

**If you decide to
quit smoking...**



**A guide to resources and information
that can help you succeed.**





Quit Assist™

Information Resource
Philip Morris USA

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The first step towards getting somewhere is to decide that you are not going to stay where you are.

—Chauncey Depew

You are not alone

Quitting smoking is a very personal experience. If you've tried to quit before, no one has to tell you that quitting is hard. But every day, people show it can be done. As of 2002, more than half of the people who have ever smoked had successfully quit.¹

There's no one "right" way to quit smoking. You can choose the methods that are most comfortable for you. There are more options and sources of help today than ever before.

This guide was created to make it easy for you to connect with the information and support you may need to quit smoking for good. It also gives specific and practical tips from smoking cessation experts, and from real people who have been in your shoes and are now smoke-free.

As you start—or restart—the process of quitting, ask your family and friends to support you and cheer you on. And remember that millions of people throughout the world have gone before you, and found their own paths to success.

Sincerely,

Dr. Cheryl K. Olson



“My sons are 16 and 14 now, and I’m a big part of their lives. The road I was on with my health...I thought, if you keep going, when they’re young men looking to make decisions you’re not going to be around.”

–*Ray, smoke-free for 24 months*

The quotes from ex-smokers throughout this guide are intended to offer insight as to why particular individuals chose to quit smoking and their experiences in doing so. Your own quitting experience may vary. The photographs and names are illustrative only and are not those of the quoted ex-smokers.

The more you know about how to quit, the better your chances for success²

When it comes to quitting smoking, there’s no one way that works for everyone. A good way to start is to get as much information as you can, and decide on a plan that’s right for you.

Welcome to QuitAssist™

QuitAssist™ is an information resource sponsored by Philip Morris USA. It’s designed to help you connect with a wealth of expert quitting information available—usually for free—from government agencies, universities, and respected nonprofit organizations. This QuitAssist™ guide points the way to programs, telephone quitlines, websites, guides, and more that can help you find your own path to success.

You can also visit QuitAssist™ Online at www.philipmorrisusa.com

From there, you can link directly to dozens of resources to help you move ahead and leave cigarettes behind.

The rewards of quitting: right now, and for life

One way to keep yourself motivated during the quitting process is to focus on the rewards you'll enjoy as a nonsmoker. No matter how old you are, or how long you've been smoking, quitting will improve your health, and the way you feel. And those benefits start almost immediately.

- Within 12 hours after you have your last cigarette, your body will begin to heal itself. The levels of carbon monoxide and nicotine in your system will decline rapidly, and your heart and lungs will begin to repair the damage caused by cigarette smoke.*
- Within a few days you will probably begin to notice some remarkable changes in your body. Your sense of smell and taste may improve. You will breathe easier, and your smoker's hack will begin to disappear, although you may notice that you will continue to cough for a while. And you will be free from the mess, smell, inconvenience, expense, and dependence of cigarette smoking.*

*Quoted from "Clearing the Air: How to Quit Smoking...and Quit for Keeps"
The National Cancer Institute
http://cancercontrol.cancer.gov/tcrb/Clearing_the_Air/happens.html

Top 10 reasons to quit smoking*

1. I will reduce my chances of having a heart attack or stroke.
2. I will reduce my chances of getting lung cancer, emphysema, and other lung diseases.
3. I will have better smelling clothes, hair, breath, home, and car.
4. I will climb stairs and walk without getting out of breath.
5. I will have fewer wrinkles.
6. I will be free of my morning cough.
7. I will reduce the number of coughs, colds, and earaches my child will have.
8. I will have more energy to pursue physical activities I enjoy.
9. I will treat myself to new books or music with the money I save from not buying cigarettes.
10. I will have more control over my life.

*Quoted from The National Heart, Lung and Blood Institute
www.nhlbi.nih.gov/hbp/prevent/q_smoke/top_ten.htm

Saying goodbye to smoking is also good for your family's health, especially the health of your children.³ And, if you are pregnant, quitting now improves your odds of having a healthy baby.⁴

"I live in a 5th floor walkup. When I was smoking, I used to always have to stop somewhere in the middle just to breathe. Now I'm up and down, up and down...I can go up 10 flights of stairs and not stop."

—Robert, smoke-free for 16 months



5 Keys for quitting

When you take on any challenge, a tried and tested plan can be your road map to success. What has helped other people stop smoking? According to the U.S. Public Health Service, studies show that the five steps listed below can help you quit, and stay smoke-free. For best results, use all five.⁵

1. **Get ready.**
2. **Get support and encouragement.**
3. **Learn new skills and behaviors.**
4. **Get medication and use it correctly.**
5. **Be prepared for relapse or difficult situations.**

For details on these Five Keys, or to request a copy of the "You Can Quit Smoking Consumer Guide," call 1-800-358-9295, or log onto www.surgeongeneral.gov/tobacco/quits.htm

And in the next sections of this guide, you'll find ideas on how to put these five keys to work for you.

