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Your health and well-being are important. So, let’s start by talking about safety and health concerns. Please be sure to read this section before moving on.

This program is a self-care education program designed to help you quit using tobacco. In this program, you will receive education about quitting tobacco use. To help you quit, you may decide to use nicotine replacement. If you plan on using nicotine replacement patches, lozenges, gum, or sprays to help you quit tobacco, be sure to check with your doctor before you start using them as nicotine replacement may pose a risk in some individuals.

This guide does not take the place of regular health care or your doctor’s advice. Use this guide along with your doctor’s advice. Do not change your medicine or medical care routine without first talking with your doctor or other health care providers.

If you have any questions about this guide, please contact Healthyroads at www.healthyroads.com

INTRODUCTION

Whether you are thinking of quitting smoking or chewing, you are taking an important step by learning more. Quitting is one of the most important changes you will make in your life. This habit affects your time, your money, your family and friends and, above all, your health. It is not easy to quit, but this guide is designed to help.

Perhaps this is your first time trying to quit. Or perhaps you have tried several times before. Either way, you will find useful tools here. This guide clearly explains how to make a personal plan to quit for good. This guide is based on leading research and on the experiences of people who have succeeded in quitting. With strong motivation and the right tools, you can succeed, too.

How Ready Are You?

Answer these questions to see how ready you are to quit:

1. Do you have a strong reason to quit? Yes [ ] No [ ]
2. Are you confident you can quit? Yes [ ] No [ ]
3. Are you willing to make a plan to quit and stick to it? Yes [ ] No [ ]

If you answered yes to all of these questions, you are ready to get started. The following pages will walk you through the process of quitting and show you how to make a quit plan.

If you answered no to one or more questions, that is OK. You may want to focus on these areas before trying to quit. This guide can help you fill in those gaps.

YOUR REASON

If you do not have a strong reason, take some time to think about it. Why is it important for you to quit? How will your life be different without tobacco? Why have you decided to quit now? Your answers to these questions are the building blocks of your motivation.

YOUR CONFIDENCE

If you do not feel confident, ask yourself why. Is it lack of experience? Lack of planning? Concern about cravings? Think of all the things that might be keeping you from quitting. Once you know what they are, you can plan for them. A good plan makes it more likely you will overcome urges to use tobacco. And each small victory can increase confidence.

YOUR COMMITMENT

If you are not willing to commit to a plan, you may be hoping that there is an easy way out. There are many useful tools to help you quit, but very few methods work without planning and effort. A good plan can make quitting easier and increase your confidence at the same time.
Frequently Asked Questions

I’VE TRIED TO QUIT LOTS OF TIMES. WHY IS IT SO HARD?
Changing any habit is hard. Since nicotine is addictive, it is even harder to give it up. It can take several tries before you learn what you need to do to quit for good. You need the right mix of tools, motivation, planning, and commitment.

WHAT IS THE BEST WAY TO QUIT?
There are 2 things to think about:
- How much nicotine your body is used to
- How much of a habit tobacco use has become
You need to make a plan that attacks both of these things. A solid plan like the one outlined in this guide can increase your chances of succeeding.

WHAT ABOUT WITHDRAWAL SYMPTOMS?
Most people go through some withdrawal symptoms. This happens as their bodies get used to less nicotine. Cravings and feeling irritable are common symptoms. Some people find that these symptoms pass quickly. Others have to cope with them longer. This guide is designed to help you cope with these symptoms. If you are worried about withdrawal symptoms, read more of this guide for ideas on how to handle these symptoms.

WHAT QUITTING AIDS DO PEOPLE USE MOST?
Many people use nicotine gum, lozenges, or patches to help them quit. These are called nicotine replacement products. The nicotine reaches the body through the skin or lining of the mouth. These aids can help you slowly reduce the level of nicotine in your body. This way, you can curb your withdrawal symptoms.
It is always best to check with your doctor before using nicotine replacement products. These products can help ease withdrawal symptoms and cut cravings. And they can be effective tools for weaning you off nicotine when used as part of a tobacco cessation program monitored by your doctor. What they cannot do is change your nicotine habits or rituals—these include the actions you take to quit. Only you can do this. Your sessions with your coach can help you make long-term changes so you can kick this habit for good.

IS CUTTING DOWN A GOOD WAY TO QUIT?
Slowly cutting down on tobacco may be a good approach for you, if quitting all at once or nicotine replacement products are not for you. But make sure it does not become an excuse for not quitting. The most effective way to cut down is on a fixed schedule.
**CHAPTER 1**

**NICOTINE ADDICTION**

1.1 How Nicotine Hooks You

Nicotine is the drug that makes tobacco addictive. Nicotine fools the brain into feeling calm and alert. It triggers chemicals that make you feel good. You can get a similar feeling by exercising or doing something you enjoy.

Over time, your brain starts to need more and more nicotine to feel calm and alert. Even worse, if your brain does not get the nicotine, you start to feel sluggish, grouchy—not like yourself. That is the bad news.

The good news is that if you stick with quitting, the body’s need for nicotine goes away. You’ll start to take pleasure in things other than tobacco. Thousands of people just like you kick the nicotine habit every year. Knowing how this addiction works will keep you from being caught off guard.

1.2 Withdrawal Symptoms

Quitting can be uncomfortable. Your body must get used to not having nicotine. But these withdrawal symptoms will pass. You can learn to manage them so they do not wear down your motivation to quit.

