

If you decide to quit smoking...



Help and resources

This is number eight 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.

“When you feel like you want to grab that cigarette, find something to do. I used to go to the gym, and every time I got upset that I wanted to smoke, I hit the heavy bag, you know? A big old cigarette, and I’m trying to punch it out of my life.”

—Steven, smoke-free for 18 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.

Help and resources

There are hundreds of programs, websites, booklets, and telephone quitlines available to help you be smoke-free. Most resources are free or low-cost. There are guides for people of all ages and backgrounds. Here is a partial list to help you get started.

Guides to help you quit

› Clear Horizons

University of Rochester School of Medicine and Dentistry

www.myclarhorizons.com

It’s not too late to stop! This step-by-step guide is designed for smokers over 50, and features advice from successful quitters. You can order it by phone (1-800-422-6237) or read it on the web.

› Clearing the Air: Quit Smoking Today

National Cancer Institute

www.smokefree.gov/landing.aspx?rid=1

This friendly guidebook leads you through the entire process of quitting, from making the decision to mastering cravings. Helpful checklists and plan-writing pages make it easy to follow. It also features up-to-date information on medications. Order a paper copy, or download and print it yourself.

Guides to help you quit (*continued*)

› **Guía para Dejar de Fumar**

National Cancer Institute

http://cancercontrol.cancer.gov/tcrb/Spanish_Smoking_book.pdf

This colorful 35-page booklet is for Spanish speakers who are thinking about quitting. Topics include benefits of quitting and how to use medications. You can order a free paper copy, or view and print it from the web.

› **Kicking Butts**

American Cancer Society

A slim paperback book that leads you through the challenges of quitting (*Chapter One*) to a smoke-free life (*Chapter Five*). Helpful quizzes, checklists, and tips. Available from the American Cancer Society (*and many booksellers*) for \$8.95 a copy. Call 1-800-227-2345.

› **I Quit! What to Do When You're Sick of Smoking, Chewing, or Dipping**

Centers for Disease Control and Prevention

http://cdc.gov/tobacco/quit_smoking/how_to_quit/iquit

An upbeat overview of how to quit and stay tobacco-free, aimed at young adults.

› **Pathways to Freedom: Winning the Fight Against Tobacco**

Centers for Disease Control and Prevention

http://cdc.gov/tobacco/quit_smoking/how_to_quit/pathways

A 44-page guide designed specifically for African-American smokers.



"I don't have that coughing, burning sensation in my chest. I don't have yellow fingers. My kids don't tell me that I smell like cigarettes...they actually come and kiss me more often now."

—Jean, smoke-free for 24 months

› **Need Help Putting Out That Cigarette?**

Smoke-Free Families

[www.tobacco-cessation.org/sf/pdfs/cpr/16\)%20NeedHelp%20Booklet.pdf](http://www.tobacco-cessation.org/sf/pdfs/cpr/16)%20NeedHelp%20Booklet.pdf)

If you are pregnant (or worried about a pregnant friend or relative who smokes), this booklet can help.

› **Set Yourself Free: Deciding How to Quit**

American Cancer Society

A nice review of methods that make quitting easier with details on each type of medication. To get a free copy in English or Spanish, call the American Cancer Society at 1-800-227-2345.

› **Why It's Important for Women to Quit**

Office on Women's Health

www.4woman.gov/quitsmoking/important

You know smoking is bad for you, but this site tells you exactly how it can hurt—from your head (*stroke*) down to your bones (*osteoporosis*).

› **You Can Quit Smoking**

U.S. Public Health Service

www.cdc.gov/tobacco/quit_smoking/how_to_quit/you_can_quit/

This guide from the U.S. Department of Health and Human Services lists tips for each of the five stages of quitting.

