

PART 1

Getting Ready for Liftoff

Thinking About Change

Welcome to **QuitWell™**! Quitting is a big, life-changing step. It won't always be easy. You might feel motivated and ready-to-go some days. Other days might be harder, and you might wonder if it's worth the effort. Change can be hard and doesn't happen overnight! In fact, it normally happens in stages.

This guide is designed to help you achieve your goals, even if you are not ready to change right away. The questions and activities are designed to help you move through the quitting process at your own pace and under your control. On a scale of 1 to 10 (1-not motivated, 10-very motivated), how motivated do you feel to quit right now?

Stages of Change

This guide does not assume you are ready to change. Or, you may be ready to make certain changes but not others. Other changes you may not have even thought of yet! The tools and strategies in this guide are designed to help you move forward through the stages of change.

Using the diagram below, consider which stage you are at. What best describes where you are at today?



Moving Through Stages

Over the next few weeks, as you move through the **QuitWell™** program, you might notice yourself moving back and forth between the stages as different factors affect your thinking. For example, a stressful day at work can make you feel like you've taken a step backward. Don't let that stop you! This guide will give you tools to work through challenges and be better prepared for future ones.

You can try out nearly all the activities in this guide, though pay special attention to the activities highlighted for your stage of change. Look for the tips throughout the guide that help you fit an activity to your stage of change. This will help you feel good about where you are at and help you feel more confident about the future. When you feel yourself moving forward in the stages of change, you can go back to these activities and do them again, using the tips for your new stage of change.

In a few words, describe how you are feeling right now about quitting. What brought you here? What stage of change do you feel fits you best right now?

I'm Not Ready to Quit

You may be reading this book because someone else wants you to. Maybe your spouse or other family member is worried about your health. Or maybe your employer is worried about rising healthcare costs. Maybe you're just checking out some facts to decide if you want to quit.

Whatever brought you here, we're glad it did. Even if you're here for somebody else's reasons, maybe we can give you something to think about, for your family, your employer, and for yourself.

How do you feel about tobacco/nicotine?

Tobacco/nicotine may have been part of your life for a long time. It may have even helped you get through some stressful times.

There are many common reasons for continuing to use tobacco/nicotine. Can you relate to some of these?

- Quitting is just not a priority for me right now.
- My friends all do it, so quitting would affect my social life.
- The ritual is familiar and comfortable.
- I don't like how my body feels when I stop.
- Tobacco is like a "friend." It's always there when I need it.
- I tried before and failed—I don't want to fail again.

Understanding why you aren't ready to start can help you know what to think about or work on for a future quit attempt. You can learn different ways to think about these barriers and ways to break them down.

It is important to understand what comes with using tobacco/nicotine. While it may be easier to deny the health issues that can come with tobacco/nicotine use, you owe it to yourself to know what you're getting into.

Many people start in this stage, but over time move to thinking about quitting. However, change truly is your choice.

I'm Thinking About Quitting, But I'm Not Sure

Reasons for not changing are probably still on your mind. However, a few reasons to quit may be feeling stronger. Maybe you're a little worried about health problems or have a new child or grandchild on the way.

What has changed for you since you started smoking, dipping, or vaping?

Some of the reasons people quit go hand-in-hand with the reasons they started:

- Friends/family have quit or you have more friends/family that now disapprove of the habit.
- A cigarette, dip, or vape just doesn't give you the same "high" anymore.
- The ritual interrupts day to day life, special occasions, movies, etc. more than it once did.
- What used to be a cheaper product has gotten more expensive.
- While tobacco/nicotine feels like an escape from problems, the stressors and issues that needed solving are still there.

It's true: tobacco ends up taking control of your health, your finances, and your life! What started out as fun or relaxing becomes expensive, demanding, and harmful over time.

Parts 1 and 2 of this guide will help you explore your choice to quit. Spend some time with each section, answering the questions as best you can.

I'm Ready to Plan to Quit

Planning can help you feel more ready for this big change and help you navigate life changes.

What has helped you move from 'maybe' to 'being ready' to make a plan? Has anything changed in your life? In your mind?

Part of your plan should be to work through each section of this book. While it may feel like thinking about your motivation and support team is not the exciting "action" you are looking for, these steps will help the action phase work much better for you.

