

If you decide to quit smoking...



The rewards of quitting

This is number one 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.

The rewards of quitting: right now, and for life

One way to keep yourself motivated during the quitting process is to focus on the rewards you'll enjoy as a nonsmoker. No matter how old you are, or how long you've been smoking, quitting will improve your health, and the way you feel. And those benefits start almost immediately.

- Within 12 hours after you have your last cigarette, your body will begin to heal itself. The levels of carbon monoxide and nicotine in your system will decline rapidly, and your heart and lungs will begin to repair the damage caused by cigarette smoke.*
- Within a few days you will probably begin to notice some remarkable changes in your body. Your sense of smell and taste may improve. You will breathe easier, and your smoker's hack will begin to disappear, although you may notice that you will continue to cough for a while. And you will be free from the mess, smell, inconvenience, expense, and dependence of cigarette smoking.*

*Quoted from "Clearing the Air: How to Quit Smoking...and Quit for Keeps"
The National Cancer Institute
http://cancercontrol.cancer.gov/tcrb/Clearing_the_Air/happens.html

Top 10 reasons to quit smoking*

1. I will reduce my chances of having a heart attack or stroke.
2. I will reduce my chances of getting lung cancer, emphysema, and other lung diseases.
3. I will have better smelling clothes, hair, breath, home, and car.
4. I will climb stairs and walk without getting out of breath.
5. I will have fewer wrinkles.
6. I will be free of my morning cough.
7. I will reduce the number of coughs, colds, and earaches my child will have.
8. I will have more energy to pursue physical activities I enjoy.
9. I will treat myself to new books or music with the money I save from not buying cigarettes.
10. I will have more control over my life.

*Quoted from The National Heart, Lung and Blood Institute
www.nhlbi.nih.gov/hbp/prevent/q_smoke/top_ten.htm

Saying goodbye to smoking is also good for your family's health, especially the health of your children.³ And, if you are pregnant, quitting now improves your odds of having a healthy baby.⁴

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.