

LIVESMART

tobacco**FREE**:
how to stop tobacco...for good

Training Program & Presentation

April 2016

Live longer and healthier

20 minutes after quitting:

Your heart rate drops.

12 hours after quitting:

Carbon monoxide levels in your blood drop to normal.



Source: CDC Office on Smoking and Health,
National Center for Chronic Disease Prevention and Health Promotion

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Live longer and healthier
2 weeks to 3 months after quitting:
Your heart attack risk begins to drop.
Your lung function begins to improve.

1 to 9 months after quitting:
Your coughing and shortness of breath decrease.



Source: CDC Office on Smoking and Health,
National Center for Chronic Disease Prevention and Health Promotion

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Live longer and healthier

1 year after quitting:

Your added risk of coronary heart disease is half that of a smoker's.

5 - 15 years after quitting:

Your stroke risk is reduced to that of a nonsmoker.



"I haven't smoked a cigarette in over 6 months. I never thought I would get this far."

Source: CDC Office on Smoking and Health,
National Center for Chronic Disease Prevention and Health Promotion

Live longer and healthier

10 years after quitting:

Your lung cancer death rate is about half that of a smoker's.

Your risk of cancers of the mouth, throat, esophagus, bladder, kidney and pancreas decreases.



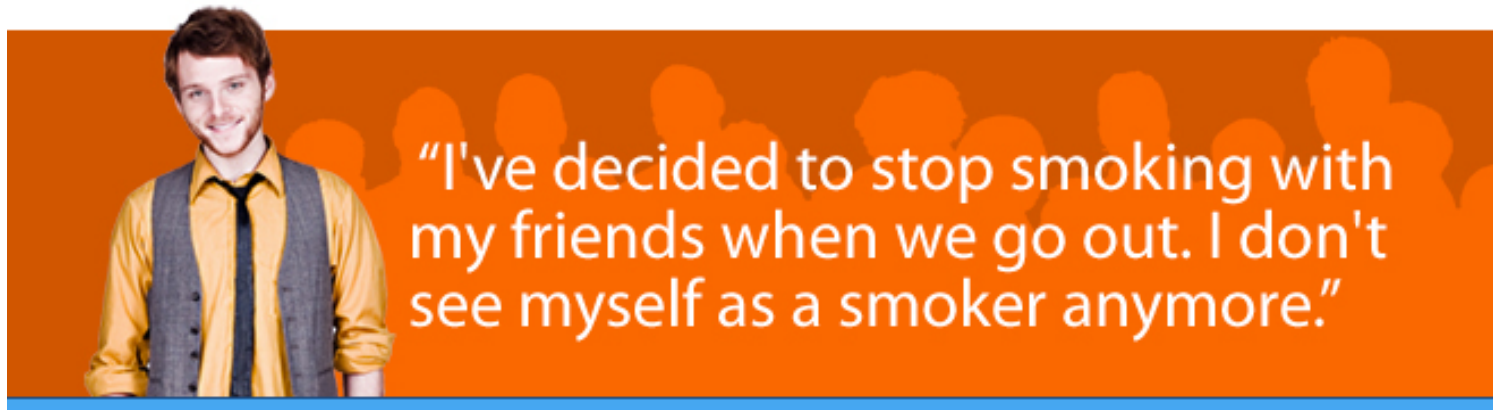
Source: CDC Office on Smoking and Health,
National Center for Chronic Disease Prevention and Health Promotion

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Live longer and healthier

15 years after quitting:
Your risk of coronary heart disease
is back to that of a nonsmoker's.



Source: CDC Office on Smoking and Health,
National Center for Chronic Disease Prevention and Health Promotion

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Tobacco Facts

Tobacco use is the leading preventable cause of premature death in the United States, accounting for 1 in every 5 deaths.

SOURCE: U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2015 Dec 11].

One More Reason...

O'Neal Industries' Tobacco Free Benefits

- Benefit available to all O'Neal Industries and affiliate companies that are enrolled in the O'Neal Steel Blue Cross Blue Shield of Alabama Health Plan
- Employees, spouses and children must be tobacco free for 12 months or complete a tobacco cessation program by March 31, 2016 to receive a 12.5% discount on Health Plan premiums in 2016.