Guides to keep you smoke-free

Forever Free: A Guide to Remaining Smoke-Free

Tobacco Research & Intervention Program
of the H. Lee Moffitt Cancer Center & Research Institute

www.smokefree.gov/landing.aspx?rid=3

A series of eight booklets with detailed advice for the new nonsmoker. Examples:

- › If you're fighting that urge to light up, see booklet 2, "*Smoking Urges.*"
- › If you're worried about gaining weight, see booklet 3, "*Smoking and Weight.*"
- › If you slip and have a smoke, see booklet 4, "*What If You Have a Cigarette?*"
- › If you smoke to deal with stress, see booklet 6, "*Smoking, Stress, and Mood.*"

Helpful tip...

Most cigarette cravings last only a few minutes. And over time, the cravings come less often and farther apart. For more, see www.smokefree.gov/landing.aspx?rid=3

"I smoked for 30 years. Coffee in the morning was so empty, was so miserable without that cigarette. I still do have a coffee and bagel, but I am comfortable without that cigarette now. Urges in many situations which would be accompanied by a cigarette finally died...it finally became normal without the cigarette."

—Jerrold, smoke-free for 24 months



In-depth websites

> Become an EX

www.becomeanex.org

A website from an alliance of state agencies, public health organizations and foundations, Become an EX helps you choose among options to develop a free, personalized quit plan. (Also available in Spanish)

> CDC's Smoking and Tobacco Use

www.cdc.gov/tobacco/index.htm

(Spanish speakers can visit www.cdc.gov/spanish/tabaco.htm)

Here you'll find information for people of all ages, including quitting advice, the latest research and news on smoking, publications to order, and an array of useful links.

> The National Cancer Institute (NCI)

<https://cissecure.nci.nih.gov/ncipubs> *(click on "Tobacco/Smoking")*

The NCI offers dozens of excellent free guides, brochures, and posters related to tobacco. You can view these on the Web, print them out, or order paper copies.

> Smokefree.gov

www.smokefree.gov

This easy-to-navigate site *(created by the Tobacco Control Research Branch of the National Cancer Institute)* lets you read, download, print, or order free guides and tools that have helped many others quit. There is something for everyone, including live, online chats with NCI experts.

> Try to Stop.org

<http://makesmokinghistory.org/quitting-smoking/>

This site from the Massachusetts Department of Health has quit-smoking information.

Quick tips and facts on quitting

› Personalized Quit Plan

www.ahrq.gov/clinic/tobacco/tearsheet.pdf

This quick bullet-point plan (from the Agency for Healthcare Research and Quality) helps you prepare to quit.

› Quit Tips

www.cdc.gov/tobacco/quit_smoking/how_to_quit/quit_tips/index.htm

Brief, practical advice on preparing to quit from the Centers for Disease Control and Prevention.

› Questions and Answers About Smoking Cessation

www.cancer.gov/cancertopics/factsheet/Tobacco/cessation

This gives the lowdown on the health effects of smoking, the benefits of quitting, and the use of medications.

› Preguntas y Respuestas Sobre Dejar de Fumar

www.cancer.gov/cancertopics/factsheet/Tobacco/cessation-Spanish

This site also links to other resources for Spanish speakers, including live, online help.

› Smoking Facts and Tips for Quitting

http://dcccps.nci.nih.gov/TCRB/Smoking_Facts/facts.html

This upbeat booklet reminds you why you want to quit, and gives clear and specific tips to help you quit for good. For a print copy, including a combined English/Spanish version, call 1-800-422-6237.

› Tips to Help You Quit

www.cancer.org/downloads/COM/TipsToHelpYouQuit.doc

A printable page of strategies for quitting and handling difficult situations, from the American Cancer Society and its Smoke-Free New England campaign.

› Why Do I Smoke? Quiz

<http://familydoctor.org/296.xml>

familydoctor.org has information to help you break your smoking habit including this quiz to provide some insights into why you might smoke. You'll also find tips on how to get ready to stop smoking, learn what to expect when you quit, and read about medications that may help.

