. The Tobacco: Kick It! program recognizes there is not a one-size-fits-all approach. With coaching support and nicotine-replacement therapy, this program will help you overcome the psychological and physical addiction to tobacco use.



## HOW THE PROGRAM CAN HELP YOU QUIT:

- Enroll by calling a toll-free phone number. You will be partnered with a coach to develop a quit plan. Your plan may include a specific date, goals, healthy habits, educational tools, and relapse prevention strategies.
- You may also use an online self-help module called "Living Free."
- You will have up to six sessions a year with a coach.
- Based on your readiness to quit, needs and preferences, a customized quit kit with educational tools and nicotine-replacement therapy products will be shipped to your home.
- Your coach will follow up with you to go over the quit plan and strategies for dealing with urges, as well as remind you of other available resources.
- You will be invited to join a support group, facilitated by a coach for additional support in quitting tobacco use.

## ABOUT THE COACHES

Each coach has a master's degree in a health-related field and is a licensed professional. Each coach is an expert in helping individuals identify their motivation to change a health behavior and move through the process of change, as well as in tobacco cessation treatments and strategies.

## NEVER TOO LATE TO QUIT

Using tobacco greatly increases the risk of heart disease, stroke, cancer, and lung diseases. The good news is that anyone can benefit from quitting—regardless of age, tobacco history, or the existence of a tobacco-related disease.

## FAST FACTS:

- **12 HOURS AFTER QUITTING:** The carbon monoxide levels in the blood drop to normal.
- **2-3 WEEKS AFTER QUITTING:** Circulation improves and lung function increases.
- **1 YEAR AFTER QUITTING:** The excess risk of heart disease is half that of a tobacco user's.
- **10 YEARS AFTER QUITTING:** The lung cancer death rate is about half that of a person who continues to use tobacco. The risk of cancer of the mouth, throat, esophagus, bladder, cervix, and pancreas decreases, too.
- **15 YEARS AFTER QUITTING:** The risk of heart disease is the same as a non-tobacco user.

\*Source: Centers for Disease Control and Prevention