Helpful tip...

The more strategies you use to quit, the higher your odds are of staying smoke-free.⁶ For more facts on how-tos and whys of quitting, see www.smokefree.gov/dyk.html

› Get ready

Plan and prepare—that's the first key to quit-smoking success.

- › Choose a specific quit date—perhaps your birthday or anniversary, or your child's birthday—and mark it on your calendar. If you give yourself at least a month to prepare, you're more likely to succeed than if you decide New Year's Eve to quit the next day. Pick a week when your stress level is likely to be low.
- › Think about all the ways that quitting smoking will improve your life and your health. Make a list to remind yourself.
- › Get rid of temptations and reminders of smoking. Throw out all of your cigarettes. Remove ashtrays from your home, car, and workplace.
- › If you've tried to quit before, think about what you learned from those attempts. Are there certain people, places, feelings, or activities that encourage you to smoke? Plan to avoid them as much as you can.

For more get-ready tips like these, go to www.ahcpr.gov/consumer/tobacco/5daybook.htm

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"The main reason I quit was because my wife got pregnant. Also, I noticed my younger brother was starting to pick up the habit. I said, 'Man, don't do it. It's not good.' And he says, 'Well, you stop.' So it was a brotherly challenge kind of thing, too."

—Curtis, smoke-free almost 3 years

Get Ready (continued)

You can do it

It doesn't matter whether you've tried to quit a dozen times. You are not a bad person or a failure if you slip. You are taking on a big challenge. Learn from it and start again. If you take time to prepare and plan and get support from others, you can break free from smoking.

Here are some questions to think about as you get ready to quit.* (Write down your answers.)

1. Why do I want to quit?

2. When I tried to quit in the past, what helped and what didn't?

3. What will be the most difficult situations for me after I quit? How will I plan to handle them?

4. Who can help me through the tough times? My family? Friends? Health-care provider?

5. What pleasures do I get from smoking? What ways can I still get pleasure if I quit?

*Quoted from: The U.S. Public Health Service;
www.surgeongeneral.gov/tobacco/quits.htm

Here are some questions to ask your doctor or other health-care provider.*

- How can you help me to be successful at quitting?
- What medication do you think would be best for me and how should I take it?
- What should I do if I need more help?
- What is smoking withdrawal like?
- How can I get information on withdrawal?

*Quoted from: The U.S. Public Health Service;
www.surgeongeneral.gov/tobacco/quits.htm

“My mom would call constantly. And my dad would say, ‘Remember what I went through.’ He was 40 when he had a heart attack, and he smoked before. I could call and talk to him when I was craving.”

—Christine, smoke-free for 3 years



> Get support & encouragement

The second key to quitting: don't go it alone. Research shows your odds are better if you get support from others for quitting smoking.⁷

- Talk to friends, family, and coworkers about why you want to quit, and how important it is to you. One way they might help is by writing encouraging notes: “I'm so proud of you for not smoking.” “I know you can do it.” Post the notes in places you usually smoke—on the coffeemaker, above the TV, on the dashboard of your car.
- If they are smokers, ask them not to smoke around you and to keep cigarettes out of sight. If you know successful quitters, ask them for support and tips.
- Get expert help. Ask a doctor, nurse, psychologist, or other health professional for advice. Look for quit-smoking programs at local hospitals and health-care centers, or through nonprofit organizations. If counseling is not available where you are, or you prefer not to attend a group, try a telephone quitline or Web-based quitting support. See the “Stop Smoking Programs and Quitlines” section of this guide for some ideas.

For more on ways to rally support as you prepare to quit, go to www.smokefree.gov/guide/tell.html



"I carried a little notebook, and wrote down what was going through my mind. To write and reread it gave me perspective on the situation I was stressed about: 'Wow, day one I thought I was going to die. And now, it's day nine and I don't feel so bad.'"

—Nissa, smoke-free for 18 months



> Skills for quitting

You may not think of quitting smoking as a skill, but in some ways, it's like riding a bike. You figure out how to move forward, keep your balance, and get where you want to go. And if you should fall, you can get up and keep on going.

Learn and practice new routines and behaviors

- Plan ways to distract yourself when the urge to smoke strikes: Take a 2-minute walk, call a friend. Use nicotine gum or lozenges (*see the next section for more*).
- Have other things nearby that you can hold in your hands (*or put in your mouth*), like a pen, carrot sticks, or fat-free popcorn.
- Look for fun activities that don't include smoking to reward yourself and reduce stress: a hot bath, a walk with a friend.