› You Can Control Your Weight as You Quit Smoking

<http://win.niddk.nih.gov/publications/smoking.htm>

Quitting doesn't have to add pounds. Here are several pages of practical tips, facts, and links to more resources.



"I went to a great quit-smoking program once a week for 6 weeks. They teach you tools, like to recognize when and why you smoke, and to put the money you'd spend on cigarettes in a jar. I started saving to go to Spain. Seeing that money helped a lot."

—Sari, smoke-free for 10 years

Stop-smoking programs and quitlines

Do you feel most comfortable with face-to-face support from a health professional, or a group of others who quit with you? Are you more comfortable on the Internet, or talking on the telephone? There are dozens of ways for you to get support while you quit.

Programs and support groups

Many local hospitals and clinics offer quit-smoking programs. Ask your doctor or other health-care provider for a recommendation.

› Freedom from Smoking

Contact your local American Lung Association office to find a "Freedom From Smoking" program in your area. To find the nearest ALA office, check your local phone book, or go to www.lungusa.org, and enter your zip code.

› National Directory of Smoking Cessation Programs

Go to www.quitnet.com/library/programs and enter your zip code or state to find the quit-smoking programs nearest you.

Helpful tip...

Think you're too old to get a health boost from quitting? Get the facts; take the ten-question quiz, and "Test Your Smoking I.Q." at www.personalmd.com/news/smokingiq_quiz.shtml

Free online support programs

> Become an EX Online Support Network

<http://community.becomeanex.org>

Part of the "Become an EX" program—this site allows you to join a community of people who have decided to quit. You can read or post advice or find an online support group.

> Freedom from Smoking Online

www.ffsonline.org

If the Internet is your comfort zone, check out the American Lung Association's Web-based smoking cessation support program.

> QuitNet

www.quitnet.com

Operated in association with the Boston University School of Public Health, this site helps you create a plan, ask questions, and get support from an online community. Information is also available in Spanish.

"It's a dramatic change. Before, when I ate, food had no taste. Now the taste of food is completely different. I also feel that when I breathe, I breathe much better. I'm very happy."

—Leticia, smoke-free for 17 months



Telephone quitlines

If you can't get face-to-face help, consider seeking support by phone. Research shows that smokers who get telephone support are more likely to succeed than those who do it alone.¹⁵

› U.S. Department of Health and Human Services

1-800-784-8669 (24 hours a day)

TTY 1-800-332-8615 (24 hours a day)

The toll-free number is a single access point to the National Network of Tobacco Cessation Quitlines. Callers are automatically routed to a state-run quitline, if one exists in their area. If there is no state-run quitline, callers are routed to the National Cancer Institute (NCI) quitline, where they may receive:

- › Help with quitting smoking
- › Informational materials via mail
- › Referrals to other resources

Helpful tips...

Research shows that counseling—including telephone counseling—can help you quit. And the more intensive the counseling you get, the more effective it's likely to be. For more information, see www.surgeongeneral.gov/tobacco/

› The Great Start Quitline

1-866-667-8278 (24 hours a day)

Offers free help for pregnant smokers from the American Cancer Society and the American Legacy Foundation.

› American Cancer Society National Quitline

1-877-937-7848 (24 hours a day)

Order resources and get information on your local quitline.

› National Cancer Institute National Quitline

1-877-448-7848 (Monday–Friday)

National quitline in English and Spanish provides information on how to quit.

› National Cancer Institute National TTY Quitline

1-800-332-8615 (Monday–Friday)

National quitline with telecommunications device for the deaf.

› State Telephone Quitlines (Services vary by state)

www.naquitline.org

Visit the North American Quitline Consortium website for information on quitline services offered in your state. Quitline services are available in all 50 states, including the District of Columbia.

Public health organizations

There are many government agencies and nonprofit organizations that offer free or low-cost information about smoking and help with quitting. (*You've seen some of their tips and resources elsewhere in this guide.*) You can connect with them by telephone or e-mail, or visit their websites.