<table>
<thead>
<tr>
<th>SYMPTOM</th>
<th>USUAL DURATION</th>
<th>WAYS TO COPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRavings</td>
<td>Most intense during first week but can last for months</td>
<td>Wait out the urge; distract yourself; take a brisk walk.</td>
</tr>
<tr>
<td>Fatigue</td>
<td>2–4 weeks</td>
<td>Take naps; don’t push yourself</td>
</tr>
<tr>
<td>Irritability, Impatience, Mood Swings</td>
<td>2–4 weeks</td>
<td>Exercise; take warm baths; use relaxation techniques such as deep breathing and meditation; avoid caffeine.</td>
</tr>
<tr>
<td>Lack of Concentration</td>
<td>A few weeks</td>
<td>Reduce workload; avoid stress</td>
</tr>
<tr>
<td>Constipation, Gas</td>
<td>1–2 weeks</td>
<td>Stay hydrated; exercise; eat foods high in fiber such as fruits, veggies, and whole grains</td>
</tr>
<tr>
<td>Coughing, Dry Throat</td>
<td>A few weeks</td>
<td>Stay hydrated; try sugar-free cough drops or lozenges.</td>
</tr>
<tr>
<td>Trouble Sleeping</td>
<td>2–4 weeks</td>
<td>Avoid caffeine after 6 p.m.; exercise; use relaxation techniques such as meditation; plan relaxing activities before bedtime like reading a book or taking a warm bath</td>
</tr>
<tr>
<td>Hunger</td>
<td>Several weeks or longer</td>
<td>Drink water or low-calorie drinks with no added sugar; eat nutrient-dense foods such as veggies and fruits</td>
</tr>
</tbody>
</table>

Coping With Common Withdrawal Symptoms:

Craving tobacco is one of the most common withdrawal symptoms. And the strength of the craving does not always relate to how much nicotine you are used to.

Do you need ideas on how to cope with cravings? This guide has a list of 100+ ways to handle cravings. You might also want to think about using a quitting aid. To learn about nicotine replacement products, see section 4.1 in this guide.

Believe it or not, your attitude can affect your withdrawal symptoms. Your symptoms can change depending on what you’re doing and how you’re feeling. If you feel good about quitting, your symptoms may seem easier to manage. If you are busy doing something, you may not notice them at all.
2.1 What’s in Tobacco?
It makes sense that breathing clean air is better for you than breathing smoke. But it is not just the smoke and tar that causes damage. More than 4,000 chemicals have been found in cigarette smoke. At least 43 of them are known to cause cancer. Of the diseases caused by smoking, lung cancer is perhaps the most serious. By the time it is found, it is often too late. Smoking is also estimated to cause nearly 10% of heart disease. Other serious diseases and problems caused by smoking include:

- Stroke
- Asthma
- Chronic obstructive pulmonary disease (COPD)
- Other cancers (mouth, throat, stomach, and others)
- Male impotence and infertility

Did you know that secondhand smoke can cause lung cancer and heart disease? It can also cause problems for children. These include allergies and asthma, slower growth, ear problems, and sudden infant death syndrome (SIDS).

There are also thousands of toxins in tobacco. A toxin is a kind of poison that can cause disease. Nicotine itself is a toxin. All forms of tobacco contain:

- Formaldehyde (fluid used to embalm the dead)
- Arsenic (rat poison)
- Cadmium (used in batteries)

When you use tobacco, you take these toxins in through your lungs and mouth. They go into your bloodstream and do serious harm to your health.

You are also exposed to other substances, depending on whether you smoke or chew. Smokers breathe in carbon monoxide (car exhaust) and tar (residue). These do serious harm to your body, too. Chewers may have to deal with harm to their teeth and gums from sugars in tobacco.

Tobacco firms add other dangerous chemicals for their own reasons. For instance, they add ammonia to cigarettes. This makes the “hit” quicker and more addictive. When you quit, you no longer subject your body to this kind of toxin.

2.2 Health Effects of Tobacco Use
You may already have some serious health problems, some of which have been caused by tobacco. In fact, those problems may be triggering your decision to quit now. Tobacco use affects your health in many ways. What you may not know is how tobacco actually does its damage.

**BLOOD VESSEL DISEASE**
Nicotine constricts blood vessels. This makes it harder for the blood to flow freely to your heart and other organs. It also makes the blood stickier, which can make the blood clot. A blood clot can cause a heart attack or stroke. It can also block the flow of blood to your hands or feet.

**STROKE**
One common cause of stroke is a blockage that keeps blood from flowing to the brain. Nicotine makes the blood vessels narrower and less flexible. This makes blockage more likely.

**LUNG DISEASE**
Smoking can lead to lung cancer and chronic obstructive pulmonary disease (COPD). COPD is a general name for several serious lung diseases. These include:

- Emphysema
- Chronic bronchitis

With **emphysema** there is damage to the small air sacs in the lungs. This damage makes it difficult for the air sacs to stretch. It becomes hard to breathe and get enough air in your lungs. With **chronic bronchitis** the small tubes that bring air to your lungs (bronchial tubes) swell and fill with mucus. Again, it is very hard to breathe.
CANCER
You hear every day about the deadly effect of smoking on the lungs. But it can also cause cancer in other parts of your body, like your:
- Brain
- Kidneys
- Bladder
- Cervix
- Stomach
- Pancreas
- Bone marrow

BONE HEALTH
As you age, you are more at risk of bone fractures. And smoking may add to the risk. Researchers have found that smokers lose bone at a faster rate than non-smokers. Smokers who fracture bones take longer to heal than nonsmokers. And the more cigarettes someone smokes, the greater their risk of bone fractures in old age.

MOUTH DISEASE
Dipping or chewing raises the risk of oral cancers and gum disease. Why? Because the tobacco touches the lining of the mouth. This means the cells in your mouth are exposed to chemicals that cause disease.

Breaking the Cycle
Tobacco makes it harder for your body to heal itself. Once you are no longer exposed to the toxins in tobacco, your body can begin to repair much of the damage to your skin, bones, lungs, heart, blood vessels, and other organs.

Keep in mind that some damage, such as scarring of the lungs, cannot be reversed. But quitting can help prevent further damage. The more tobacco you use, and the longer you use it, the greater your risk of lasting health problems. Whether you are ill or not, breaking the habit now is the best thing you can do for your body.