For more help with changing your routines, go to www.myclearhorizons.com (under "Getting Ready," click on "Try Habit Breaking")

Be prepared to manage withdrawal symptoms

- The first few days after quitting, your throat may feel dry and your cough may get worse. This is actually a good sign; your body is clearing mucous from your airways. You may even feel dizzy from the extra oxygen!

Skills for quitting *(continued)*

- Keep a glass of ice water or juice handy, and stock up on sugarless hard candy or gum to handle cravings for something in your mouth.
- In the first week or two, you may have trouble sleeping or be bothered by constipation or gas. Cut out caffeine in the afternoon and evening, and eat more raw fruits and vegetables or high-fiber cereal.
- Irritability and tiredness can last for two to four weeks. Don't push yourself too hard at this stage. Take naps if you can. You'll feel better soon as the nicotine clears from your system and your body adjusts.⁸
- Cravings for cigarettes are usually the worst during the first two or three days. You can wait out the urge by distracting yourself with something else. You might picture the urge as a big wave; if you can surf along with it and keep your balance, it will ebb away in a few minutes.
- Consider taking a class or reading a book about relaxation techniques or meditation. Or just take a ten-minute break: Close your eyes. Check for tense spots from head to toe, and relax those muscles. Now, breathe in and out naturally, and mentally repeat some calming words such as "relax, relax."

For more tips on managing withdrawal symptoms, go to http://cancercontrol.cancer.gov/tcrb/Clearing_the_Air/symptoms.html

"One of the nice things I noticed after I quit, even though I felt agitated, was that I could devote myself to a project for hours without having to say, 'Well, two more minutes and I can go out for a cigarette.' I like that freedom."

—Kyle, smoke-free for 30 months



> Medications that can help

For many people, medication can be the key to getting through those first weeks or months without cigarettes. The U.S. Food and Drug Administration (FDA) has approved seven medications to help smokers quit. Five help you manage withdrawal symptoms and urges by providing small amounts of nicotine. The other two options are the prescription drugs bupropion (*Zyban*® and *Wellbutrin*®) and varenicline (*Chantix*™). Research shows that taking either bupropion or varenicline also helps reduce cravings for cigarettes.

Be sure to speak with your health care provider about how medication can help you in your efforts to quit. Some smoking cessation medications are available at your local pharmacy without a prescription; others must be prescribed by a doctor. *(Note: These medications may be available in generic or brand-name form.)*

According to the National Institutes of Health, using one of these scientifically tested treatments could double your chances of quitting smoking.⁹ Experts now say that all smokers trying to quit should think about using medication, especially those who smoke ten or more cigarettes a day.¹⁰

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“Sometimes you try a few times and you don’t succeed; well, I finally succeeded. But it was a different route I took this time, a different mindset and a different tool. I had the aid of a prescription medicine, and that helped with the stress.”

–Sharon, smoke-free for 3 years

Smoking cessation medications

Type	Form	Some brand names	Availability
Nicotine Replacement Therapies	Gum	Nicorette®	Over-the-counter (OTC)
	Patch	Nicoderm®, Habitrol®, Prostep®, Nicotrol®	OTC and by prescription
	Inhaler	Nicotrol®	Prescription
	Nasal Spray	Nicotrol®	Prescription
	Lozenge	Commit®	OTC
Bupropion	Pill	Zyban®, Wellbutrin XL®	Prescription
Varenicline	Pill	Chantix™	Prescription

Adapted from www.cdc.gov and includes additional information from www.fda.gov

All of these FDA-approved methods have been found to be safe and effective when used as directed.¹¹ Of course, any medication can cause side effects.

For more information on the side effects or safety of smoking cessation medications, visit the website of the medication's maker, or go to www.treatobacco.net/safety/key_findings.cfm

Before you start, read the instructions carefully. Talk to your doctor or pharmacist if you have any questions about how to use your medication. It's especially important to talk with your doctor before you use quit-smoking medication—including

nonprescription ones—if you are under age 18, are pregnant or breastfeeding, or have a medical condition.¹² You may be able to use medication (*under a doctor's supervision*) even if you have a health problem. For example, the patch has been shown to be safe for many people with heart disease.¹³

Most medications are recommended for use for between two to six months. If you feel you need more help to stay quit, you may use medication for a longer time with your doctor's approval.¹³

For more information on how to use medications, go to www.myclearhorizons.com (*under "Getting Ready," click on "If You're Going to Use Nicotine Replacement Therapy or Zyban®"*)

Helpful tip...