The American Cancer Society (ACS)

The ACS is a national, community-based volunteer health organization that works to prevent cancer and save lives. The Society offers information, news, and support to help you quit.

Home page: www.cancer.org (type "guide to quitting smoking" in the search box)
Telephone: 1-800-227-2345

American Heart Association (AHA)

Another national voluntary health organization, the AHA's goal is to prevent and reduce the health damage caused by heart and blood vessel diseases and stroke.

Home page: www.americanheart.org (type "smoking cessation" in the search box)
Telephone: 1-800-242-8721

American Lung Association (ALA)

The ALA is a volunteer organization that fights lung diseases, with special emphasis on asthma, tobacco control, and environmental health.

Home page: www.lungusa.org (click on "quit smoking")
Telephone: 1-800-586-4872

Centers for Disease Control and Prevention (CDC)

The CDC is the lead federal agency responsible for protecting the health and safety of Americans. Through its Tobacco Information and Prevention Source site, you can access quitting guides and tips, news and research on smoking, and tobacco-related initiatives and events.

Tobacco Home page: www.cdc.gov/tobacco/
Telephone: 1-800-311-3435

National Cancer Institute (NCI)

Part of the National Institutes of Health, the NCI is the primary federal agency for cancer research and training. Its website includes information on the effects of smoking, how to quit, and ongoing research on tobacco.

Tobacco and Cancer Home page:
www.cancer.gov/cancertopics/tobacco/quitting-and-prevention
Telephone: 1-800-422-6237

National Heart, Lung, and Blood Institute (NHLBI)

Also part of the NIH, the NHLBI conducts and supports research on diseases and disorders involving the heart, blood vessels, lungs, or blood. Search its website under "smoking" to find out how quitting helps your heart, and to get advice on quitting for smokers of all ages and backgrounds.

Home page: www.nhlbi.nih.gov
Telephone: 1-800-575-9355



"My husband and I stopped together. I kept track, and every two months we would go out to eat and celebrate: 'Look, we're still here. We're gonna be with our little girl 'til she graduates from college!' I'm just so glad I stopped. It really changed my life."

—Sherry, smoke-free for 12 months

Public Health Organizations (*continued*)

National Institutes of Health

The world's premier medical research organization, the NIH houses 19 separate health institutes as well as the National Library of Medicine.

Home page: www.nih.gov

Health Information (*covers dozens of health topics; links and databases*)

<http://health.nih.gov>

Telephone: 1-301-496-4000

National Women's Health Information Center (NWHIC)

A special project of the U.S. Department of Health and Human Services' Office on Women's Health, the NWHIC provides health information especially for women—including a searchable database of health topics. Check its "breath of fresh air" section for quitting information and resources.

Home page: www.4woman.gov/quitsmoking

Telephone: 1-800-994-9662

U.S. Department of Health and Human Services (HHS)

The HHS offers information on all kinds of health, safety, and wellness topics, including information and links to smoking cessation guides and research.

Tobacco page: www.hhs.gov/diseases/index.html#smoking

Telephone: 1-877-696-6775

Public Health Organizations *(continued)*

U.S. Surgeon General

The nation's leading spokesperson on public health, the Surgeon General oversees the U.S. Public Health Service. Website resources include tools to help you and your doctor discuss quitting methods, and the "You Can Quit Smoking" Consumer Kit *(in English and Spanish)*.

Home page: www.surgeongeneral.gov

Tobacco page: www.surgeongeneral.gov/tobacco/
www.surgeongeneral.gov/library/smokingconsequences/

Telephone: 1-877-696-6775

Helpful tip...

Heart disease is the number-one cause of death in the U.S.—for both men and women. A smoker is two to six times more likely to have a heart attack than a nonsmoker. But if you quit, your extra risk drops by more than half within a year. For more on health and quitting, go to www.nhlbi.nih.gov/hbp/prevent/q_smoke/know.htm

"To this day, the hardest thing I've done by far is quitting smoking. There was a time when I thought, 'I will never be able to quit. I can't imagine my life without smoking; being in a bar, having a drink, and not having a cigarette.' Now I don't even think about it."