Our goal is to help you feel confident and prepared. It can be easy to get discouraged if you stumble early on. Making a plan and thinking through the problems that may come up can help you avoid stumbling or help you get up more quickly if you do.

On a scale of 1 to 10, how confident are you that you will be successful with quitting?

What do you think is going to help you be successful?

This guide is full of tools that will help you get there! Keep an eye out for small wins you can achieve from the beginning. These will help keep you motivated.

I Am Quitting!

Maybe you have started this program in the action phase—you are already quitting or have just quit. While you may have a quit date in mind, this phase is more than just one day. This phase usually lasts about six months for any behavior change. It starts when you start putting your plan into place and continues as you go through challenges and practice your new way of living.

In a few words, describe your current quit plan:

Who is supporting you?

Remember, you may be moving back and forth between stages during your quitting process. Some days may be easier than others. It is important to stay very alert during the active phase, as slip-ups are very common. You will probably face many new challenges, from new stressors to different times of the year and holidays.

Even if you have started this program in the action phase, work through the guide in order. Building a strong foundation will help you get through the first few months of quitting—and beyond.



I Quit & Want to Stay Quit

The maintenance phase of quitting starts after you have been quit for about six months. At this point, your tobacco/nicotine free lifestyle has started to feel more normal and routine. It can take years to feel like tobacco/nicotine is truly in the past, though. In this phase, you may not be thinking of your old habit on a daily basis, but reminders are still all around you. Your new habits are still young.

What do you enjoy about being tobacco/nicotine free?

What challenges have you overcome to get here?

If you have quit before and relapsed, what tripped you up?

Stress is one of the most common triggers for relapse. This guide has many tools for responding to things that happen to you. While it may not be possible to control what happens in your life, you can control your response.

Deepen your motivation, understand your barriers (even if you already overcame them), and build a supportive team you can lean on when the going gets tough.

I've Relapsed

Relapse means you have returned to your old habit. This is different from a lapse, which is a slip-up or small step back in your active quit process. Lapses are very common and do not always lead to a full relapse.

It can be discouraging to relapse. You are not back to start, though, as there are many things you can learn from trying to quit.



What went well for you? What helped you to quit?

What tripped you up? Is this something that could trip you up in the future? When you are ready to think about quitting, this may be an area to focus on.

Give Yourself Credit

Give yourself credit for trying to quit. It can take many attempts to be successful. If you went a day or more without using tobacco, you also gave your body a little break!



What's Next?

Where do you want to go from here? Go back to the 'Stages of Change' model. Which stage do you feel fits where you are at right now?

Not Ready (pre-contemplation): In this stage, you may not think your habit is a problem or really don't want to think about it right now. Remember, change is your choice. If you find yourself here, you can work through the thought exercises in Part 1 and 2 of this guide. Or, schedule a time to check in with yourself in a few weeks.

Maybe (contemplation): In this stage, you are interested in change, though not ready to make any specific changes. This is a common place to return to after a relapse. Reflect on what went well and not-so-well for you. Think about how your motivation, support team, environment, or life events have changed since you started.

Look Ahead

It can be easy to stay in the day-to-day of our lives. Looking ahead can help you see further down the road at where you are headed. Think about how you picture the next year of your life and answer the questions below:

Who are the important people in your life?

Where do you live?

What are you working on?

What is the most important thing in your life?

At the end of one year, will you be using tobacco/nicotine?

Now, jump ahead 10 years. Ask yourself the same questions. Imagine how you want your life to be. Be realistic and think about where the things you are working on now may take you.

Who are the important people in your life?

Where do you live?

What are you working on?

What is the most important thing in your life?

In 10 years, how will you think of tobacco/nicotine?

What Motivates You?

You've probably heard a lot of reasons why you should quit, but the best reasons are your own. Making lifestyle changes to fit with your own values and reasons makes your successes more meaningful. It can also be easier to overcome challenges along the way.

You can do this activity at all stages of change, even if you aren't planning to quit right now or have already quit. If you don't feel like anything is motivating you right now, that is OK. You can return to this activity in the future. If you have already quit, think about why you want to stay quit.

