

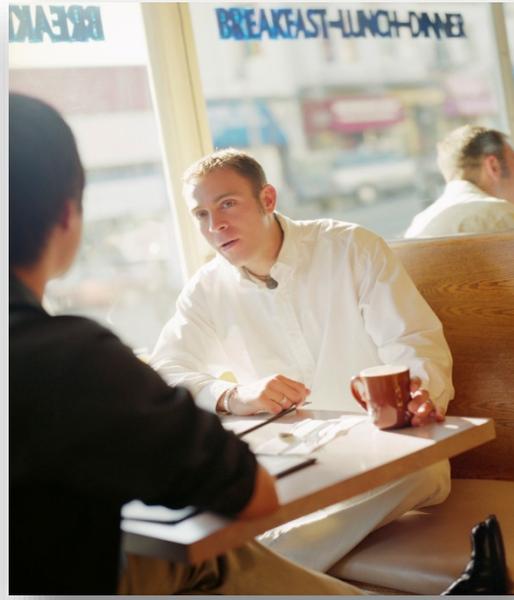
Smoking Cessation

Cut Tobacco's Hidden Costs



Tobacco Use: Addiction or Habit?

Take a moment to think about your habits



What is In a Cigarette?



Addiction

Nicotine is the addictive drug in tobacco

- Addiction is not rational
- Nicotine reacts in the brain to release dopamine and serotonin
 - Hits the brain in 10 seconds when smoking cigarettes
 - Hits the brain in 5-10 minutes when nicotine is from smokeless tobacco or cigars
- 10 puffs for one cigarettes
 - 20 cigarettes = 20 habits x 10 puffs = 200 triggers!



Why Should You Quit?

What are the health risks of smoking?

- Tobacco smoke contains a deadly mix of over 7,000 chemicals.
- The adverse health effects from cigarette smoking account for an estimated 443,000 deaths
 - One in every five deaths, each year in the United States.
- More deaths are caused each year by tobacco use than by all deaths from:
 - HIV
 - Alcohol use
 - Suicides
 - Illegal drug use
 - Motor vehicle injuries
 - Murder