Steps to quitting

1. Get ready.
2. Get support.
3. Learn new skills and behaviors.
4. Get medication, if recommended by your doctor, and use as prescribed.
5. Be prepared for cravings and withdrawal symptoms.

Steps to quitting

Step 1: Get Ready

- ◆ Join the tobacco**FREE** Challenge kickoff the week of April 11th at your workplace *times & location to be announced.
- ◆ Set a realistic day to become tobacco**FREE**.
- ◆ Get rid of all cigarettes, tobacco, and ashtrays at home, work, and in your car.
- ◆ Sign the tobacco**FREE** pledge to receive additional support from **LIVESMART**.

Steps to quitting

Step 1: Get Ready

- ◆ Keep a diary of when and why you use tobacco to help in identifying triggers.
- ◆ Pick up the tobacco**FREE** tip sheets.
- ◆ Tell friends and family you are quitting

HEALTHY TOP TEN

- 1 Check into **quit-smoking methods** with your health care provider's help.
- 2 Seek **encouragement** from someone who has quit successfully.
- 3 **Keep alternatives** on hand (sugarless gum, hard candies, a diversion activity).
- 4 Avoid spending **time** with smokers or where smoking is permitted.
- 5 **Pinpoint your triggers**, write them down and be ready to counteract.
- 6 Remind yourself about the **ugly** side of smoking on your body and on loved ones.
- 7 **Replace** a smoke break with a walk, a trek up and down stairs, or resistance exercises.
- 8 **Breathe deeply:** Focus on the fresh, clean air that's filling your lungs.
- 9 **Relax more** and manage stress by taking time for calming activities.
- 10 **Get busy:** Play a game, organize a closet or play with the kids.

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Steps to quitting

Step 2: Get Support

- ◆ Your chances of success increase if you have a support network
- ◆ Ask friends, family, and coworkers for their support in helping you quit – or join you in your efforts
- ◆ Find a quit buddy
- ◆ Ask others not to smoke around you or leave cigarettes/dip out in the open
- ◆ Talk to your family physician about tobacco's effects on the body, and ask for help in developing a plan to become tobacco**FREE**, and for dealing with withdrawal symptoms.

Steps to quitting

Options for Quit Programs:

- ◆ Blue Cross Blue Shield of Alabama – no charge
 - ◆ 1-888-768-7848
- ◆ State Quit lines (available for all employees & family members at no charge)
 - ◆ 1-800-Quit-Now or (800) 784-8669

Blue Cross Blue Shield of Alabama

HEALTH PLAN OPTION

Quit For Life[®] Program



BlueCross BlueShield of Alabama

Take the first step toward quitting today.

For more information, call **1-888-768-7848**.

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Blue Cross Blue Shield of Alabama

Call today to participate in a telephone-based tobacco cessation counseling program that helps individuals on the path to a tobacco-free life - at no charge to BCBS-AL plan members.

Counseling plus Nicotine Replacement Therapy

Includes 5 counseling sessions, self-help materials, and 12 months of unlimited inbound calls for individuals who currently use tobacco and are looking to quit and need additional support.

Nicotine Replacement Therapy includes the option of:

- **Nicotine patches**– up to 8 week supply
- **Gum** - up to 8 week supply, or
- **Lozenges** - up to 8 week supply

Online Tobacco Cessation Information Resources available at www.behealthy.com

(1) LifeStyle Improvement programs, located under Get Started and Health Tools on the www.behealthy.com home page. Smoking Cessation is one of the 7 topics offered.

(2) LifeStyle Solutions programs, located under Health Programs on the behealthy.com home page. Smoke Free is one of the 14 topics offered.