Here are some common reasons for quitting. Start a 'Why Quit' list. If any of these ring true for you, add them to your list.

- Avoid major health problems in the future
- Be able to breathe more easily
- Better circulation, especially to fingers and toes
- Easier, deeper sleep
- Good feeling when waking up
- A younger, brighter, more lively look
- In order to have surgery (many surgeons require you to quit first)
- Pregnancy/new baby (as a mother, partner, or grandparent)
- Keep new home or car clean
- Be healthier for loved ones
- Save money
- Smoking/chewing/vaping no longer fits a current or desired lifestyle
- Worried about known and unknown long term risks
- More healthy years with family & friends
- Pride in accomplishing something you set out to do
- Freedom from being "owned" by an addiction and a tobacco company
- Better sense of taste & smell
- More energy

My 'Why Quit' List

What motivates you to try quitting? How might your life change if you quit? If you feel something on that list is one of your reasons to try quitting, write it here. You can also write this list on a separate piece of paper or keep a list in your phone. You can also post this list where you can see it often, like on your fridge or by your desk at work.

Why I Want to Quit
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14.

Why Does It Matter If I Quit?



Tobacco and nicotine products can affect many areas of your life.

- If you **aren't sure if you want to quit**, read this section to learn more about how tobacco/nicotine use may be affecting your current and future life. Think about how important each of these reasons is to you. This may change over time, or if you start noticing impacts in your life.
- If you are **ready to quit**, consider adding these to your list of reasons you are making this change. Building a longer and stronger list of reasons you are choosing to make this change can help when the going gets tough.
- If you have **already quit** and are trying to stay quit, this information can help you talk yourself through a craving or tough situation. It may reinforce your decision and help you feel good about the change you have made.

Smoking & Your Health

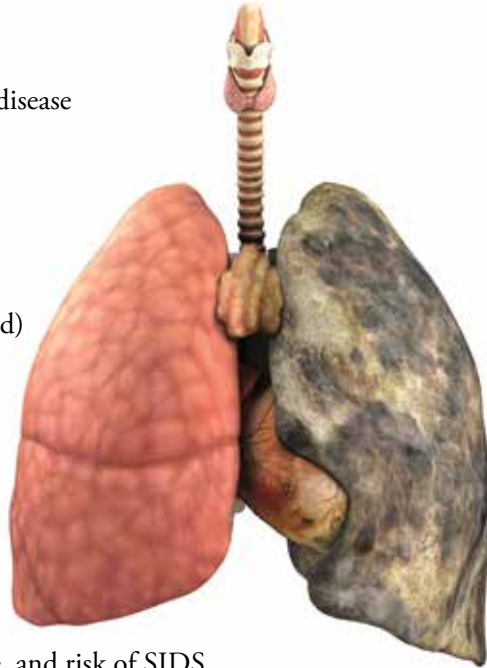
Smoking is the number one cause of premature, preventable deaths in the United States. According to the Centers for Disease Control and Prevention (CDC), more than 480,000 Americans die each year due to smoking. Many of those are from cancer, heart disease, stroke, and lung disease. Very few, if any, smokers go through their lives without having harmful effects. Smoking affects more than just your lungs—every part of the body is damaged.

Smoking can also cause:

- Chronic obstructive pulmonary disease
- Aortic aneurysm
- Diabetes
- Osteoporosis (brittle bones)
- Rheumatoid arthritis
- Macular degeneration (age-related)
- Cataracts