COMBINED

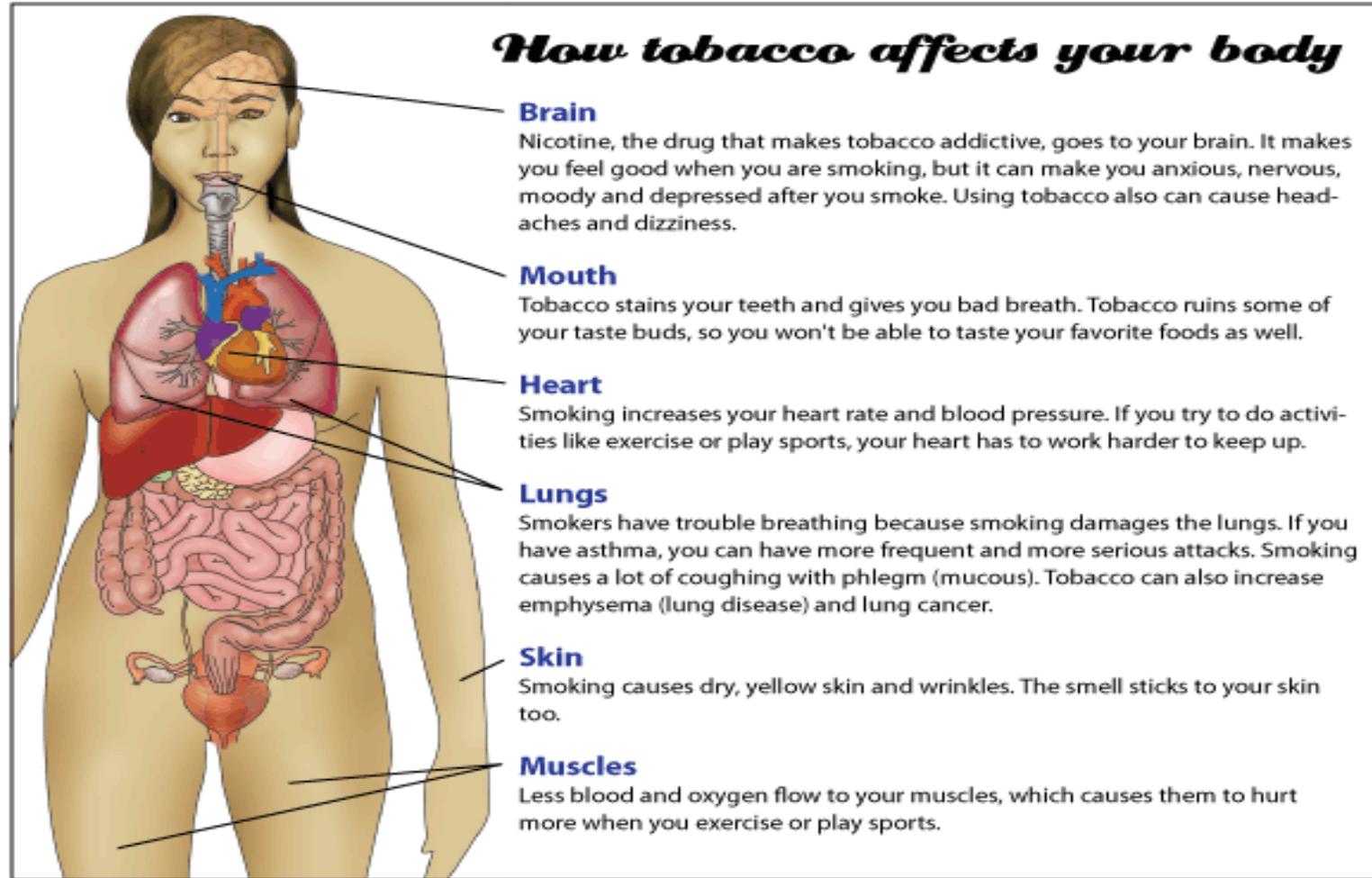
Hidden Cost: Social

Come in from the cold, and get social.

- Laws saving others from secondhand smoke have moved tobacco users outside.
- Tell supportive friends and family about quit plans, and ask for help with keeping your quit on track.
 - Hint: the QuitNet® community (accessed through the Tobacco Cessation focus area in Well-Being Connect) also can help.



Hidden Cost: Physical



Hidden Cost: Future / Others' Behaviors

Set a good example. Try and try again.

- Kids and teens are more likely to pick up a tobacco habit if a parent smokes. Set a positive example for young people.
- If you don't quit on your first try, remember that persistence pays off and sets a good example, too.
 - Most people make multiple attempts to quit
 - Almost 50 million smokers HAVE successfully quit
 - Since 2002, the number of former U.S. smokers has exceeded the number of current smokers.

Plan for success by choosing Tobacco Cessation as a focus area in [Well-Being Connect](#). For added support, call on a health coach at **866-556-2288**.

Hidden Cost: Finances

Stop the cash drain. Enjoy your savings.

- The average cost of a pack of cigarettes is **more than \$6.**
- Put the money spent on tobacco into its own fund
 - Save for bigger goals
 - Pay off debt
 - Reward yourself
 - Donate

To count your savings, use the Tobacco tracker in [Well-Being Connect](#).



Hidden Cost: Time

Make the time for your lifelong dreams.

- Nonsmokers live about 10 years longer than smokers.
 - Want to find out how much extra time you could gain by quitting? Use the Tobacco tracker in [Well-Being Connect](#).
- Whether you want to be around for grandkids or shape up for a long-distance bike trip, thinking about your future goals can inspire healthy change.
 - Use the journal in [Well-Being Connect](#) to record yours.



When You Quit Smoking, You Will:

Lower the risk for:

- Lung and other types of cancers
- Stroke
- Peripheral Vascular Disease
- Coronary heart disease
- Chronic Obstructive Pulmonary Disease (COPD)
- Respiratory symptoms
- Infertility (for women in reproductive years)
- Having a low birth weight baby (for pregnant women who quit smoking)
- Help protect your children, family, and friends from secondhand smoke.

How about the first few days?