If you're worried about gaining weight when you quit, stop-smoking medications may help—especially bupropion and nicotine gum.¹² And research suggests that minor weight gain often reverses over time. For more on handling concerns about weight gain while quitting, see <http://win.niddk.nih.gov/publications/smoking.htm>

If you decide to use a medication in your efforts to quit smoking, be sure to read carefully and follow the labeling instructions that come with the medication. Talk with your doctor or pharmacist if you have any questions. These medications can cause side effects. Additional information is available from public health authorities, such as the National Cancer Institute of the Department of Health and Human Services. This information is not an endorsement of any brand or any product by PM USA.

“I tried to quit cold turkey, but I would explode for no reason over the stupidest little thing, like ‘Where’s the milk?’ I guess the nicotine in the gum relaxed me. I would use it only when I felt the tension—I’d say 10 times a day at first. Every 3 or 4 days I went down, until I didn’t need it anymore.”

—Joanne, smoke-free for 4 years



› Staying smoke-free

For most people, quitting is not the biggest challenge; it's staying quit. The final key to successful quitting is being prepared to handle difficult situations and to recover if you slip.

- › According to the Centers for Disease Control and Prevention, you are at greatest risk for relapse in the first three months after quitting. Plan ways you can cope when you are around other smokers or in difficult situations where you're tempted to take a puff.
- › If you used to smoke to handle stress or calm your nerves, it's important to find other ways to do that—because stressful things will always happen sooner or later. Try to integrate stress reduction into your daily life. Some people find it helpful to meditate, to do yoga or tai chi, or to go for a run.
- › If you do slip and have a smoke, don't beat yourself up, and don't give up. Instead, think of what you can learn from this. Review what led you to smoke. Were you alone, or with others? How were you feeling before and after that cigarette? Did something happen that triggered the slip, such as a stressful time at work or a family fight?

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"I would just eat light things, or something healthy, so I didn't gain any weight. Sometimes I'd bring little veggies to work, like celery and carrot sticks, or crackers. Chewing sugarless gum really helped me too, and drinking water."

—Kim, smoke-free for 12 months

Staying smoke-free (continued)

Was the trigger a time or place you used to smoke: drinking in a bar, driving in the car, talking on the phone? Plan how you'll avoid or cope with that the next time. Ask for help from friends or experts.

- Limit or monitor your use of coffee and alcohol; these trigger the urge to smoke for many people.
- Eat healthy foods and get some exercise to manage your weight and moods. Just walking for ten minutes three times a day can do it.¹⁴ While some people do gain weight when they quit smoking, research shows that large weight changes are unusual. Using medication also helps limit weight gain.¹³
- Remind yourself of the benefits of not smoking. Think about smoother skin and healthy lungs. Picture yourself not smoking at important events—your friend's wedding, your family reunion.

You'll find many more ideas to help you cope with cravings and tough times at www.smokefree.gov/pdf.html

Helpful tip...

How much do you depend on nicotine? The "Stop Smoking Quiz" can help you understand your smoking habits, and how to use that knowledge to create a personal quit plan. Go to www.cancer.org and search for "Stop smoking quiz."

“When you feel like you want to grab that cigarette, find something to do. I used to go to the gym, and every time I got upset that I wanted to smoke, I hit the heavy bag, you know? A big old cigarette, and I’m trying to punch it out of my life.”

—Steven, smoke-free for 18 months



Help and resources

There are hundreds of programs, websites, booklets, and telephone quitlines available to help you be smoke-free. Most resources are free or low-cost. There are guides for people of all ages and backgrounds. Here is a partial list to help you get started.

Guides to help you quit

➤ Clear Horizons

University of Rochester School of Medicine and Dentistry

www.myclarhorizons.com

It’s not too late to stop! This step-by-step guide is designed for smokers over 50, and features advice from successful quitters. You can order it by phone (1-800-422-6237) or read it on the web.

➤ Clearing the Air: Quit Smoking Today

National Cancer Institute

www.smokefree.gov/guide/index.html

This friendly guidebook leads you through the entire process of quitting, from making the decision to mastering cravings. Helpful checklists and plan-writing pages make it easy to follow. It also features up-to-date information on medications. Order a paper copy, or download and print it yourself.

Guides to help you quit (*continued*)

› **Guía para Dejar de Fumar**

National Cancer Institute

www.dccps.cancer.gov/tcrb/No_FumarC.pdf

This colorful 35-page booklet is for Spanish speakers who are thinking about quitting. Topics include benefits of quitting and how to use medications. You can order a free paper copy, or view and print it from the web.

› **Kicking Butts**

American Cancer Society

A slim paperback book that leads you through the challenges of quitting (*Chapter One*) to a smoke-free life (*Chapter Five*). Helpful quizzes, checklists, and tips. Available from the American Cancer Society (*and many booksellers*) for \$8.95 a copy. Call 1-800-227-2345.