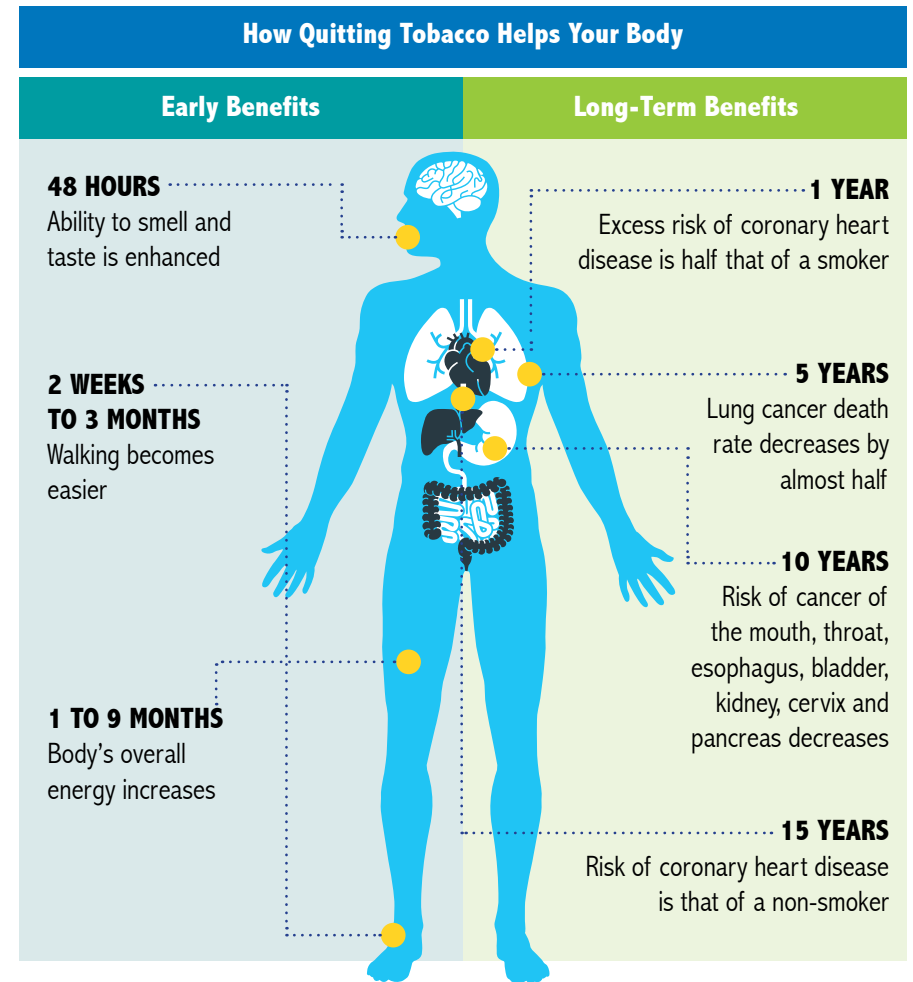
And contributes to:

- Airway infections
- Impaired immune responses
- Miscarriage
- Pregnancy complications
- Low birth weight, cleft lip/palate, and risk of SIDS
- Erectile dysfunction
- Frequent colds and a weakened immune system



After You Quit

As soon as you stop smoking, your body responds. Changes in your body start happening right away.



Which change are you most looking forward to?

How Smoking Hurts the Body

Heart Disease

Smoking is the greatest risk factor for heart disease. A smoker's chance of having a heart attack is 3 times that of a non-smoker. High blood pressure is a major cause of stroke and a prime risk factor for heart disease. High blood pressure is more severe in smokers. People with high blood pressure can lower their risk of heart disease by 50% when they quit.

1. Carbon monoxide reduces oxygen going to the heart.
2. The heart works harder to move the oxygen through the body. Breathing speeds up.
3. Nicotine causes the blood vessels to constrict. Blood pressure goes up. The heart becomes more stressed.
4. A greater amount of cholesterol forms on the blood vessel walls.
5. Over time, less oxygen puts strain on the heart and heart cells die.



Cancer

Cigarette smoke has been proven to contain cancer-causing agents (carcinogens) and co-agents (co-carcinogens). The parts of the body that come into direct contact with smoke are more likely to develop cancer: lungs, mouth, trachea, esophagus, and larynx. The breakdown products in smoke also affect other organs that do not come into direct contact with smoke: the pancreas, kidney, and bladder.



Chronic Bronchitis

Chronic bronchitis can make it very hard to breathe. This is because the lining of your bronchial tubes (the tubes that air goes through to get to your lungs) becomes inflamed and irritated. While acute (temporary) bronchitis caused by a cold or virus usually goes away within a few weeks, excess mucus and lung damage can mean months and months of coughing and breathlessness.