2.3 Health Benefits of Quitting
It can be very motivating to think about the positive things that can happen when you quit. Take a look at these healthy changes that can happen over time.

20 minutes
- Blood pressure and pulse slow down.
- Hands and feet warm up.

8 hours
- Carbon monoxide level in blood goes down.
- Oxygen level in blood goes up.

24 hours
- Heart and blood vessels can start to heal.

48 hours
- Damaged nerve endings start to grow back.
- Sense of smell and taste start improving.

72 hours
- If quitting cold turkey, all nicotine is out of your body.

2+ weeks
- Blood flow improves throughout your body.
- Your overall energy level goes up.
- Exercise gets easier.
- Bronchial tubes relax and breathing gets easier.

1–9 months
- Coughing goes away.
- Shortness of breath and sinus congestion clear up.
- Cilia grow back. (These are tiny, hair-like cells that clean your lungs.)
- Your lungs work 30 percent better.

1 year
- Risk of heart disease is cut in half.

5+ years
- Risk of stroke goes down to the level of someone who never used tobacco.

10 years
- Risk of lung cancer is cut in half.
- Risk of other cancers goes down (mouth, larynx, esophagus, bladder, kidney, and pancreas).

15 years
- Risk of death is almost as low as someone who never smoked.
2. Replace negative thoughts with positive ones.
First, write down thoughts that could make it harder to quit. Then challenge each of those thoughts. For example, replace words like “I cannot” and “I should not have to” with “I will” and “I am making a choice to.”

3. Write down the situations that may trigger the urge to use tobacco.
Think about the times of day and the places that you usually smoke or chew. Remember to include feelings, people, or events that come around less often and could be challenging.

4. Come up with things to do instead of using tobacco.
Make sure the strategies you pick are ones you will use. It will increase your confidence to know you are ready for tough challenges. See section 6.1 in this guide for strategies you can use to help you manage cravings and withdrawal symptoms.

5. Pick a quit date for some time in the next 30 days to 3 months.
The deadline will make quitting more real and help you focus.

3.1 The Importance of Planning
Most people do not realize how important a plan is to quitting. A common mistake is trying to quit by saying, “I am quitting,” and hoping that will be enough to get you through the tough times. And for some people it is. But for most people, a solid plan can make all the difference.

A plan is your blueprint for success. A quit plan:
• Focuses you on your goal (so your motivation stays high)
• Raises your confidence (making you more likely to stick with it)
• Helps you prepare for challenges
• Gives you solutions to use
• Holds you accountable (by asking for a commitment)
• Requires you to take action steps to reach your goal(s)

3.2 Steps in Creating a Plan
1. Pinpoint your most powerful reason to quit.
Set up cues at home and work to help remind you of this reason. This can take the form of pictures of your loved ones, inspirational quotes, or other ways for you to remember why you are quitting. These can help give you the motivation to quit and stay quit.
You can use this worksheet to write out your plan.

**YOUR PLANNING WORKSHEET**

**REASON TO QUIT**

**NEGATIVE THOUGHTS**
1.  
2.  
3.  

**POSITIVE THOUGHTS**
1.  
2.  
3.  

**NEGATIVE THOUGHTS**
1. There is no way I can do this.  
2. I have failed so many times in the past—why bother now?  
3. I will have just one, then no more.  

**POSITIVE THOUGHTS**
1. It is just a craving. It will pass.  
2. I can learn from past mistakes—this time it will be different.  
3. It is just not an option for me anymore.  

**TRIGGERS**

**STRATEGIES**

In the car on the way to work
- Carpool for 2 weeks.  
- Go in to work earlier.  
- Take my sports bottle with water. 

After dinner
- Go to sleep earlier.  
- Do dishes right away.  
- Brush teeth. 

When I am bored
- Call Joe.  
- Start house project.  
- Play guitar. 

When I get stressed at work
- Go for a 15-minute walk.  
- Splash water on my face.  
- Chew celery sticks, carrots, sunflower seeds, or sugar-free mints or gum. 

**QUIT DATE:**

**SAMPLE PLANNING WORKSHEET**

Here is an example of a completed worksheet.

**REASON TO QUIT**

I want to be alive to watch my kids grow up.

**NEGATIVE THOUGHTS**
1.  
2.  
3.  

**POSITIVE THOUGHTS**
1.  
2.  
3.  

**TRIGGERS**

**STRATEGIES**

**QUIT DATE:** Friday, October 15
3.3 Quitting Checklist
Review this list before you quit:

- Buy any quitting aids that you plan to use.
- Make sure you have substitutes (sunflower seeds, carrot sticks, chewing gum).
- Practice your coping strategies and new routines.
- Let people know you’re quitting.
- Plan to celebrate on your quit day.
- Get rid of all tobacco.
- Throw away tobacco-related items (ashtrays, pipes, tins, lighters).
- Read through this guide again.
- Review your plan.

Other plans you have made to prepare for your quit day:

[ ]
[ ]
[ ]
[ ]
[ ]
[ ]
[ ]
CHAPTER 4
QUITTING TOOLS

4.1 Nicotine Replacement Therapy (NRT)
Many people use nicotine patches, lozenges, or gum, along with a solid quit plan to help them quit. These products will help you slowly cut down on the level of nicotine in your body. This can help you control cravings. It's important to understand that NRT products help with the nicotine cravings, not the behavioral habits of quitting. Thus a well thought out quit plan is also important for success! It is best to check with your doctor before using any of these products. Some insurance programs will pay for nicotine replacement products or you can buy them at the drugstore. NRT comes in various product types and dosages. Your doctor, pharmacist, and/or coach can help you choose the right product and dosage for you. Read the instructions that come with each NRT product before using it. Usage instructions and cautions will vary, depending on which NRT product you choose.