› **I Quit! What to Do When You're Sick of Smoking, Chewing, or Dipping**

Centers for Disease Control and Prevention

www.cdc.gov/tobacco/quit/iquit.htm

An upbeat overview of how to quit and stay smoke-free, aimed at young adults.

› **Pathways to Freedom: Winning the Fight Against Tobacco**

Centers for Disease Control and Prevention

www.cdc.gov/tobacco/quit/pathways.htm

A 44-page guide designed specifically for African-American smokers.



"I don't have that coughing, burning sensation in my chest. I don't have yellow fingers. My kids don't tell me that I smell like cigarettes...they actually come and kiss me more often now."

—Jean, smoke-free for 24 months

Guides to help you quit (*continued*)

➤ **Need Help Putting Out That Cigarette?**

Cecil G. Sheps Center for Health Services Research

www.smokefreefamilies.org/documents/booklet.pdf

If you are pregnant (or worried about a pregnant friend or relative who smokes), this 28-page booklet can help. You can download it from the website or order a copy by calling 1-919-843-7663.

➤ **Set Yourself Free: Deciding How to Quit**

American Cancer Society

A nice review of methods that make quitting easier with details on each type of medication. To get a free copy in English or Spanish, call the American Cancer Society at 1-800-227-2345.

➤ **Why It's Important for Women to Quit**

Office on Women's Health

www.4woman.gov/quitsmoking/important

You know smoking is bad for you, but this site tells you exactly how it can hurt—from your head (*stroke*) down to your bones (*osteoporosis*).

➤ **You Can Quit Smoking**

U.S. Public Health Service

www.cdc.gov/tobacco/quit/canquit.htm

From the U.S. Department of Health and Human Services, this 12-page consumer guide lists tips for each of the five stages of quitting.

Guides to keep you smoke-free

Forever Free: A Guide to Remaining Smoke-Free

Tobacco Research & Intervention Program
of the H. Lee Moffitt Cancer Center & Research Institute

www.smokefree.gov/pdf.html

A series of eight booklets with detailed advice for the new nonsmoker. Examples:

- If you're fighting that urge to light up, see booklet 2, "*Smoking Urges.*"
- If you're worried about gaining weight, see booklet 3, "*Smoking and Weight.*"
- If you slip and have a smoke, see booklet 4, "*What If You Have a Cigarette?*"
- If you smoke to deal with stress, see booklet 6, "*Smoking, Stress, and Mood.*"

Helpful tip...

Most cigarette cravings last only a few minutes. And over time, the cravings come less often and farther apart. For more, see www.smokefree.gov/pdf.html

"I smoked for 30 years. Coffee in the morning was so empty, was so miserable without that cigarette. I still do have a coffee and bagel, but I am comfortable without that cigarette now. Urges in many situations which would be accompanied by a cigarette finally died...it finally became normal without the cigarette."

—Jerrold, smoke-free for 24 months



In-depth websites

› CDC's Tobacco Information and Prevention Source (TIPS)

www.cdc.gov/tobacco/index.htm

(Spanish speakers can visit www.cdc.gov/spanish/tabaco.htm)

Here you'll find information for people of all ages, including quitting advice, the latest research and news on smoking, publications to order, and an array of useful links.

› The National Cancer Institute (NCI)

<https://cissecure.nci.nih.gov/ncipubs> *(click on "Tobacco/Smoking")*

The NCI offers dozens of excellent free guides, brochures, and posters related to tobacco. You can view these on the web, print them out, or order paper copies.

› Smokefree.gov

www.smokefree.gov

This easy-to-navigate site *(created by the Tobacco Control Research Branch of the National Cancer Institute)* lets you read, download, print, or order free guides and tools that have helped many others quit. There is something for everyone, including live, online chats with NCI experts.

› Try to Stop.org

www.trytostop.org

This site from the Massachusetts Department of Health has quit-smoking information in 14 languages.

Quick tips and facts on quitting

› 5-Day Countdown

www.ahcpr.gov/consumer/tobacco/5daybook.htm

This quick bullet-point plan (from the Agency for Healthcare Research and Quality) helps you count down to your quit date.

› It's Quittin' Time: Smokers Need Not Rely on Willpower Alone

www.fda.gov/fdac/features/1997/797_smoke.html

An easy-to-read article from the Food and Drug Administration's *FDA Consumer* magazine that explains how medications work. (Does not cover the newest medications.)

› Quit Tips: Don't Let Another Year Go Up In Smoke

www.cdc.gov/tobacco/quit/quittip.htm

Brief, practical advice on preparing to quit from the Centers for Disease Control and Prevention.

