

Great American Smokeout®

Behavior Change

Thinking about quitting smoking?

Dear Program Coordinator:

Thank you for your continued interest in Independence Blue Cross's Wellness Partners® program and for your recent request for more information on the Great American Smokeout®.

Every year, smokers across the nation participate in the American Cancer Society's Great American Smokeout by smoking less or quitting for the day on the third Thursday of November. The event challenges people to stop using tobacco and raises awareness of the many effective ways to quit for good.

Research shows that smokers are most successful in kicking the habit when they have some means of support, such as nicotine replacement products, counseling, prescription medicine to reduce cravings, guidebooks, and the encouragement of friends and family members.

Our program, with your facilitation, involves pairing a smoker with a nonsmoking partner, or "buddy." The non-smoking buddy will support his or her partner throughout the day as he or she tries to remain smoke-free. Participants are encouraged to sign up in pairs to ensure that the smoker is comfortable and friendly with the person who will assist throughout the day.

The following is a list of tools to help facilitate this challenge:

- a program announcement, which can be used as an email, payroll stuffer, or newsletter article, encouraging participation
- a program flyer to be distributed and/or posted one week before the Great American Smokeout
- letters for both the smoker and non-smoker explaining the program; the letters are distributed the day before the Great American Smokeout
- ideas for incentive prizes for the smoker that are given to the nonsmoker, who will deliver these items to the smoker throughout the day
- resources for additional information
- congratulatory certificates for the smoker and nonsmoker
- the following handouts:
 - information about the effects after quitting
 - "Your Friend the Cigarette" poem
 - help for cravings and tough situations
 - follow-up information that can be used as an email, payroll stuffer, or newsletter article

Please contact Population Health & Wellness at 610-225-9561 with questions or for more information. Good luck, and thank you for your participation.

With healthy regards,
Population Health & Wellness

