

If you decide to quit smoking...



5 Keys for quitting

This is number two of eight sections of the QuitAssist® Resource Guide.



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

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

Welcome to QuitAssist®

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

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

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

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

—Robert, smoke-free for 16 months



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

5 Keys for quitting

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

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

For details on these Five Keys, log onto www.cdc.gov/tobacco/quit_smoking/how_to_quit/you_can_quit/five_keys

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

Helpful tip...

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

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

—Robert Collier



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