Doubling The Odds Of Quitting

- Support: Getting support for a quit **doubles** the odds of quitting
 - *Take Charge! Live Well!* QuitNet health coaching
 - *Take Charge! Live Well!* Well-Being Connect portal
 - Co-workers
 - Family
 - Friends
 - Support groups



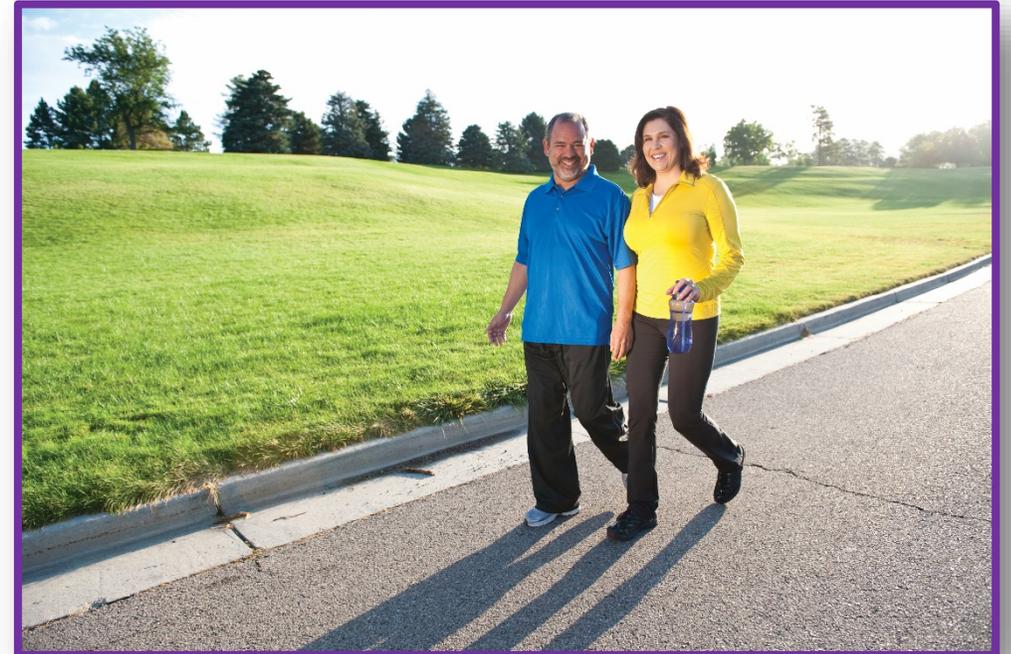
Remember the 5 D's

- Delay
 - Most urges only last a few minutes
- Distract
 - Keep hands and mind busy
- Drink Water
 - Drinking water (especially cold) helps quiet cravings
- Deep Breathe
 - Deep breathing is relaxing and replenishing
- Discuss
 - Make a phone call, log onto Quitnet.com, or talk it out



Practice a Healthy Lifestyle

- Stay hydrated
- Eat crunchy foods (think carrots!)
- Manage your stress levels and identify your triggers
- Increasing exercise decreases tobacco cravings
- Finding some enjoyable type of exercise that can fill the void quitting can leave
- Exercise can also combat weight gain, stress and depression that can occur during a quit



How to Support Others

- Understand that quitting is hard
- Celebrate successes (big and small)
- Know your relationship style
- Start the conversation
- Listen
- Don't lecture
- Offer distractions
- Be patient and positive
- Help them de-stress
- Be encouraging though a slip up



TCLW Resources: Telephonic Health Coaching

- Working with a health coach provides personalized support to help lower risks, manage conditions, and change behaviors
- A health coach can help set goals and help keep someone on track to help them achieve goals
- Each coaching program will be created and personalized based on someone's unique needs and goals



To get started, call [1.866.556.2288](tel:1.866.556.2288) and select “Wellness or Tobacco Cessation Coaching.”



TCLW Resources: QuitNet

QuitNet offers a variety support options:

- Personal coaching
- Online tools and support
- A Quit Guide
- Quit medications
- Quit TipsSM emails



This Focus Area is designed to help you quit using all forms of tobacco - even if you're just starting to think about giving it up. The steps you'll find here are scientifically designed to reinforce positive health habits. If you stick to the path we've laid out for you, we're confident that you'll get closer to a tobacco-free life.

Visit ohio.gov/tclw for more information
Call 1-866-556-2288 to get started

Confidential, voluntary and at no cost to eligible employees and spouses*

* Participants must carry State of Ohio medical insurance to be considered eligible (including covered spouses and dependents 18/+).

