

Get healthy. Stay healthy.

It's time to kick some butts!

You CAN quit cigarettes

Quitting cigarettes is hard. It takes most people more than one try.¹ Don't blame yourself, blame nicotine. It's as addictive as heroin and cocaine.² When you're ready to try quitting, these tips can help you stick with it:

- **Avoid your triggers.** Change your routine to avoid doing things you associate with smoking. If you're used to smoking while watching TV, pull the plug and do something else. Do you like a cigarette with your morning coffee? Have tea instead. Steer clear of anything that could trigger a cigarette craving.
- **Make a list.** Everyone has good reasons to quit smoking. Write yours down and keep it on you at all times. When you have a craving, read your list and think of all the reasons why you shouldn't smoke.
- **Take a walk.** Even if it's just for five or 10 minutes, a brisk walk could get you through your craving. It also can triple the amount of time before the next one hits.³
- **Go where you can't smoke.** Smoking can be pretty tempting when it's accessible. You'll find plenty of distractions at your local library, museum or mall.
- **Be honest with yourself.** There's no such thing as "just one" puff or cigarette. Stay strong, and remember that the craving will go away. You have a lot to gain by giving up smoking.

- **Stall for time.** If you're about to give in to a craving, tell yourself to wait just 10 minutes. It might be long enough to get past the urge.
- **Reward yourself.** Take the cash you would've spent on cigarettes and treat yourself. Make it a daily reward or save up for something bigger.

You don't have to do it alone

Counseling and support could double your chances of quitting.⁵ Nicotine Anonymous (nicotine-anonymous.org) and smokefree.gov both offer telephone and Internet meetings, and in-person counseling in some states. Call 800-QUIT-NOW (784-8669) or 800-ACS-2345 (227-2345) for toll-free support. You also can talk to your doctor about drug treatments.

Start feeling better from day one And watch your health improve for years to come⁴

Time after quitting cigarettes	Health benefit
Minutes after quitting...	Your blood pressure drops.
12 hours after quitting...	Carbon monoxide levels in your blood return to normal.
4 days after quitting...	All nicotine has left your body.
3 months after quitting...	Your circulation and lung function improve.
10 years after quitting...	Your risk of dying from lung cancer is lower.
15 years after quitting...	Your risk for heart disease is the same as if you'd never smoked.

Keep that in mind the next time you need to make it through another day smoke free.

Visit anthem.com/ca for more ways to get healthy and stay healthy.



¹ American Lung Association website: *Most Smokers Make Multiple Quit Attempts Before They Quit Smoking for Good* (accessed June 2014); lung.org.

² Centers for Disease Control and Prevention website: *Nicotine Addiction* (accessed June 2014); cdc.gov.

³ U.S. National Library of Medicine, National Institutes of Health: *The acute effects of exercise on cigarette cravings, withdrawal symptoms, affect and smoking behaviour: a systematic review* (accessed June 2014); ncbi.nlm.nih.gov.

⁴ American Cancer Society website: *When smokers quit – what are the benefits over time?* (accessed June 2014); cancer.org.

⁵ Centers for Disease Control and Prevention website: *Double Your Chance of Success* (accessed June 2014); cdc.gov.

The information contained in this flier is provided for educational purposes only, and should not be interpreted as medical advice. Please consult your doctor for medical advice about changes that may affect your health and before taking any medications or beginning any lifestyle program. Some services may not be covered under your health plan. Please refer to your Group Certificate and Schedule of Benefits for details concerning benefits, procedures and exclusions.

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross and Anthem Blue Cross Life and Health Insurance Company are independent licensees of the Blue Cross Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association.