

Congratulations.

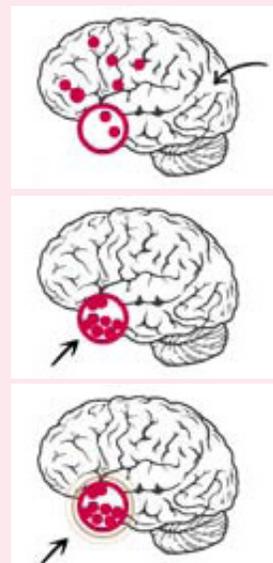
You're considering quitting smoking, and that's a great first step. The Plan-to-Quit Cards can help guide you. These cards are designed to give you the information you need to know while preparing for your quit and for the early part of your quit. But they don't take the place of a plan that includes treatment and support. So be sure to talk to your doctor about a smoking cessation treatment option that's right for you. And help set yourself up for success by getting support.

? Why it's hard to quit.

For most people, quitting is a physical and behavioral challenge. For many people, smoking is an addiction. Plus, over the years, people develop smoking routines. Most people try to quit 6-9 times in their lifetime. So if you've tried to quit before, don't be discouraged. It's still possible to quit. So be confident, you're going to do great.

Why nicotine is addictive.

- ① When you smoke, nicotine goes from a cigarette into the brain in about 10 to 20 seconds.
 - Represents nicotine from smoking
- ② Nicotine attaches to nicotine receptors in the brain, and that sends a message to release a chemical called dopamine.
- ③ Dopamine provides a feeling of pleasure. But it doesn't last long. That's why your body craves more nicotine. Nicotine addiction can be a cycle that can be very difficult to break.
 - Represents dopamine



For illustrative purposes only

Treatment and Support a more effective way to quit.

According to the US Public Health Service, treatment combined with support is shown to be more effective in quitting smoking than either alone. Quitting smoking is a physical and behavioral challenge. So pack a one-two punch with an approach that includes treatment and support.

Treatment

About 95% of smokers who try quitting cold turkey are unsuccessful at the end of 1 year, according to clinical guidelines. So talk to your doctor about the right treatment option for you. Studies have shown that a combination of treatment and support can be a more effective way to quit.

Support

Set yourself up for success by enrolling in a quit-smoking program to help you whenever you need support during your quit. Programs like these can help you create a quit plan, so you can be prepared for every stage of the quitting process. Also, be sure to tell a few key friends and family members that you're quitting. They can provide support when you need it most.

How to use the Plan-to-Quit Cards.

These quick yet powerful activities are designed to help jump-start your quit and keep you on track during your first week of not smoking. After printing your set of cards, you can fold them in half to create a front and a back. Read both sides, and do all of the activities. Do them at your own pace and in order from before your Quit Date to after your Quit Date. Take a single activity with you if you need it. Once you've filled them out, you can review them anytime to remind yourself of your commitment to quit.



Before Your Quit Date

Use these Plan-to-Quit Cards to prepare yourself for your Quit Date.



On Your Quit Date and Beyond

Use these Plan-to-Quit Cards on and after your Quit Date.

It's your quit.

No one can force you to do it. And everyone has their own reasons for quitting. So make it personal. Take an active role in your quit by completing these cards. That way you can start to develop a plan that works just for you and your life.