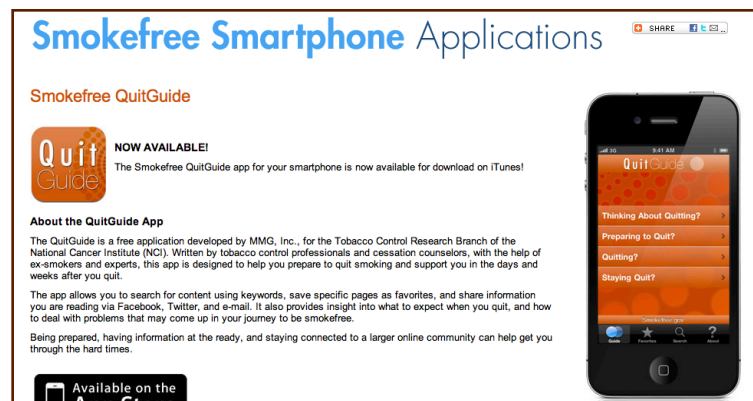
Note: To access the resources on www.behealthy.com, Blue Cross and Blue Shield of Alabama members must sign in with their own username and password. If members have not yet registered, you can click the 'Register Now' button to get started.

Quit lines plus Web, Text & App

1-800-Quit-Now



The banner features the website URL **smokefree.gov** on the left and a search bar on the right. Below this is a photograph of six diverse people of various ages and ethnicities. Overlaid on the photo is the text **Quit Smoking TODAY!** in large blue and orange letters, with **we can help** in smaller blue text below it.



Smokefree Smartphone Applications SHARE

Smokefree QuitGuide

Quit Guide **NOW AVAILABLE!**
The Smokefree QuitGuide app for your smartphone is now available for download on iTunes!

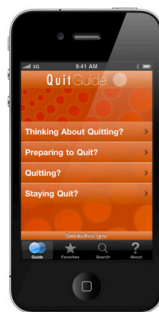
About the QuitGuide App

The QuitGuide is a free application developed by MMG, Inc., for the Tobacco Control Research Branch of the National Cancer Institute (NCI). Written by tobacco control professionals and cessation counselors, with the help of ex-smokers and experts, this app is designed to help you prepare to quit smoking and support you in the days and weeks after you quit.

The app allows you to search for content using keywords, save specific pages as favorites, and share information you are reading via Facebook, Twitter, and e-mail. It also provides insight into what to expect when you quit, and how to deal with problems that may come up in your journey to be smokefree.

Being prepared, having information at the ready, and staying connected to a larger online community can help get you through the hard times.

Available on the **App Store**



Quit Smoking TODAY!
we can help

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Steps to quitting

Step 3: Learn New Skills & Behaviors

Distract yourself from urges to smoke:

- ◆ Talk to someone.
- ◆ Go for a walk.
- ◆ Get busy with a task.
- ◆ Go somewhere you're not allowed to smoke.
- ◆ Take a different route to work.

Additional Tips:

- ◆ Drink tea instead of coffee.
- ◆ Eat breakfast in a different place.
- ◆ Reduce stress – take a hot bath, exercise, or read a book.
- ◆ Plan something enjoyable to do every day.
- ◆ Drink a lot of water and other fluids.

Steps to quitting

Step 4: Get Medication

Your family physician may recommend one of these to help you quit:

- ◆ Bupropion SR (Zyban)
- ◆ Chantix (Varenicline)
- ◆ Nicotine gum
- ◆ Nicotine inhaler
- ◆ Nicotine nasal spray
- ◆ Nicotine patch

Cessation Aids

Medication	Availability	Use	Quit Rate
Bupropion SR (Wellbutrin®, Zyban®)	Prescription	1- 2 weeks before quit date up to 6 months	36%
Chantix (Varenicline®)	Prescription	1 week before quit date for 12-24 weeks	44%
Nicotine replacement therapy			
Nicotine gum (Nicorette®)	Over the counter	Used up to 12 weeks after quit date	24%
Nicotine inhaler (Nicotrol®)	Prescription	Used up to 6 months after quit date	23%
Nicotine nasal spray (Nicotrol®)	Prescription	Used up to 6 months after quit date	31%
Nicotine patch (Nicoderm®, Habitrol®, Prostep®, Nicotrol®)	Over the counter, prescription	Used up to 8 weeks after quit date	17%

Steps to quitting

Step 5: Avoid Relapse

- ◆ Most relapses occur within the first three months.
- ◆ Avoid drinking alcohol – drinking lowers your chances of success.
- ◆ Avoid being around other smokers – may trigger you to smoke.

