

Great American Smokeout[®]

Behavior Change

Thinking about quitting smoking?

Dear Great American Smokeout[®] participant:

Congratulations on taking the first step toward quitting smoking. Your commitment to achieving good health is something you should be proud of.

The Great American Smokeout is an annual event, held each year on the third Thursday of November and sponsored by the American Cancer Society. More people quit smoking on this day than on any other day of the year.

Here are some reminders to help your “quit day” go a little more smoothly:

- Get rid of all cigarettes, lighters, ashtrays, etc.
- Keep active by walking, exercising, or doing other hobbies.
- Drink lots of water and 100% fruit juices.
- Attend a smoking cessation class, or follow a self-help plan.
- Avoid situations where the urge to smoke is strong.
- Reduce or avoid alcohol intake.
- Ask family and friends for help during the rough times.
- Buy yourself a treat. Do something to celebrate.

Within 20 minutes after your last cigarette, the body begins to repair itself. On the day you quit, your body will experience the following:

- After 20 minutes: Blood pressure drops to a level close to that before you had your last cigarette. The temperature of your hands and feet increases to normal.
- After 8 hours: Carbon monoxide level in the blood drops to normal.
- After 24 hours: Your chance of heart attack decreases.

Don't forget about Independence Blue Cross's Healthy LifestylesSM Smoking Cessation Program. If you kick the habit, you can get up to \$200 back when you complete your choice of a variety of proven smoking cessation programs. To enroll in the Healthy Lifestyles Smoking Cessation Program, call 1-800-ASK-BLUE (1-800-275-2583), or visit www.ibxpress.com.

Have a great day, and congratulations on taking this first step!

In good health,

Program Coordinator