NICOTINE PATCHES
Patches are worn on the upper body like a Band-Aid. The nicotine in the patch goes through your skin to help curb withdrawal symptoms. Since the nicotine is absorbed through your skin, you have nicotine in your system for a while after you remove the patch. The patches come in different strengths. Start with the strength that is recommended based on your current tobacco use or as directed by your doctor. Read the directions on the nicotine patch package before use.

Put a new patch on every day for 6 to 12 weeks. The exact length of time depends on the product and your doctor’s advice. Wear it for 16-24 hours each day; remove one patch before putting on another.

NICOTINE GUM
Nicotine gum must be chewed and “parked” between the cheek and gums to work. The nicotine in the gum goes through the lining of the mouth to help curb withdrawal symptoms. Do not chew the gum continuously. Continuous chewing of nicotine gum, like you would regular gum, can have side effects such as an upset stomach or jaw pain. The gum comes in 2 strengths. You can choose the right strength for you based on how soon you start smoking in the morning (within 30 minutes or after 30 minutes). Follow the directions on your package. They will tell you which strength to choose and how often to use the gum. The gum works best when used on a fixed schedule, found in the package directions, rather than in response to a craving.

NICOTINE LOZENGES
Nicotine lozenges need to slowly melt in your mouth to work. (Do not chew or swallow them.) The nicotine is absorbed through your mouth tissues to help curb withdrawal symptoms. The lozenges come in 2 strengths. You can choose the right strength for you based on how soon you start smoking in the morning (within 30 minutes or after 30 minutes). Follow the directions on your package. They will tell you which strength to choose and how often to use the lozenges.

NICOTINE SPRAY AND INHALER
The spray delivers nicotine through the lining of the nose. The inhaler delivers it through the mouth and lungs. Both help curb withdrawal symptoms. These tools work best when used on a fixed schedule rather than in response to a craving. You cannot buy these items at the drugstore. You need to get a doctor’s prescription.
NRT SAFETY WARNING:
If you use or plan to use NRT, be aware of the following:

• Always talk to your doctor before you start any NRT. This is especially important if:
  • You have a health problem like:
    • Heart disease
    • Recent heart attack
    • High blood pressure
    • Peripheral vascular disease
    • Stroke
    • Asthma, COPD
    • Being treated for cancer
    • Stomach ulcers, GERD, acid reflux
    • Neurologic disorder or seizures
    • Chronic pain
    • Diabetes
    • Immune deficiency
    • Liver disease
    • Kidney disease
    • Mental health disorder
    • Allergic symptoms such as rash or difficulty breathing
  • You are pregnant or breastfeeding
  • You are using, or plan to use, a prescription medicine designed to help you stop smoking (See section 4.2 below.)
  • You take any medications; the doses may need to be changed
  • You weigh less than 100 pounds
  • You have had a reaction to NRT in the past

• It is best if you don't use any products that have nicotine in them while you are using NRT. Don't smoke, chew tobacco, use snuff, or use any form of e-cigarette or vape product.

• It is best not to combine different NRT products or use extra NRT products; this can affect your ability to successfully taper off.

• Don't cut the patches in half; medicine may not be evenly distributed between the halves.

• Stop use of any NRT product and call your doctor right away if you have:
  • Headache
  • Dizziness
  • Upset stomach
  • Vomiting
  • Diarrhea
  • Mental confusion
  • Weakness
  • Fainting

• Keep NRT products out of the reach of children and pets. This applies after NRT products have been thrown away as well. Even small amounts of nicotine can make children and pets very sick.

Other warnings and side effects may apply depending on the type of NRT you use. Your doctor or pharmacist can tell you about these risks and side effects. Read the package insert for more information.
CHANTIX®

Chantix is another medicine that can help some people quit smoking. Chantix has no nicotine in it. This drug blocks the effects of nicotine (it can no longer make you feel good) and curbs withdrawal symptoms. The drug also affects chemicals in the brain that influence habits.

You will need to get a prescription from your doctor for Chantix. Most people take Chantix for 12 weeks. You usually start the drug 1 week before your quit date. The most common side effects of Chantix are nausea and trouble sleeping. These effects usually go away. If they don’t, you should contact your doctor. Chantix should not be used if you drink alcohol. Chantix and alcohol have been found to increase the chance of seizures.

Chantix can help people stop smoking. Quitting tobacco lessens the chance of developing heart disease. However, for some people who already have heart disease, taking Chantix may make the heart disease worse. If you have heart disease, talk with your doctor if you think you might like to use Chantix. Ask your doctor what it might feel like if you are having more heart problems and what to do if you feel that way. Be sure to read the Chantix guide that comes with the medicine. If you have any questions about using Chantix to help you quit tobacco, get in touch with your doctor.

Please read the safety warning below. Talk with your doctor to learn more about Chantix.

SAFETY WARNING:

Chantix may cause serious mood and behavior symptoms in some people. These symptoms include:

- Changes in behavior
- Agitation (feeling very restless or nervous)
- Depressed mood (feeling very sad or down)
- Thoughts of suicide
- Suicide attempts and completed suicides

Chantix may also:

- Cause strange or vivid dreams
- Make it unsafe to drive or use heavy machinery

Contact your doctor right away if you have any of these symptoms.

ZYBAN® / WELLBUTRIN®

Zyban (buproprion) is a medicine that can help people quit smoking. (It is also called Wellbutrin.) It was first made to help with depression, but then it was found to help with nicotine addiction. Zyban has no nicotine in it. This drug triggers chemicals in the brain that reduce cravings.

It is best to start taking this drug 10–14 days before you quit so it can reach the right level in your blood. Check with your doctor about the length of time you should stay on the drug. Most people take it for 3 months. Zyban can be used with nicotine replacement products. Nicotine patches may be more effective when used with Zyban. Zyban cannot be bought without a prescription. Talk with your doctor to find out if Zyban is right for you.

