



.....▶ **YOU
CAN
QUIT
TOBACCO**



QuitNow-NH

1-800-QUIT-NOW (1-800-784-8669)

or text “Start My Quit” to 36072


- Free one-on-one support
- Advice about taking quit-tobacco medicines
- Spanish available by calling **1-800-8-DÉJALO (1-800-833-5256)**

At **QuitNow-NH**, a friendly staff person talks to you and offers free self-help materials, a list of other quit-tobacco programs in your area, and one-on-one private counseling over the phone. You may be eligible for free nicotine replacement patches, if available. You can choose the services you want at the times that are best for you.

You *can* quit tobacco!▶

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.....► *You can quit tobacco!*

A smiling Black man with short hair, wearing a white t-shirt and a black apron, stands behind a bar counter. He has his hands on his hips. The background shows a bar with shelves of glasses and bottles.

You are reading this because you are thinking about quitting tobacco. You may be nervous, worried that you will fail, or unable to see how you will get through a day without tobacco. These are normal feelings—even tobacco users who quit have them!

You can do it!

Quitting tobacco* can be hard, but there are ways to make it easier. Using medicines or counseling support can help you quit. In fact, using support and medicines together can make you *more than twice as likely* to quit for good!

You have many people on your side, ready to help you quit. You can get free help through QuitNow-NH at **1-800-QUIT-NOW** (1-800-784-8669) or visit **QuitNowNH.org**. You can talk with your doctor about quitting. There are many medicines to help you quit. And do not forget one of the biggest support groups ready to see you through quitting tobacco—your family, friends, and co-workers.

Quitting is not the same journey for everyone. There is no “fail.” Each time you quit you learn something that worked and something that did not work.

YOU CAN QUIT, TOO.

*The U.S. Food and Drug Administration (FDA) has ruled that cigarettes, e-cigarettes, cigars, hookah, and pipe tobacco are all tobacco products.

.....▶ Reasons to Quit

- **Health**
- **Family and friends**
- **Money**



Reasons to Quit

You have your own reasons for wanting to quit tobacco. Personal reasons for wanting to quit are the most important reasons and will help you quit for good.

People often wonder if quitting tobacco really makes a difference. It does. Here are some reasons why:

► **Quitting now is the single best thing you can do for your health.**

Tobacco users are more likely to die earlier than non-tobacco users. A 35-year-old tobacco user is twice as likely to die before reaching the age of 65.

Tobacco can affect the way you live your life and can get in the way of who you want to be.

Tobacco dependence is really your brain's addiction to nicotine. But it is not the nicotine that causes tobacco-related diseases.

- The burning process creates tar and thousands of chemicals, which stick to your artery walls. High blood pressure, heart disease and stroke can result.
- Chemicals mutate cells over time, a primary cause of cancer in the mouth, throat, lungs bladder and kidneys.
- Your blood's oxygen decreases, which can hurt a woman's ability to have a healthy baby or to get pregnant. Miscarriage, stillbirth, infant death, low birth weight, and Sudden Infant Death Syndrome (SIDS) are linked with women who smoke during pregnancy.
- Wound healing is interrupted without proper blood flow to the area and some surgeons will not operate until a person is six weeks smoke-free.
- Smoking can cause impotence in men because of decreased blood flow.



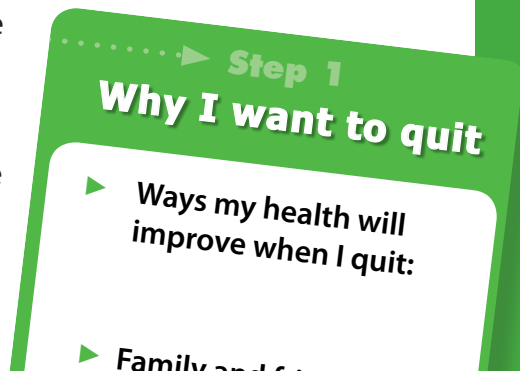
Vape liquids are currently not regulated by the US Food and Drug Administration, meaning that the vape product labels may not be accurate for what you are inhaling.

But quitting tobacco now can reverse much of the damage. Your body will begin healing within 15 minutes of quitting! Every minute after you quit, your body is working to 'clean out' your veins, arteries, lungs and repair damaged tissue.

► **Your family and friends will be glad you quit.**

Your tobacco use affects the people you care about. When you quit tobacco, you will have more energy to do things with your family and friends. You will increase your chances of living longer to be an active part of their lives.