—Miguel, smoke-free for 3 years



References

- 1 Husten C, Jackson K, Lee C: Cigarette smoking among adults – United States, 2002. *Morbidity and Mortality Weekly Report*, May 28, 2004, p. 428.
- 2 Dunston A, August 2003. Kicking Butts in the Twenty-First Century: What modern science has learned about smoking cessation, New York: American Council on Science and Health, p. 8.
- 3 National Cancer Institute, NIH publication no. 03-1647: “Clearing the Air: Quit Smoking Today.” September 2003, p. 5.
- 4 U.S. Department of Health and Human Services: *Women and Smoking: A Report of the Surgeon General*. 2001, p. 307.
- 5 *You Can Quit Smoking. Consumer Guide*, June 2000. U.S. Public Health Service. www.surgeongeneral.gov/tobacco/quits.htm
- 6 Pederson L, Bull SB, Ashley MJ, Mac Donald JK: Quitting smoking: why, how, and what might help. *Tobacco Control*, vol. 5, 1996, p. 209-214.
- 7 Murray RP, Johnston JJ, Dolce JJ et al: Social support for smoking cessation and abstinence: The Lung Health Study. *Addictive Behaviors*, vol. 20, 1995, p. 159-170.
- 8 National Cancer Institute, NIH publication no. 03-1647: “Clearing the Air: Quit Smoking Today.” September 2003, p. 17.
- 9 National Cancer Institute, NIH publication no. 03-1647: “Clearing the Air: Quit Smoking Today.” September 2003, p. 18.
- 10 A clinical practice guideline for treating tobacco use and dependence: A U.S. Public Health Service Report. *Journal of the American Medical Association*, 283(24), June 28, 2000, p. 3244-3254.
- 11 Dunston A, August 2003. Kicking Butts in the Twenty-First Century: What modern science has learned about smoking cessation, New York: American Council on Science and Health, p. 15.
- 12 Fiore MC, Hatsukami DK, Baker TB: Effective tobacco dependence treatment. *JAMA*, 288(14), October 9, 2002, p. 1768-1771.
- 13 A clinical practice guideline for treating tobacco use and dependence: A U.S. Public Health Service Report. *JAMA*, 283(24), June 28, 2000, p. 3244-3254.
- 14 Dunn AL, Marcus BH, Kampert JB et al: Comparison of lifestyle and structured interventions to increase physical activity and cardiorespiratory fitness: A randomized trial. *JAMA*, 281(4), January 27, 1999, p. 327-334.
- 15 Stead, LF; Lancaster, T; Perera, R: Telephone counseling for smoking cessation. *Cochrane Database of Systematic Reviews*, 2004.



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

—Robert Collier



Editor/ Writer
Cheryl K. Olson, Sc.D.
Harvard Medical School

Review Board
Jonathan Bloomberg, M.D.
University of Illinois College
of Medicine

Rafael Art. Javier, Ph.D., ABPP
St. John's University

Jed E. Rose, Ph.D.
Duke University Medical Center

Robert L. Sokolove, Ph.D.
Boston University School
of Medicine

The organizations that the Editor/Writer and Review Board members are affiliated with are listed for identification purposes only and do not imply the individual organizations' endorsement or participation in the creation of this guide.

This guide is not intended to offer medical or psychological advice.

This guide contains citations to a number of third-party information sources, including websites, telephone resources and other organizations with additional information. These third-party information sources are not maintained by Philip Morris USA and may change without notice. These third-party resources may have changed since this guide was created. For the most recent QuitAssist® information please visit www.philipmorrisusa.com. The inclusion of these sources in no way indicates their endorsement, support or approval of the contents of this guide or the policies or positions of Philip Morris USA.