› Questions and Answers About Smoking Cessation

www.cancer.gov/cancertopics/factsheet/Tobacco/cessation

This gives the lowdown on the health effects of smoking, the benefits of quitting, and the use of medications.

› Preguntas y Respuestas Sobre Dejar de Fumar

www.cancer.gov/cancertopics/factsheet/Tobacco/cessation-Spanish

This site also links to other resources for Spanish speakers, including live, online help.

› Smoking Facts and Tips for Quitting

http://dccps.nci.nih.gov/TCRB/Smoking_Facts/facts

This upbeat booklet reminds you why you want to quit, and gives clear and specific tips to help you quit for good. For a print copy, including a combined English/Spanish version, call 1-800-422-6237.

› Tips to Help You Quit

www.cancer.org/downloads/COM/TipsToHelpYouQuit.doc

A printable page of strategies for quitting and handling difficult situations, from the American Cancer Society and its Smoke-Free New England campaign.

› Why Do I Smoke? Quiz

<http://familydoctor.org/296.xml>

familydoctor.org has information to help you break your smoking habit including this quiz to provide some insights into why you might smoke. You'll also find tips on how to get ready to stop smoking, learn what to expect when you quit, and read about medications that may help.

› You Can Control Your Weight as You Quit Smoking

<http://win.niddk.nih.gov/publications/smoking.htm>

Quitting doesn't have to add pounds. Here are several pages of practical tips, facts, and links to more resources.



"I went to a great quit-smoking program once a week for 6 weeks. They teach you tools, like to recognize when and why you smoke, and to put the money you'd spend on cigarettes in a jar. I started saving to go to Spain. Seeing that money helped a lot."

—Sari, smoke-free for 10 years

Stop-smoking programs and quitlines

Do you feel most comfortable with face-to-face support from a health professional, or a group of others who quit with you? Are you more comfortable on the Internet, or talking on the telephone? There are dozens of ways for you to get support while you quit.

Programs and support groups

Many local hospitals and clinics offer quit-smoking programs. Ask your doctor or other health-care provider for a recommendation.

› Freedom from Smoking

Contact your local American Lung Association office to find a "*Freedom From Smoking*" program in your area. To find the nearest ALA office, check your local phone book, or go to www.lungusa.org, and enter your zip code.

› National Directory of Smoking Cessation Programs

Go to www.quitnet.com/library/programs and enter your zip code or state to find the quit-smoking programs nearest you.

Helpful tip...

Think you're too old to get a health boost from quitting? Get the facts; take the ten-question quiz, and "Check Your Smoking I.Q." at www.personalmd.com/news/smokingiq_quiz.shtml

Free web-based programs

› Freedom from Smoking Online

www.lungusa.org (scroll down to "Freedom from Smoking")

If the Internet is your comfort zone, check out the American Lung Association's web-based smoking cessation support program.

› QuitNet

www.quitnet.com/

Operated in association with the Boston University School of Public Health, this site helps you create a plan, ask questions, and get support from an online community. Information is also available in Spanish.

› Quit Wizard

www.trytostop.org/QuitWizardV2/

The Massachusetts Department of Health's site offers tools for personalized planning and tracking your progress.

Visit QuitAssist Online

The information in this guide is available online at www.philipmorrisusa.com/QuitAssist. At QuitAssist online, you can also watch videos of personal success stories, download copies of the QuitAssist Resource guide, and link directly to the website addresses that are in this guide.

"It's a dramatic change. Before, when I ate, food had no taste. Now the taste of food is completely different. I also feel that when I breathe, I breathe much better. I'm very happy."

—Leticia, smoke-free for 17 months



Telephone quitlines

If you can't get face-to-face help, consider seeking support by phone. Research shows that smokers who get telephone support are more likely to succeed than those who do it alone.¹⁵

› U.S. Department of Health and Human Services

1-800-784-8669 (24 hours a day)

TTY 1-800-332-8615 (24 hours a day)

The toll-free number is a single access point to the National Network of Tobacco Cessation Quitlines. Callers are automatically routed to a state-run quitline, if one exists in their area. If there is no state-run quitline, callers are routed to the National Cancer Institute (NCI) quitline, where they may receive:

- › Help with quitting smoking
- › Informational materials via mail
- › Referrals to other resources

Helpful tips...

Research shows that counseling—including telephone counseling—can help you quit. And the more intensive the counseling you get, the more effective it's likely to be. For more information, see www.surgeongeneral.gov/tobacco/mf062700.htm

› The Great Start Quitline

1-866-667-8278 (24 hours a day)

Offers free help for pregnant smokers from the American Cancer Society and the American Legacy Foundation.