This medicine is not for everyone. Tell your doctor if:

- You are taking medicine for depression
- You are pregnant (or plan to be)
- You are breast feeding
- You drink alcohol (talk about how to do this safely with Zyban)
- You have ever had a heart attack; head injury; brain or spinal tumor; high blood pressure; diabetes; seizures; anorexia; bulimia; or liver, kidney, or heart disease

Please read the safety warning below. Talk to your doctor to learn more about Zyban.

SAFETY WARNING:

Zyban may cause serious mood and behavior symptoms in some people. These symptoms include:

- Depression
- Thoughts of suicide
- Changes in behavior

Contact your doctor right away if you have any of these symptoms. Your doctor or pharmacist can tell you more about the risks and side effects of Zyban.

Please read the safety warning below. Talk with your doctor to learn more about Zyban.
Cutting down will help reduce your nicotine level before your quit day. Your body will slowly get used to having less nicotine. And you will have the chance to practice coping with cravings.

**ACUPUNCTURE**
This method uses fine needles placed in key points on your body. This treatment may help reduce cravings.

**SUPPORT**
Encouraging words can really help keep you on track when quitting gets hard. The support of family or friends can be a huge help, too. But not everyone has a large support network. And not everyone in your network knows how to be helpful. This program offers the support of trained coaches. Call your member support representative to schedule a phone session with your coach. Get the support you need.

### 4.3 Other Quitting Methods
Many other methods can help you quit tobacco use. Here are just a few.

**RELAXATION SKILLS**
Relaxation skills can help you relax and deal with cravings. These skills include:
- Meditation
- Belly breathing
- Relaxing muscles one by one

If you practice these skills, you can learn to feel more relaxed and alert. Research shows that relaxation skills help relieve stress as well as pain, headaches, and other stress symptoms. They can also help you control cravings.

**MENTAL IMAGERY**
Mental imagery uses the power of your mind to help you quit. It involves forming images in your mind to help you relax, cope with cravings, and make healthier choices. For example, you might picture yourself in a peaceful place.

The online audio lessons that you can use with this guide will teach you 3 relaxation and mental imagery skills. Each lesson is a powerful tool to help you manage stress. The more you practice these lessons, the better you will be able to deal with challenges. This includes the challenge of quitting tobacco use.

Most of the time, relaxation and mental imagery skills are safe. But there can be some risk. If you are not sure if you should do the lessons, talk to your doctor.

**CUTTING DOWN**
This method lets you slowly cut down on your tobacco use before you quit. Here is how to do it:
- **First:** Make sure you know how many cigarettes you usually smoke or how much dip you use each day.
- **Second:** Choose a quit date.
- **Third:** Set up a schedule to slowly cut down on your tobacco use before your quit day. For example, smoke a cigarette or take a dip every hour for the first 2 weeks. No matter how bad the cravings get, don’t stray from your schedule.
- **Fourth:** Space out the times that you use tobacco (for example, from hourly to every 2 hours).
5.2 Motivation
Giving up tobacco takes strong motivation. What is motivation? It is the drive to make a change and stick with it.

FEELING TORN
It is common to feel torn about quitting. You know that quitting is the best thing for your health and family. You feel that you “should” quit. But there may still be things you like about tobacco. You might miss these things after you quit. For example, how will you deal with stress? What will take the place of your cigarettes or chew when you have a bad day? These concerns are normal. Being aware of them lets you plan ahead so they do not stop you.

UPS AND DOWNS
It is normal for your motivation to go up and down over time. Cravings and withdrawal symptoms can make you want to smoke or chew. Also, the newness of quitting wears off over time, which can cause your motivation to drop. So you will want to be ready in case this happens.

YOUR REASONS
Motivation is the key to success. Without it, you are not likely to try to quit. And if you do, you are not likely to quit for long. Be clear about your reasons for quitting and remind yourself of them every day. This will increase your motivation and keep it strong.

5.3 Smoking Triggers
Stress, alcohol, and being around people who use tobacco are 3 common triggers when quitting. We will look at each of these more closely.

5.4 Stress and How to Manage It
Stress is one of the most common triggers for tobacco use. Quitting tobacco can add even more stress. It is important to figure out how to manage stress so that you can succeed.

Stress is a broad term. It means different things to different people. It is easier to deal with stress if you are clear about what causes your stress. Look over the sections below. Do any of these stressors affect you now?
Congratulations! Good things are happening in your life. But remember, even good things bring changes that can leave you feeling confused and stressed. Try to:

- Make new routines.
- Find others who have made a change like this.
- Remember that the unsettled feeling will go away.

Do any of these major life changes apply to you?
- Divorce
- Major illness
- Death of a loved one
- Separation
- Job loss
- Death of a family pet
- Other major life event

No wonder you feel stressed. You are facing some of life’s hardest challenges. This is the time to really take care of yourself. Try to:

- Follow a routine.
- Reach out for help to a friend, a family member, a pastor, or a counselor.
- Grieve your losses.
- Get enough rest, healthy food, and exercise.
- Say no to taking on anything new.
- Avoid quick fixes such as alcohol and other drugs.
- Give it time.

Do any of these positive changes apply to you?
- New job
- New home
- New baby
- New relationship
- Other major positive event

Are you bothered by any of these things?
- Irritating coworker
- The kids
- Traffic
- Minor illness
- Not enough time to get things done
- Other things that annoy you

Work to prevent problems first and cope with them second. Try to:

- Prepare things ahead of time.
- Use your most alert time to do your hardest job.
- Take breaks throughout the day.
- Use time management skills.
- Prioritize—put the most energy into your most important tasks.
- Learn to say no.
- Simplify your life; get rid of clutter.
- Figure out what you have control over and let the rest go.
Do you often feel any of these emotions?