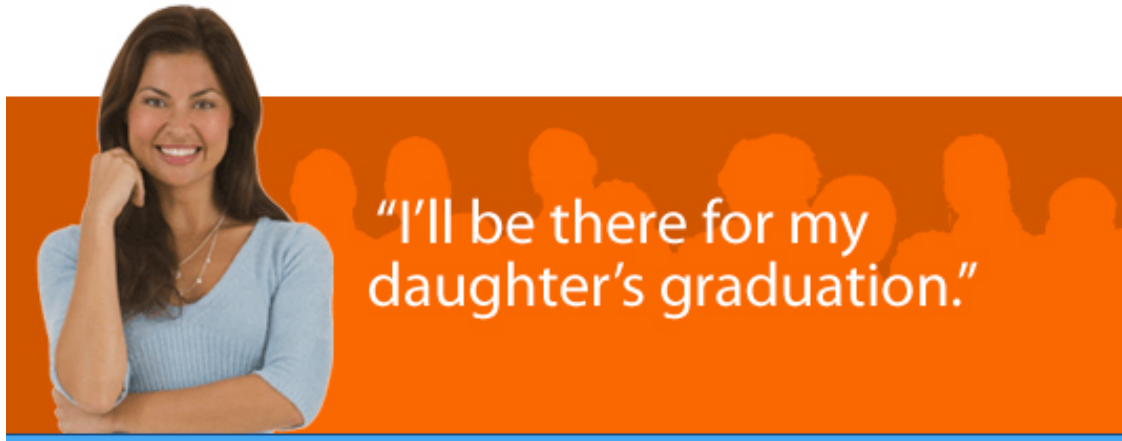
Tips:

- Eat a healthy diet, as you can expect a small amount of weight gain during cessation (usually less than 10 pounds).
- Stay active.
- Look for ways to improve your mood other than smoking.

Will it work?

Successful quitters are

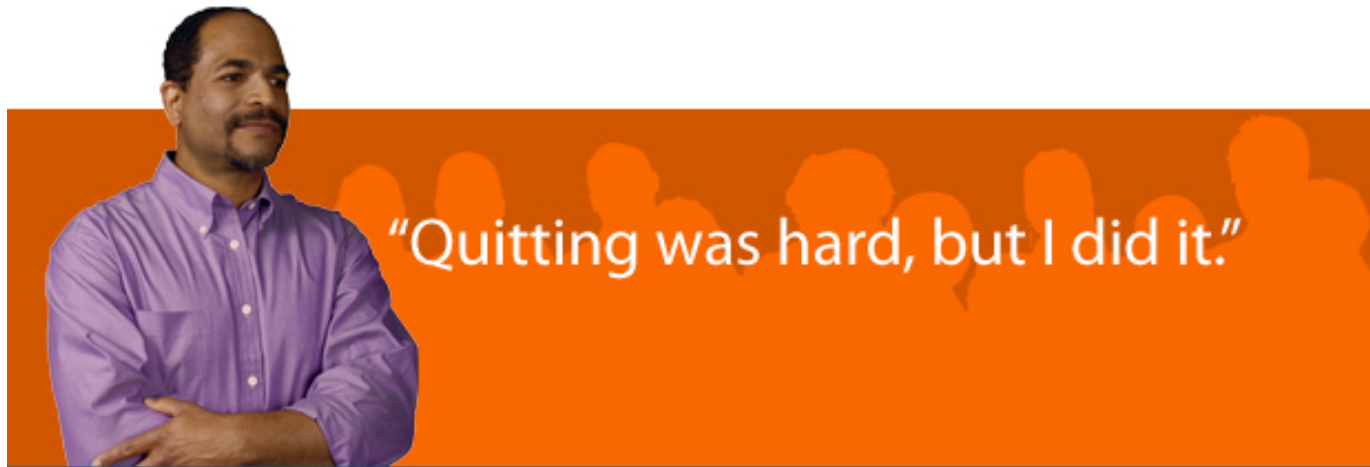
- ✓ Ready to change.
- ✓ Motivated to quit.