Quitting can also make the people you care about healthier. Secondhand smoke from your lit cigarette can hurt the people around you. Children who breathe secondhand smoke have more asthma attacks and ear infections.



- A pack of cigarettes at \$7.73 per day equals \$54.11 a week. That's \$2,812.72 a year!
- A tin of chew at \$6.80 per day equals \$47.60 per week. That's \$2,478.20 a year!
- Vape or e-cigarette costs can vary depending on the device you use. Some vapes have an initial cost (range from \$15 to \$100) while others are disposable. Weekly costs vary based on the devices. On average, they can cost \$42 to \$180 a month. That is approximately \$504 to \$2160 a year!



► Quitting tobacco saves money.

Tobacco costs a lot. In the long term, health problems from tobacco use can cost you money in time missed at work, doctors visits, and long-term care. In the short term, purchasing tobacco products adds up!

\$2,813
savings per year



.....▶ Make a Quit Plan

- Pick a quit date
- Use your experience
- Know your triggers
- Plan for cravings
- Be ready for challenges



Make a Quit Plan

Use this section to fill out your Quit Plan, which you can find in the back of this booklet.

► 1. Pick a date to quit tobacco: *your quit date.*

This is the day you will quit tobacco completely. A date two-to-four weeks away from today will work well. Write this date in your Quit Plan.

► 2. Use your past experience.

Some people quit on their first try, while it takes other people many tries to quit tobacco for good. Take a few minutes to think about what happened in the past when you tried to quit.

- What helped you quit?
- What made you start using tobacco again?
- What could you do this time to make sure you do not start using tobacco again?
- Write down your answers in your Quit Plan.

► 3. Know your triggers.

Triggers are certain times, places, people, or feelings that make you want to use tobacco. You can plan to deal with your triggers if you know what they are. Watch for these common triggers and think about how to deal with them:

- **The first cigarette in the morning:** Try a new morning routine. Take a shower first thing, brush your teeth, or have breakfast in a new place. Doing something different will help you get out of the routine of that first cigarette.

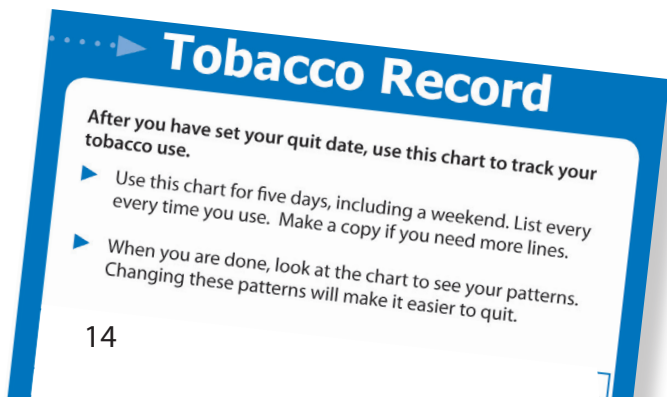


- **The time after a meal:** Have a mint or a cup of tea. Get up from the table. If you are with friends, get them to take a walk with you.
- **Driving:** Take tobacco out of your car. Clean it out to get rid of the smell of cigarettes or vapes. Throw out the spit bottle. Keep healthy snacks, cinnamon candy, or sugar-free gum in the car.
- **Drinking alcohol:** Alcohol can make you relax and give in to the idea of smoking, vaping or chewing. Try not to drink alcohol for the first few weeks you are quitting. If you decide to drink, try having a soda or juice at least half the time. And if you go to a bar, go with friends who know you are trying to quit and will help you stick to it!
- **Using other drugs:** Other drugs can have the same effect as alcohol.
- **Boredom or killing time:** Think about the times when you are bored and use tobacco. What can you do to beat the boredom? If you are inside, go outside. Run an errand. Clean a room. Call a friend. Carry something with you for times when you will be waiting — such as a cell phone, book, or some word/number puzzles.

- **Coffee breaks:** Avoid areas where people are smoking. Try to use a different exit if you go outside. Take a cell phone out with you and call a friend. Take some water or gum with you on your break. Ask a non-smoker to take a break with you.
- **Stress:** Feelings of stress are a major trigger for most people. For tips on dealing with stress, see **page 19**.

Fill out your Tobacco Record Card included with this booklet. Tracking *when* you use tobacco, *what* you are doing, and *who* you are with, will help you understand (and beat!) your triggers.