- Boredom
- Sadness
- Anger
- Loneliness
- Anxiety
- Other strong feeling

Your feelings can be intense. They often control what you do. Using tobacco and behaving in other unhealthy ways may be your way of trying to cope with feelings. The key here is to respond to the feelings with something more helpful than using tobacco. Try the ideas below.

**FOR BOREDOM**
Take on a challenge. Try a new hobby, sport, or language.

**FOR LONELINESS**
Reach out to someone. Try volunteering.

**FOR SADNESS**
Give yourself some time to cry if you need to. Then get up and do something else even if your heart is not in it at first.

**FOR ANXIETY**
Face what is making you anxious. Do not avoid it because that makes the anxiety stronger.

**FOR ANGER**
The energy that comes with anger can be harmful, but it can also be used to make good changes. First, give yourself the time you need to calm down. Think through what you want to say. When you feel like you are more in control, go back and calmly deal with the situation or person you feel angry about.

If the feeling is very strong or lasts a long time, talk to your doctor. You may be suffering from depression, anxiety, or some other condition that needs to be looked into further.

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5.5 A Word About Alcohol

Alcohol trips up a lot of people when they are trying to quit using tobacco. Why? For many people, alcohol and tobacco go hand in hand because they have been paired so often. If alcohol is a trigger for you, you may feel the urge to smoke or take a dip when you drink.

Alcohol makes it harder to make good choices. It also makes you more likely to do things you would not normally do. So you might think, “It will not hurt. I will just use tobacco this one time and quit again tomorrow.”

The best way to deal with this problem is to stay away from alcohol when you first quit. This does not have to be forever. Try it for one month. At the very least, avoid alcohol during the first 2 weeks of quitting. This is when most people relapse (start smoking or chewing tobacco again).

If you choose to keep drinking, do everything you can to break the link between alcohol and tobacco. Drink less. Change to a new type of alcohol. Resist the thought, “I’ll just have one.”

If alcohol is consumed, it should be consumed in moderation—up to 1 drink per day for women and 2 drinks per day for men—and only by adults of legal drinking age.

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5.6 Being Around Other Tobacco Users

It is important to prepare for times when others are using tobacco around you. Think about some of the ideas below to keep you on track.

**Talk about it.**
Let people around you know how important it is for you to quit. Ask them to respect your decision to quit and not tempt you.

**Walk away.**
If you are with others who are using tobacco, excuse yourself. Ask someone supportive to join you. Then get away for a while.

**Have substitutes on hand.**
Make sure to have substitutes with you at all times. Sugarless gum and hard candies work well in this situation.

**Do what non-tobacco users do.**
Are there people around who do not use tobacco? What are they doing while others are smoking or chewing? Maybe you can do the same.
Make a contract.
Make an agreement ahead of time with friends, family, or coworkers. Have them agree not to give in to your requests for a cigarette or a dip. Have them say no even if you ask them during a strong craving.

Think of your motivation.
Remind yourself why you are quitting and how important this is to you. Say to yourself, “It is not worth it to start up again.”

5.7 Other Common Triggers
Stress, alcohol, and being around people who use tobacco are common triggers when quitting. But other triggers often come up. Take a look at the ones listed below so you will be ready.

FIRST THING IN THE MORNING
Mornings can be hard for some people because the body has gone all night without nicotine. If the morning is tough, you might want to change your morning routine. Try doing things earlier, later, or in a different order. This can help you break the link between tobacco and your morning routine.

Boredom
Many people say that tobacco helps with boredom. Planning ahead is the best way to deal with down time. Before you quit, make a list of things to do when you are bored. This is a good time to get projects done or start hobbies you have always wanted to do.

WITH COFFEE OR SODA
Drinks with caffeine can trigger the urge for a smoke. This is because people often use them together. Nicotine may actually weaken the buzz you get from caffeine. So, you might need to cut down on how much caffeine you drink when you quit so you do not get jittery. You can also change the brand of drink or the flavor of coffee creamer. This can help break the link between these drinks and smoking.

AFTER MEALS
It is common to have a craving right after a meal. If you have a set routine after eating, try changing that as well. For example, you could brush your teeth right after eating or get up and wash the dishes to keep busy. Keep busy long enough to get through the craving.

6.1 100+ Strategies for Dealing With Cravings
So, what strategy should you use? Honestly, it doesn’t really matter. What matters most is that you are willing to do something instead of smoke or chew. These 100 strategies are only a place to start. Many more options are out there.

**PLAY**
- A pick-up basketball game
- Frisbee
- Video games
- A board game
- Racquetball
- Catch
- An instrument
- The kazoo

**PASS THE TIME**
- Draw a picture
- Color
- Read
- Go shopping
- Watch a movie
- Listen to music
- Play solitaire
- Doodle
- Look through pictures
- People watch
- Watch the sunset
LEARN

- A new song
- A computer program
- A new language
- How to play a musical instrument
- How to tie knots
- Something new at the museum or library
- How to cook

PLAN

- Your retirement
- Your next week of quitting
- A date
- A party to celebrate your success
- The perfect weekend
- Your next vacation
- A career move
- A play date for your kids
- A picnic at the park

ACCOMPLISH

- Write a to-do list
- Pay bills
- Sweep
- Sort through a drawer
- Cook a healthy meal
- Do laundry
- Spend one hour on work
- Vacuum
- Wash windows
- Create or review your monthly budget
- Pick up trash
- Volunteer your time
- Organize photographs

INDULGE

- Ignore your to-do list
- Take a hike
- Light a scented candle
- Get a massage
- Buy a tool
- Get your teeth cleaned
- Watch a game
- Go shopping
- Take a nap
- Get your car detailed
- Take a weekday off