TCLW Resources: Well-Being Connect

The image shows a screenshot of the Well-Being Connect website. The top section is titled "Tobacco Cessation" and features a banner with a person's profile and a button labeled "getting ready" circled in red. Below the banner is a paragraph of text: "This Focus Area is designed to help you quit using all forms of tobacco - even if you're just starting to think about giving it up. The steps you'll find here are scientifically designed to reinforce positive health habits. If you stick to the path we've laid out for you, we're confident that you'll get closer to a tobacco-free life." Three green arrows point down from this text to a navigation menu with options: "My Actions", "Trackers", "My Journal", and "Tip of the Day". A yellow button labeled "Take the Progress Check Survey" is also visible. The bottom section is titled "Other Goals & Trackers" and features a green arrow pointing down to a card for "Exercise". The card shows a goal: "Goal: You have not set a goal for yourself" and a progress indicator for "THIS WEEK" starting on 1/03/2014. A "Track" button and an "OVERALL SUCCESS" percentage are also present.

Tobacco Cessation

getting ready

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Take the Progress Check Survey

Jump to... My Actions Trackers My Journal Tip of the Day

Other Goals & Trackers

Add More Goals & Trackers

Exercise Goal: You have not set a goal for yourself

THIS WEEK STARTING ON: 1/03/2014 NO GOAL SET

Track

OVERALL SUCCESS

TCLW Resources: Well-Being Connect