Managing withdrawal

Symptoms of Withdrawal:

- ◆ Most intense during the first three to seven days
- ◆ May continue for several weeks but will get less severe
- ◆ Triggers or cues associated with smoking can cause cravings



Managing withdrawal

Tips for Managing withdrawal:

- ◆ Exercise.
- ◆ Reduce or avoid caffeine or other stimulants.
- ◆ Relax before going to bed.
- ◆ Make your bedroom quiet.
- ◆ Keep a bedtime routine.
- ◆ Drink plenty of water.
- ◆ Use cough drops to relieve throat irritation.

Managing withdrawal

If you're having trouble concentrating:

- ◆ Adjust your schedule to a lighter workload.
- ◆ Lower your expectations on the amount of work you can do.
- ◆ Understand the amount of energy and time it takes to stop smoking.

Managing withdrawal

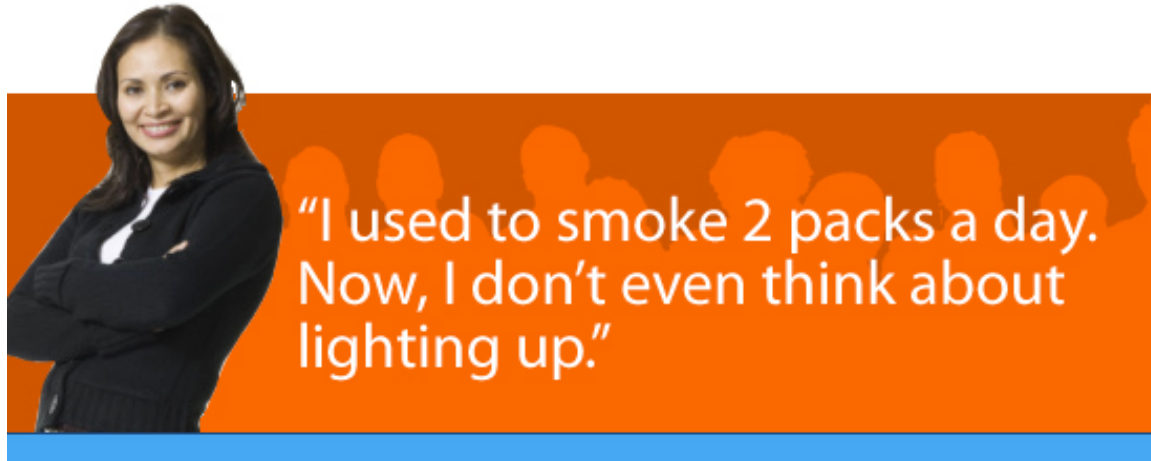
If your appetite has increased

- ◆ Eat healthy snacks.
- ◆ Don't delay regular meals.
- ◆ Drink more water.
- ◆ Exercise regularly.

Managing withdrawal

If you crave a cigarette or dip

- ◆ Wait out the craving (usually less than five minutes).
- ◆ Try deep breathing.
- ◆ Use distractions.
- ◆ Call someone in your support network.
- ◆ Chew gum.
- ◆ Brush your teeth.



Renew your dedication

Reward yourself for resisting urges to smoke.

Review your reasons for stopping.

Remind yourself often how well you're doing.

We will too...

By quitting tobacco, your **LIVESMART** Club status can improve, paying you more money – plus your health plan premium may be reduced!

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You can do it!

Tobacco addiction is a chronic disease – seek advice, support, and care from your family physician to increase your chance of success.

Quitting tobacco can reduce illness, prevent death, and increase your quality of life.

Quitting can be difficult – remember to ask for help.
You can do it!

For More Information

by phone:

(888) 501.1252

by fax:

(205) 978.3760

by e-mail:

livesmart@onealind.com

by mail:

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