1. Cigarette smoke paralyzes hair like fibers (cilia) that line and clean the bronchial tubes.
2. Excess mucus is produced in the tubes. The result is a mucus plug.
3. Chronic coughing is the way a smoker removes the plug so oxygen can get in.



Emphysema

Emphysema can also make it very difficult to breathe. This problem develops in a different way than chronic bronchitis:

1. Oxygen enters the blood stream through air sacs in the lungs. The 'tars' from cigarette smoke gather on the lung walls and burst the sacs.
2. These heavy tars also make the lungs longer and less able to stretch.
3. Breathing becomes difficult.



Smokeless Tobacco & Your Health

Smokeless tobacco includes chewing tobacco, which may also be called oral tobacco or spit tobacco. Smokeless tobacco also includes both moist and dry snuff, snus, and dissolvable tobacco products. Smokeless tobacco is not a safe form of tobacco, even if that is often how it is marketed by tobacco companies. Smokeless tobacco carries many serious risks.



Smokeless tobacco can cause cancers of the:

- Mouth, tongue, cheek & gums
- Esophagus
- Pancreas

Smokeless tobacco can also cause:

- Sores in the mouth called leukoplakia that can become cancer
- Stained teeth
- Bad breath
- Gum disease, cavities, tooth decay, and tooth loss
- Bone loss around the teeth
- Heart disease
- High blood pressure
- Increased risk of heart attack and stroke
- Pregnancy complications and low birth weight

Warning Signs of Oral Cancer

If any of these conditions are present, simply quitting the use of smokeless tobacco may not be enough. Contact your physician immediately. The 5-year survival rate of those with localized oral cancer at diagnosis is 76% compared to only 19% for those whose cancer has spread to other parts of the body.

1. White patches on the tissue of the oral cavity
2. A lump or thickening in the oral soft tissue
3. Soreness or feeling that something is caught in the throat
4. Difficulty chewing or swallowing
5. Ear pain
6. Difficulty moving the jaw or tongue
7. Hoarseness
8. Numbness of the tongue or other areas of the mouth
9. For denture wearers: swelling of the jaw that causes dentures to fit poorly or become uncomfortable



Regular dental check-ups and physician visits can help you catch a problem early on. Be sure to tell your dentist and physician that you use smokeless tobacco products. Of course, quitting is the best thing you can do to prevent long-term health problems from smokeless tobacco.

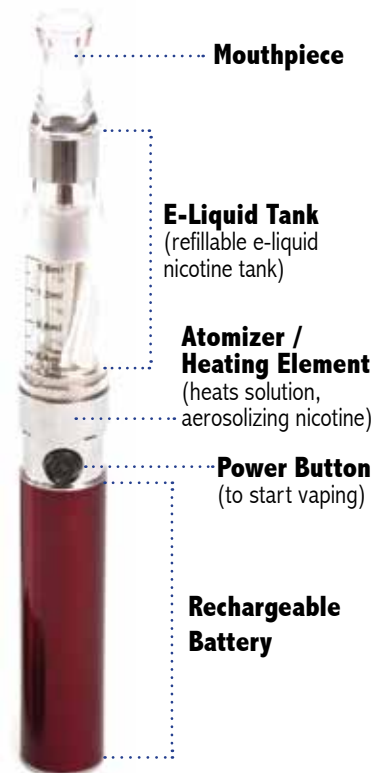
E-Cigarettes & Your Health

Electronic cigarettes, or e-cigarettes, are battery-powered nicotine delivery systems. They have a cartridge that contains a liquid, an atomizer to heat the liquid, a power source, and a mouthpiece. The liquid contains a chemical mix of nicotine, propylene glycol, glycerin, and flavorings. The heat source and atomizer turn the liquid into a vapor, and the mouthpiece delivers the vapor to your lungs. That's why it's also called vaping.

E-cigarettes go by lots of other names: vapes, vape pens, mods, hookah pens, e-hookahs, e-cigs, e-juice, e-liquid, smoke juice, juuls, and more. While some are made to look like regular cigarettes, others look more like pens or flash drives. Some larger devices look very different and bear little resemblance to cigarettes at all. There are hundreds of different e-cigarettes on the market.