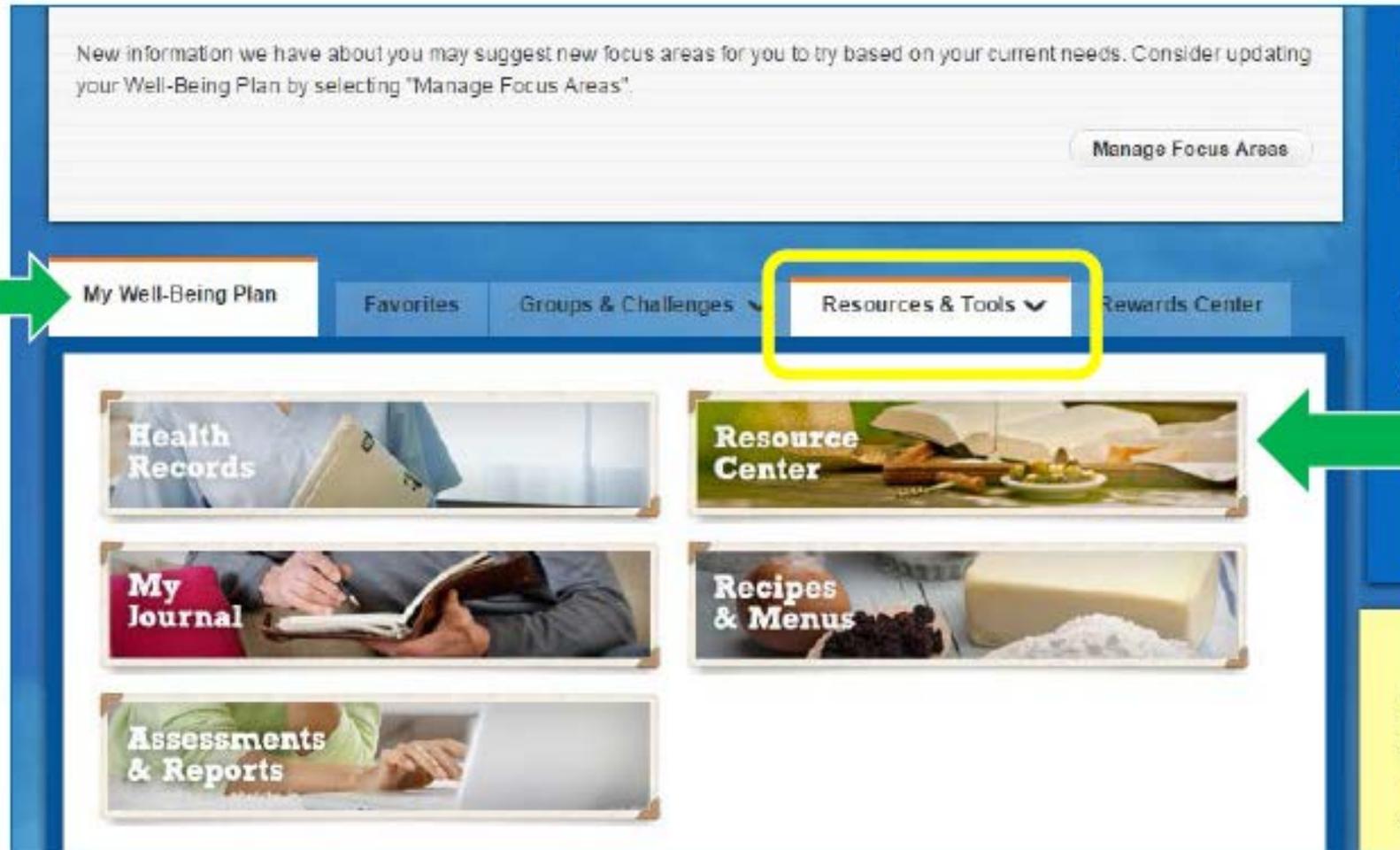
- Trackers
- Action Items
- Journal

New information we have about you may suggest new focus areas for you to try based on your current needs. Consider updating your Well-Being Plan by selecting "Manage Focus Areas".

[Manage Focus Areas](#)

My Well-Being Plan | Favorites | Groups & Challenges | **Resources & Tools** | Rewards Center

Health Records | Resource Center | My Journal | Recipes & Menus | Assessments & Reports

The image shows a screenshot of the 'Well-Being Connect' web application. At the top, there is a white notification box with a message about updating focus areas and a 'Manage Focus Areas' button. Below this is a blue navigation bar with several tabs: 'My Well-Being Plan', 'Favorites', 'Groups & Challenges', 'Resources & Tools', and 'Rewards Center'. The 'Resources & Tools' tab is highlighted with a yellow box. Below the navigation bar, there are five resource tiles: 'Health Records', 'Resource Center', 'My Journal', 'Recipes & Menus', and 'Assessments & Reports'. A green arrow points from the left towards the 'My Well-Being Plan' tab, and another green arrow points from the right towards the 'Resource Center' tile. At the bottom of the page, there are several horizontal lines in various colors (orange, green, blue, purple, red).

TCLW Resources: Well-Being Connect

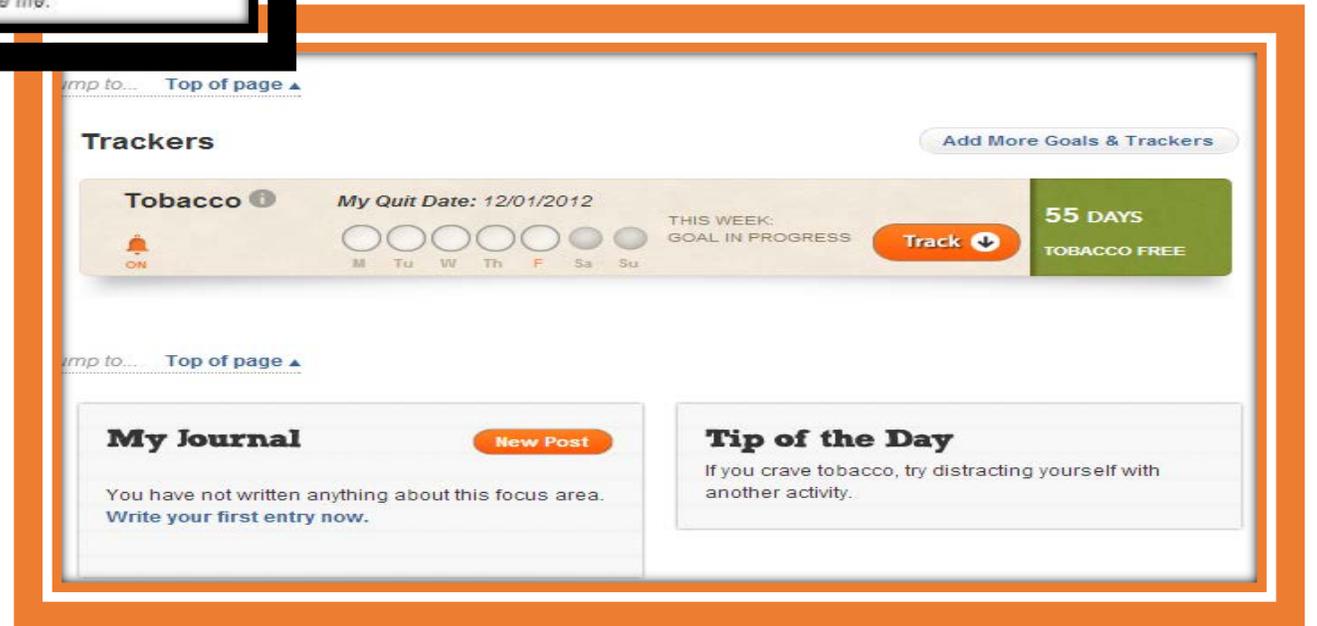
Additional tobacco resources



Tobacco Cessation

Getting Ready ➔

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Jump to... Top of page ▲

Trackers [Add More Goals & Trackers](#)

