

If you decide to quit smoking...



Get support & encouragement

This is number four 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.

“My mom would call constantly. And my dad would say, ‘Remember what I went through.’ He was 40 when he had a heart attack, and he smoked before. I could call and talk to him when I was craving.”

—Christine, smoke-free for 3 years



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.

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The second key to quitting: don't go it alone. Research shows your odds are better if you get support from others for quitting smoking.⁷

- Talk to friends, family, and coworkers about why you want to quit, and how important it is to you. One way they might help is by writing encouraging notes: “I’m so proud of you for not smoking.” “I know you can do it.” Post the notes in places you usually smoke—on the coffeemaker, above the TV, on the dashboard of your car.
- If they are smokers, ask them not to smoke around you and to keep cigarettes out of sight. If you know successful quitters, ask them for support and tips.
- Get expert help. Ask a doctor, nurse, psychologist, or other health professional for advice. Look for quit-smoking programs at local hospitals and health-care centers, or through nonprofit organizations. If counseling is not available where you are, or you prefer not to attend a group, try a telephone quitline or Web-based quitting support. See the “Stop Smoking Programs and Quitlines” section of this guide for some ideas.

For more on ways to rally support as you prepare to quit, go to www.smokefree.gov/qg-preparing-tell.aspx

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

—Robert Collier



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