› American Cancer Society National Quitline

1-877-937-7848 (24 hours a day)

Order resources and get information on your local quitline.

› National Cancer Institute National Quitline

1-877-448-7848 (Monday–Friday)

National quitline in English and Spanish provides information on how to quit.

› National Cancer Institute National TTY Quitline

1-800-332-8615 (Monday–Friday)

National quitline with telecommunications device for the deaf.

› State Telephone Quitlines (Services vary by state)

www.naquitline.org

Visit the North American Quitline Consortium website for information on quitline services offered in your state.

Quitline services are available in all 50 states, including the District of Columbia.

Public health organizations

There are many government agencies and nonprofit organizations that offer free or low-cost information about smoking and help with quitting. (*You've seen some of their tips and resources elsewhere in this guide.*) You can connect with them by telephone or e-mail, or visit their websites.

The American Cancer Society (ACS)

The ACS is a national, community-based volunteer health organization that works to prevent cancer and save lives. The Society offers information, news, and support to help you quit.

Home page: www.cancer.org (type "guide to quitting smoking" in the search box)
Telephone: 1-800-227-2345

American Heart Association (AHA)

Another national voluntary health organization, the AHA's goal is to prevent and reduce the health damage caused by heart and blood vessel diseases and stroke.

Home page: www.americanheart.org (type "smoking cessation" in the search box)
Telephone: 1-800-242-8721

American Lung Association (ALA)

The ALA is a volunteer organization that fights lung diseases, with special emphasis on asthma, tobacco control, and environmental health.

Home page: www.lungusa.org (click on "quit smoking")
Telephone: 1-800-586-4872

Centers for Disease Control and Prevention (CDC)

The CDC is the lead federal agency responsible for protecting the health and safety of Americans. Through its Tobacco Information and Prevention Source site, you can access quitting guides and tips, news and research on smoking, and tobacco-related initiatives and events.

Tobacco Home page: www.cdc.gov/tobacco/
Telephone: 1-800-311-3435

National Cancer Institute (NCI)

Part of the National Institutes of Health, the NCI is the primary federal agency for cancer research and training. Its website includes information on the effects of smoking, how to quit, and ongoing research on tobacco.

Tobacco and Cancer Home page:
www.cancer.gov/cancertopics/tobacco/quitting-and-prevention
Telephone: 1-800-422-6237

National Heart, Lung, and Blood Institute (NHLBI)

Also part of the NIH, the NHLBI conducts and supports research on diseases and disorders involving the heart, blood vessels, lungs, or blood. Search its website under "smoking" to find out how quitting helps your heart, and to get advice on quitting for smokers of all ages and backgrounds.

Home page: www.nhlbi.nih.gov
Telephone: 1-800-575-9355

(continued on page 45)



"My husband and I stopped together. I kept track, and every two months we would go out to eat and celebrate: 'Look, we're still here. We're gonna be with our little girl 'til she graduates from college!' I'm just so glad I stopped. It really changed my life."

—Sherry, smoke-free for 12 months

Public Health Organizations *(continued)*

National Institutes of Health

The world's premier medical research organization, the NIH houses 19 separate health institutes as well as the National Library of Medicine.

Home page: www.nih.gov

Health Information *(covers dozens of health topics; links and databases)*

<http://health.nih.gov>

Telephone: 1-301-496-4000

National Women's Health Information Center (NWHIC)

A special project of the U.S. Department of Health and Human Services' Office on Women's Health, the NWHIC provides health information especially for women—including a searchable database of health topics. Check its "breath of fresh air" section for quitting information and resources.

Home page: www.4woman.gov/quitsmoking

Telephone: 1-800-994-9662

U.S. Department of Health and Human Services (HHS)

The HHS offers information on all kinds of health, safety, and wellness topics, including information and links to smoking cessation guides and research.

Home page: www.hhs.gov *(check the site map for "smoking and tobacco")*

Telephone: 1-877-696-6775

U.S. Surgeon General

The nation's leading spokesperson on public health, the Surgeon General oversees the U.S. Public Health Service. Website resources include tools to help you and your doctor discuss quitting methods, and the "You Can Quit Smoking" Consumer Kit *(in English and Spanish)*.