Tobacco ⓘ *My Quit Date: 12/01/2012*

THIS WEEK: GOAL IN PROGRESS **Track** ↓

55 DAYS TOBACCO FREE

Jump to... Top of page ▲

My Journal [New Post](#)

You have not written anything about this focus area. [Write your first entry now.](#)

Tip of the Day

If you crave tobacco, try distracting yourself with another activity.

TCLW Resources: Well-Being Connect

Recommended Resources: Tobacco Cessation



Stay Away from Asthma Triggers

Stay Away from Asthma Triggers

Smoking - Tips on How to Quit

Smoking - Tips on How to Quit

Smokeless Tobacco May Increase Stroke Risk

Results of a new study suggest that the use of oral moist snuff, a type of

Recommended Tools

Calorie Cutter

Learn how to ditch extra calories so you won't miss 'em.

Exercise Benefit Builder

Give yourself a fresh perspective on exercise.

Nutrition Tipster

Get some tips and bust some myths.

Portion Controller

Figure out what portion sizes actually look like.

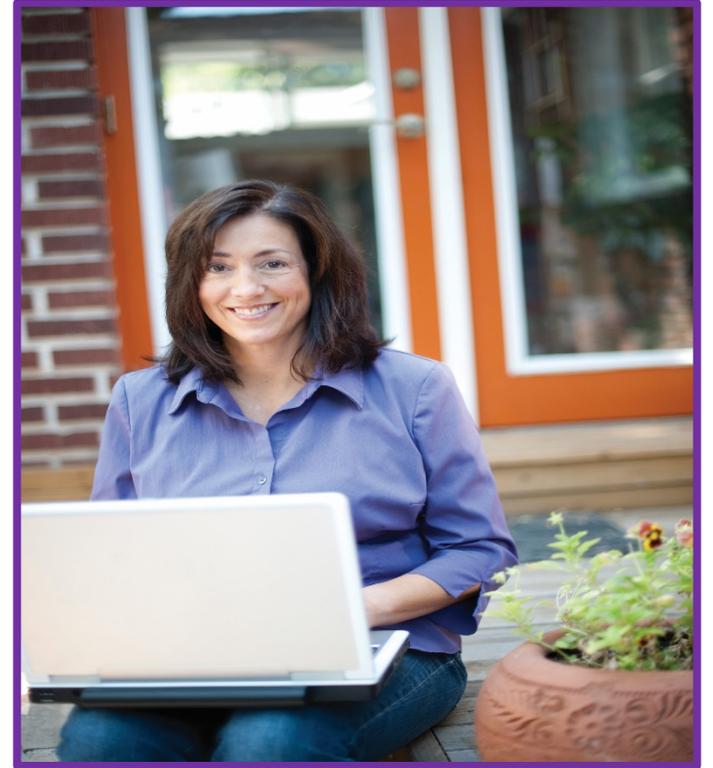
Tobacco Craving Challenger

Get strategies for coping with your tobacco cravings.



Helpful Resources

- Department of Health and Human Services' agencies for tobacco cessation
 - [BeTobaccoFree.gov](https://www.be-tobacco-free.gov)
- Smokefree.gov
 - [smokefree.gov](https://www.smokefree.gov)
- American Lung Association
 - [lung.org](https://www.lung.org)
- Through the Chew
 - [throughwithchew.com](https://www.throughwithchew.com)
- *Take Charge! Live Well!* and Well-Being Connect access
 - [ohio.gov/tclw](https://www.ohio.gov/tclw)
- Centers for Disease Control and Prevention
 - [cdc.gov](https://www.cdc.gov)



Confidentiality

Protecting your privacy

Healthways protects the confidentiality of your information in compliance with the Health Insurance Portability and Accountability Act (HIPAA) of 1996, which prohibits anyone from receiving your personal health information without your permission.

Healthways may provide the State of Ohio with collective data about its population as a whole, but not any individual health information. Healthways does not sell your information and is not a telemarketing service.



Thank you!

ohio.gov/tclw
1-866-556-2288