E-cigarettes don't contain tobacco and don't produce smoke. Those are the only good things you can say about e-cigs! Most still contain nicotine, and all have toxic chemicals. Like cigarettes, e-cigarettes are harmful to your lungs and addictive. Nobody has invented a healthy e-cigarette yet!

The FDA regulates the production of e-cigarettes by licensed manufacturers, but there are many unlicensed cartridges being sold from pop-up shops or on the street. These black-market cartridges can contain additional dangerous additives like solvents or pesticides. These products should be avoided at all times.



Can they hurt if they're not “real” cigarettes?

It may seem like e-cigarettes are a safer option because they don't contain tobacco or because they are available with different amounts of nicotine. Even though they do not have tobacco, e-cigarettes still contain addictive nicotine and toxic chemicals just like “real” cigarettes. Heating these chemicals and inhaling the vapor brings dangerous substances into your body. Some of these can cause cancer. Some of these may cause serious lung injury.

In the summer of 2019, the rapid rise of hospitalizations and deaths among e-cigarette users prompted emergency action by the Centers for Disease Control & Prevention (CDC) and many state governments. While many health issues from smoking cigarettes do not show up until many years of use, serious lung illness and death has occurred in relatively young, short-term users of e-cigarettes. Long-term problems are still unknown, as e-cigarettes are new and researchers do not know what will happen to the body after 20 or 30 years of usage.

If you use e-cigarettes and have any of the following symptoms, ask your healthcare provider to check for lung injury. Vaping-associated pulmonary illness is very serious and can be deadly.

- Cough, shortness of breath, or chest pain
- Nausea, vomiting, or diarrhea
- Fatigue, fever, or abdominal pain

“Fun-flavored” Danger: E-Cigarettes and Teens

E-cigarettes have quickly become popular with teenagers, partly due to e-juice that comes in “fun” flavors like cinnamon roll and bubble gum. These flavors, the myth that vaping is harmless, and the lack of lasting odors, create the perfect storm for teens who want to experiment or “fit in” without the stigma of smoking cigarettes. What they don't realize is the danger of addiction and health problems.



Can E-Cigarettes Help You Quit Regular Cigarettes?

Some people have used e-cigarettes to cut back on the amount of nicotine they smoke until they are ready to quit entirely. The FDA has not approved this method of quitting, as there is no evidence that it leads to long-term cessation. Some studies have shown that adults who used vaping to quit cigarettes were more likely to relapse.

Nicotine is a highly addictive substance that can damage the cardiovascular system. The narrowing of coronary arteries and breakdown of heart tissue can increase the risk for hypertension, increase inflammation in the body, and complicate existing heart conditions. If you previously smoked cigarettes, the heart is already damaged and additional use of nicotine could worsen this damage. Continued nicotine use also complicates diabetes management and associated conditions, such as eye health, risk for stroke, weight management and circulation problems.

If you are using an e-cigarette to quit smoking, it is important to reduce the amount of nicotine you are consuming and plan to quit using the device completely. Continuing to use an e-cigarette will increase your risk of returning to regular cigarettes, along with all the problems that come with the e-cigarette itself.

Relying on the e-cigarette as a way to cope with stress, as entertainment when bored, or to mimic smoking while driving in the car, does not change much about your smoking habit. Without making changes to your routines or learning to cope with challenges, it may make it easy to have a cigarette when the e-cigarette is unavailable, needs a re-fill, or a cigarette is offered.

If you are looking for a way to step down nicotine safely and feel a little better when quitting, the **QuitWell™** program recommends FDA-approved options in addition to support:

- **Nicotine Replacement Therapy (NRT):** FDA approved, can safely be used by most people, available in a patch, gum, lozenge, nasal spray, or inhaler
- **Pharmaceutical Aid (e.g. Chantix, Zyban):** Requires a prescription from your doctor, does not contain nicotine

Secondhand Smoke

Secondhand smoke is the smoke that occurs when a cigarette, pipe, or cigar is lit. The secondhand smoke going into the room from the end of a burning cigarette is not filtered. People breathing in secondhand smoke are breathing in this smoke, as well as what the smoker blows into the room. Secondhand smoke puts non-smoking bystanders (maybe your loved ones) at risk for the same health problems as the smoker.