Home page: www.surgeongeneral.gov

Tobacco Page: www.surgeongeneral.gov/tobacco/
www.surgeongeneral.gov/library/smokingconsequences/

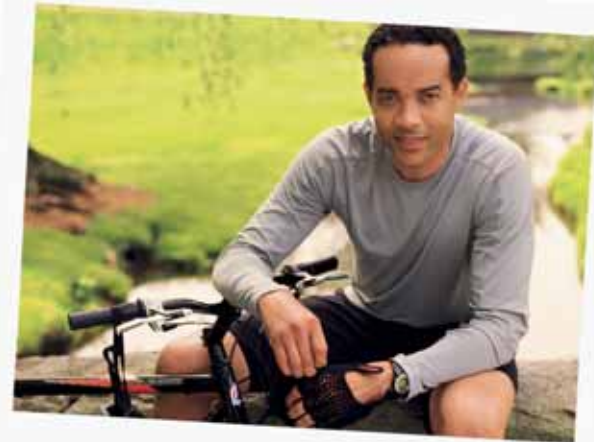
Telephone: 1-877-696-6775

Helpful tip...

Heart disease is the number-one cause of death in the U.S.—for both men and women. A smoker is two to six times more likely to have a heart attack than a nonsmoker. But if you quit, your extra risk drops by more than half within a year. For more on health and quitting, go to www.nhlbi.nih.gov/hbp/prevent/q_smoke/know.htm

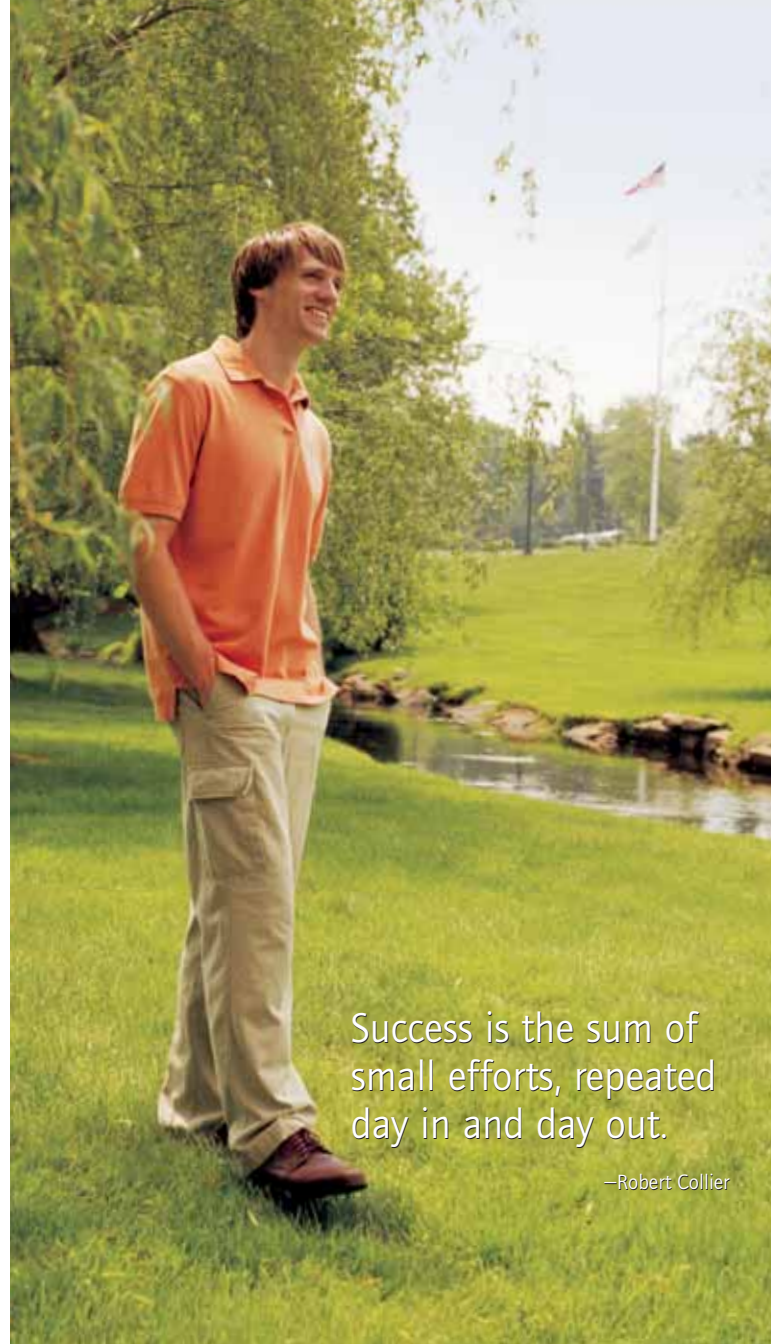
"To this day, the hardest thing I've done by far is quitting smoking. There was a time when I thought, 'I will never be able to quit. I can't imagine my life without smoking; being in a bar, having a drink, and not having a cigarette.' Now I don't even think about it."

—Miguel, smoke-free for 3 years



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Success is the sum of
small efforts, repeated
day in and day out.

—Robert Collier

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