SUBSTITUTE TOBACCO WITH

- Baby carrots
- Breath strip for your tongue
- Sunflower seeds (with shells)
- Almonds
- Water
- Toothpicks
- Straw
- Gum
- Cinnamon sticks

REACH OUT

- Call your best friend
- Write a letter
- Join a group to quit tobacco
- Talk to a neighbor
- Do a good deed
- Get in touch with an old friend
- Join a club (book, church, veterans)
- Meet a coworker for lunch
- Email your coach

DE-STRESS

- Take a walk
- Spend time with your pet
- Swim
- Write thoughts in a journal
- Turn off the news
- Hit a bucket of golf balls
- Run
- Lift weights
- Squeeze a pair of handgrips
- Do push-ups
- Watch TV
- Jog in place

HAVE FUN

- Watch a comedy
- Go to a concert
- Plan and play a practical joke
- Do a crossword or jigsaw puzzle
- Go to a sports game
- Window shop
- Play miniature golf
- Build a sand castle or snowman
- Go to a do-it-yourself ceramics shop
- Toast marshmallows
- Put on music and dance
- Take pictures
- Have a barbecue
CHAPTER 7
MAINTENANCE

7.1 The First 2 Weeks and How to Get Through Them

The first 2 weeks of quitting are usually the hardest. This is when most people relapse. Why? Withdrawal symptoms are normally strongest then. Your body has to get used to not having nicotine (if you're not using NRT products). Also, it takes several weeks to form a new habit. Until new habits take hold, you are at risk of relapse. So try to really focus your efforts during these first 2 weeks. Here are some ideas that can help.

TAKE IT EASY.
If you have a hectic life, it is important to carve out some time for yourself in the first 2 weeks of quitting. Rest your body. It is going through a lot of changes. Ask for help if you need to. Also, look for ways to reduce the things you have to do so that you can focus on your needs. This may be hard, but you must have this level of commitment to succeed in quitting.

GET SUPPORT.
Your coach is available by appointment to help you through this time. Call your member support representative to get the help you need.

STAY FOCUSED.
Remind yourself why you are quitting. You can post notes around your home, perhaps on your bathroom mirror. You can send yourself messages or reminders on your phone. Or you can repeat phrases to yourself before you go to bed. These are all good ways to keep your motivation high.

STICK TO YOUR PLAN.
New habits do not form overnight. Your daily routines may feel awkward without tobacco. Hang in there. Things will start to feel more normal soon.
CONSIDER OTHER FORMS OF HELP.
If you find that quitting is too hard or your withdrawal symptoms are too strong, see your doctor to discuss quitting aids. Your doctor may suggest nicotine replacement products like the patch. He or she may also prescribe other drugs to help you quit.

CHANGE YOUR ENVIRONMENT.
Clean your house, your car, or your fridge. Rearrange the furniture in your home or office. Changes like these symbolize your commitment to a new life. They can help you break old patterns of acting or thinking.

KEEP THINGS IN PERSPECTIVE.
Two weeks may seem like a long time—especially when you are in the middle of a craving. But think about this: it takes longer than 2 weeks to learn most skills. How long did it take you to learn to drive? So be fair to yourself the next time you think that you are not making enough progress.

MAKE COMMITMENTS.
Tell people you are quitting. It is easier to resist temptation if you know people are going to be checking up on you.

Of course, quitting is not over in 2 weeks. But getting through the first 2 weeks can give you the skills and confidence you need to see the rest of it through. Also, keep in mind that after 2 weeks your odds of staying quit for good go way up.

7.2 Managing Weight Gain When Quitting
A lot of people worry about gaining weight after they quit. But by knowing the facts and taking care of yourself, you do not have to put on pounds. Try these tips.

GET MORE ACTIVE.
Nicotine makes your body burn calories faster. When you quit, this rate returns to normal. To avoid gaining weight after you quit, get more active each day. You do not have to join a gym. A brisk walk each day can help a lot. Talk to your coach about ways to work more activity into your day.

RECOGNIZE THE DIFFERENCE BETWEEN CRAVINGS AND HUNGER.
Nicotine cravings can sometimes feel like hunger pangs. Instead of eating, wait out the feeling or get busy on a task or hobby. The craving for nicotine will pass in a few minutes.

KNOW THAT SWEETS CAN SEEM MORE ATTRACTIVE.
Nicotine affects your blood sugar. When you quit, you may find yourself craving sweets. Eat regular meals and healthy snacks throughout the day. This will help keep your blood sugar steady and your energy high. If you want something to satisfy a sweet tooth, try fruit or sugarless candy.
EAT HEALTHY MEALS AND SNACKS.
Eating helps to keep your mouth “busy” when you are quitting. But keep in mind, the foods you choose will play a big role in whether or not you gain weight. If you snack to help manage cravings, choose healthy, low-calorie foods. Try plain popcorn, raw veggies, or baked tortilla chips and salsa.

You can avoid gaining weight after quitting. Understand what your body is going through. Stay active. And be careful about the foods you choose. These steps will give you the best chance of keeping your weight in check.

7.3 Slip vs. Relapse

Slip:
Smoking 4 or less cigarettes in 1 day, or 1 cigarette or less for no more than 3 days in a row.

Relapse:
Smoking 5 or more cigarettes for more than 3 days in a row.

You’re going along well. Let’s say you’re on day 7 and you suddenly find yourself in a situation that you didn’t plan for. Maybe you’re at a party and you use tobacco before you even realize it. What do you do now?

Most people say something like:
“This is too hard. I screwed up. I must not want it enough. I might as well give up.”

No surprise that you then feel discouraged and return to old habits. But what if you said something different? What if you said something like:
“This is harder than I expected. I did not have anything in my plan to cover this. I will revise it in case I run into this situation again. Tomorrow is day 8 of my tobacco-free life.”

What do you think the result would be?