Some of the toxins found in secondhand smoke are tar, nicotine, carbon monoxide, carbon dioxide, methane, nitrogen dioxide, cadmium, benzpyrene, ammonia, hydrogen cyanide, acetone, pyridine, and formaldehyde. Although secondhand smoke becomes mixed with the air, there are safety risks for both the smoker and non-smokers, as well as pets who breathe these vapors in.

Infants & Children

Children of smokers are at a higher risk for respiratory infections, tonsillitis, pharyngitis, and middle ear infections. Asthma can become more severe. Children of smokers are also much more likely to start smoking.

Pets

Your beloved fur ball can develop serious health problems, including nose and lung cancers, from secondhand smoke. Secondhand smoke can also cause respiratory illness in cats and dogs and make skin conditions worse. Thirdhand smoke, or the smoke residue that settles on surfaces, can be especially damaging to cats. When cats lick their fur to clean themselves, they lick the toxins from smoke. This makes cats more than twice as likely to develop malignant lymphoma, a type of cancer.

Protect Your Loved Ones

To protect others from secondhand smoke, avoid smoking in enclosed spaces that you share with others, like your house or car. If you are going to smoke, go outside and make sure windows are closed to the house near the area you are smoking. Avoid using a “smoking room” in the house or smoking in an attached garage—smoke will still get into the rest of the house.

Money Talks

In 2020, the average price of a pack of cigarettes in the United States was \$6.30. In some states, the average price was over \$10 per pack. A pack-a-day smoker in those states spends \$70 per week on cigarettes. That could buy a week's worth of groceries, two to three tanks of gas, or pay a month's utility bill. Over months and years, the possibilities go even further.

A can of chewing tobacco costs an average of nearly \$3. A two can-a-week habit costs over \$300 per year. A can-a-day habit costs nearly \$1,100 per year. Think of all the things you could do with the money instead of dipping or chewing. It adds up.

Find out how much money you will save when you quit. The chart below is based on U.S. averages.

Per Day	5 Years	10 Years	15 Years	20 Years	25 Years	30 Years	40 Years	50 Years
0.5 Pack	\$5,749	\$11,488	\$17,246	\$22,996	\$28,744	\$34,493	\$45,990	\$57,488
1 Pack	11,498	22,995	34,493	45,990	57,488	68,985	91,980	114,975
1.5 Packs	17,246	34,493	51,739	68,985	86,231	103,478	137,970	172,463
2 Packs	22,995	45,990	68,985	91,980	114,975	137,970	183,960	229,950
3 Packs	34,493	68,985	103,478	137,970	172,463	206,955	275,940	344,925

Smokeless Tobacco								
0.5 Can	\$2,738	\$5,475	\$8,213	\$10,950	\$13,688	\$16,425	\$21,900	\$27,375
1 Can	5,275	10,950	16,425	21,900	27,375	32,850	43,800	54,750
1.5 Cans	8,213	16,425	24,638	32,850	41,063	49,275	65,700	82,125
2 Cans	10,950	21,900	32,850	43,800	54,750	65,700	85,600	109,500

Calculate Your Savings from Quitting:

How much you spend per day on your habit:	
Multiply by days in a week (7):	x 7
This is how much you would save weekly if you quit:	
Multiply by weeks in a year (52):	x 52
This is how much you would save yearly if you quit:	
What could you do with the savings if you quit?	

The Big Picture

A tobacco/nicotine addiction has a degree of control over you, your time, the places you can go, and your experiences. Smoking steals your breath and your appearance over time. It also dims the world around you by dulling your senses of smell and taste.

Imagine taking a vacation to somewhere you've always dreamed of seeing. Now imagine being too out of breath to enjoy a hike, standing outside on the deck to smoke while your traveling companions enjoy a shipboard show, stopping to smoke when you'd rather be in the water swimming or paddle boarding. Imagine not being able to fully enjoy your dream vacation.

How does your current habit affect your life?

What could you enjoy more if you left tobacco/nicotine behind?

Relationships, career goals, financial goals, and other areas of life can also be affected. What other "big picture" goals do you have in your life right now?

How would cutting back or quitting support these goals?

Keep working hard on your other goals—you may find that seeing yourself succeed helps you feel more ready to tackle quitting.