What are your triggers? How will you beat them? Write down your answers in your Quit Plan included with this booklet.



► 4. Plan for cravings and other withdrawal symptoms.

Tobacco use is an addiction—your body depends on nicotine, a drug in tobacco products.

When you stop tobacco, your body reacts to the fact that the nicotine is gone. This is called *withdrawal*, and it can make you feel sick or nervous. These feelings are strongest for the first three or four weeks after you quit.

Even if you have had withdrawal symptoms when you have tried to quit before, this time may be different. A lot depends on how you prepare your mind and take care of your body.

You can take medicines to help you with these symptoms. Get the medicine before your quit date and learn how to use it the right way. For information about these medicines, see **page 27**.



Cravings are a common withdrawal symptom. A *craving* is the feeling that you need tobacco. Most cravings last for just a few minutes. Ride a craving like a wave, and you will get through to the other side. Each time you make it through a craving, you will feel stronger. Practice the four Ds (see box on **page 18**).

Coughing will last only a few days. Your body is clearing out mucous left over from smoking. Use cough drops, hard candies, and drink water or juice to help.

Headaches or feeling lightheaded can occur for a week or so because you are getting more oxygen in your body.

Tiredness, trouble sleeping, and lack of focus can last for two to four weeks as your body adjusts to not using tobacco. Try exercise, hot showers, less caffeine, and taking time to relax.

Feeling irritable and emotional can be caused by your body's craving for nicotine. Talk to a friend or call **1-800-QUIT-NOW** to talk with a counselor. Cut down on caffeine.

Stomach pain, gas, and constipation are rare, but can happen. Your digestion slows down a bit while your body adjusts to the lack of nicotine.

- Drink water and make sure to exercise.
- Eat fruit, vegetables, and whole grains.
- This should go away in one or two weeks.



Practice the Four Ds to help you get through a craving:

Delay: Wait out the urge to use tobacco. It will pass in a few minutes.

Deep breathing: Breathe in slowly and as deeply as you can, then breathe out slowly. Repeat this five times.

Drink water: Sip the water slowly and hold it in your mouth a little while.

Distract: Talk to a friend, focus on the task you are doing, get up and move around. Do something that takes your mind off tobacco for a few minutes.

- How will you deal with withdrawal symptoms? Write your answer in the Quit Plan.



► 5. Be ready for challenges.

If you think now about what might make you want to use tobacco when you quit, you will be better able to resist. Stress, negative thoughts, and being around other smokers may be challenges.

- **Stress**

For many people, tobacco is a way to handle stress. When you quit tobacco, you need to find new ways to deal with stress. Here are some ways to keep your stress level down. Start using them now, so that you are less stressed out when you quit.

- Talk to someone about what is bothering you.
- Plan your day. Give yourself extra time so that you do not feel like you are always running behind.
- Be active! Take a walk, run an errand, stretch, visit a friend, work out at the gym, or play ball with the kids. Work off stress by doing something you enjoy.



- Do something different that gets you away from what makes you feel stressed. It may give you a new outlook.
- Relax. Sitting still and taking long, deep breaths for a minute or two can help. Try a yoga class or get a relaxation or meditation guide.
- Stress management courses can give you tools to cope. Your community health center or health plan may offer classes.
- Get enough sleep. The average adult needs seven to eight hours of sleep each night.



- **Negative thoughts**

It is normal to feel discouraged, but do not give in to your doubts! You *can* quit tobacco. Try talking back to your negative thoughts. Here are some examples:

Negative thought	How to talk back
If I had a cigarette, I would feel better.	This feeling will pass. I am getting healthier every day.
Everyone else is smoking.	I do not smoke! And more than 85% of adults in New Hampshire do not smoke either.
I am still young. I could dip for a while.	My family needs me, and I will be healthier and able to do more when I quit.
Why am I putting myself through trying to quit?	I can handle this, and soon these feelings will be replaced with better ones.

Write down your own discouraging thoughts and practice making a positive response. You can talk back to your doubts!

- **Being around other tobacco users**

When people who use tobacco are part of your everyday life, you have an added challenge. Think now about how you will manage being with them, so that they will not feel defensive and you will not be tempted to smoke.

- Ask smokers not to offer you cigarettes or leave packs lying around.
- Ask them not to tease you or say that you will fail.
- Do not hang around while people are using tobacco.
- Ask smokers you live with to quit with you or to smoke outside your home.
- Remind yourself of your main reason for quitting.