MOVING BACK HOME
You can look at this in another way. Imagine you are moving to a faraway place. You once lived there long ago and you cannot wait to get back. The car is packed. You have planned your trip from start to finish. You have charted your route and you have your map to guide you along the way. You are excited. But halfway there you get a flat tire. What do you do?

Luckily, you planned ahead and packed a spare tire. But do you get a tow all the way back to your starting point to change the flat? Of course not. You do what needs to be done to get that car moving forward again. Perhaps you do all the work yourself. Or maybe you get some help at the nearest service station. Either way, you do not cancel your trip.

It’s not unusual to have a slip when trying to quit. Don’t let it become an excuse to relapse. Instead, use it as a chance to tighten up your plan, recommit to your goal, and move on.

7.4 Final Words
If you have read this whole guide, you know what it takes to succeed at quitting. You know about the importance of confidence, motivation, and planning.

Keep in mind that quitting is a process, not an event.

It is not one thing that you do. It is the series of things you do every day that will make the difference. It takes real commitment to changing your thoughts and habits.

Although quitting is not easy at first, your effort now will pay off in the near future. You will be rewarded with better health, more money in your pocket, freedom from tobacco, and the confidence that comes from succeeding. People who have succeeded often list quitting as one of their biggest achievements. So think about why you are doing this and stay focused on your goal. You can do it.

Best wishes on your healthy new life.
APPENDIX: GUIDELINES FOR USING THE AUDIO LESSONS

The online audio lessons that you can use with this guide will teach you 3 mental imagery and relaxation skills. Each lesson takes up to 2 tracks. The first track tells you what you will do during the lesson. The second track guides you through the skill. After you do a lesson a few times, you may choose to skip the first track and just use the second track for each skill.

These lessons are meant for adults 18 years of age and older.
8.1 Audio Lesson One: Belly Breathing (10 minutes)
The first lesson teaches belly breathing. You breathe without thinking about it. But doing the right kind of breathing can be very relaxing.

In this lesson, you will learn to focus on your breathing. You will control your breathing and take deeper breaths. This kind of breathing is very healthy. It brings lots of oxygen into your lungs. The oxygen nourishes your body’s cells. When you breathe out, you will also be getting rid of carbon dioxide. This cleanses your body.

Belly breathing is also very relaxing. Short breaths can make you feel stressed and tense. But deeper breathing calms your body. That is why it is used in many relaxation skills.

Belly breathing is easy to learn. You can use it anytime and anywhere to help you relax and deal with your stress triggers.

- Practice this lesson twice a day during the first week.
  
  **NOTE:** You may not be able to practice twice a day. If so, practice once a day. Even one session a day will help you.
  
  You will become familiar with this lesson after a while. When you do, you can practice on your own. Or you can practice with the online music for relaxation track.

8.2 Audio Lesson Two: Relaxation Imagery (20 minutes)
The second lesson uses imagery to help you relax. You can use this lesson to manage stress or deal with tobacco cravings. You will start by doing some deep breathing. Then you will imagine a place that is peaceful, safe, and beautiful to you. This will be a very relaxing experience.

Before you are done, you will create a physical signal that will remind you of this relaxed feeling. The signal can be anything you want. You might just gently touch your thumb and index finger together.

With practice, you will be able to use your signal to relax anytime.

- Practice this lesson twice a day for 2 weeks. The more you practice, the faster you will become deeply relaxed. After 2 weeks, practice this lesson at least once a day.
  
  **NOTE:** You may not be able to practice twice a day. If so, practice once a day. Even one session a day will help you.
  
  You will become familiar with this lesson after a while. Then, you can practice on your own. Or you can practice with the online music for relaxation track.
Most people take 10–12 weeks to form a new habit. So keep practicing this skill at least once a day for several more weeks.

- You can also keep practicing audio lesson one each day. Or you can just practice it when you need to.

8.3 Audio Lesson Three: Ideal Imagery for Tobacco Cessation (15 minutes)
The third lesson will ask you to look at your ideal image. Your ideal image is how you see yourself when you have met your goals. What will you look like? How will you feel? How will you act?

Thinking about your ideal image is important. It can encourage you and help you:

- Reduce stress
- Deal with tobacco triggers
- Improve your health habits

In this lesson, you will ask your ideal image questions about your stress, tobacco use, and general health habits. You might want to ask about:

- Tobacco triggers
- Stress triggers and stress management
- Your diet
- Your level of physical activity
- Your sleep and rest patterns
- Other areas of your life that could benefit from changes (home, work, fun, etc.)

Write down 2 questions you would like to ask your ideal image. You can ask your ideal image anything you like.

**Question 1:**

**Question 2:**

You can return to these questions when you are ready to begin this lesson. They will get you started. You can change your questions each time you listen to this lesson. Or you can explore the same questions as often as you like.

After the lesson, you may also want to draw or write about your ideal image.

- You can practice this lesson anytime. This lesson will encourage you to meet your tobacco cessation goals. And it will help you establish positive habits.

LISTENING TO THE AUDIO LESSONS
These ideas will help you enjoy the online audio lessons:

- Find a quiet place that is comfortable. You will need to listen for up to 20 minutes. Make sure you will not be interrupted in this place.
- Do not try too hard to relax. This can cause stress and tension. Just let the process happen. Do not worry about how relaxed you feel. Do not worry if your attention sometimes wanders from the audio lesson.
- Each lesson will start by asking you to get comfortable. Get into a position that works best for you. You can move anytime you need to. Loosen any tight clothing. This will help your breathing. You might also want to remove your jewelry.
- Change your position if you start to fall asleep while you listen. You can also keep your eyes partially open and look down. Or you can listen when you are not as tired.
- You may find that your attention wanders while you listen. Just focus again on the lesson. Do not worry about the parts of the audio you have missed.
- You can stop listening at any time. Just open your eyes. Bring your full attention back to the outside world.
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