While not every tobacco user will want to help you, keep in mind that most are trying to quit or want to quit, too.

What challenges do you think you will face?

How will you handle them?

Write your answers in the Quit Plan.

Quit Plan

1. Quit date

Your quit date is the day you will quit tobacco completely.

My quit date is:

2. Use your experience

Each time you try to quit brings you closer to quitting for good. Think about the times you have tried to quit in the past.

- ▶ What helped you quit?
- ▶ What caused you to start again?
- ▶ What could you do this time to keep from using tobacco?

3. Know your triggers

Think about what you are doing and where you are when you use tobacco. What triggers you to use tobacco? Write your plan for dealing with these triggers.

.....▶ Set Your Plan in Motion



- **Line up support**
- **Decide on medicine**
- **Cut down to get ready**
- **Make your world tobacco-free**

Set Your Plan in Motion

► Line up your support.

Support from family, friends, and co-workers makes it easier to quit tobacco. These people are around you a lot, so getting them to help you will pay off!

You can also get support from someone who is trained to help people quit tobacco. Using counseling support doubles your chances of quitting for good. Using counseling and medicine together *more than doubles* your chances of quitting for good!

- Think about which family, friends, and co-workers you want to tell about your plans to quit tobacco—and then tell them. Who will give you support and be positive? Think about how they can help you: Do you want them to call you? Go for walks with you? Send you email messages to keep your spirits up? If you would rather they did not make a big deal about it, tell them that, too.



- Let your health care provider know you are quitting, and ask for their advice.
- Contact your insurance plan to learn what types of medicine and counseling they cover to help you quit.
- If you are thinking about using counseling support, sign up now. Free one-on-one support is available over the phone at **1-800-QUIT-NOW** or enroll at **QuitNowNH.org** for phone, online, or email support. You can set up times for a quit counselor to call you during your first few weeks of quitting.

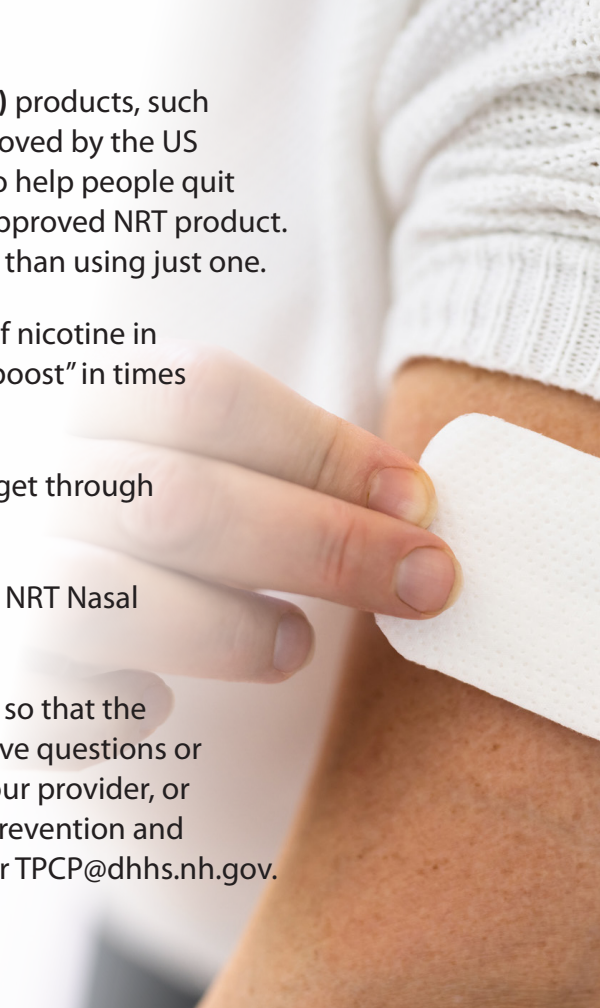
Did you know? When you enroll with QuitNow-NH you can sign up for motivation text messages that will help you stay on track during your quitting journey. Once you enroll and get your first message you can text these keywords at any time to get even more support: CRAVE, MOOD, SLIP, ALCOHOL, STRESSED, and BORED.

► Decide on medicine.

You do not have to use medicine to quit tobacco, but it makes quitting easier.

Correct doses of cessation medication are very important. If you have tried a medicine before without success, ask about combining a long-acting (patch) medication with short-acting (gum or lozenge) medication. Use the medicine exactly as the instructions say. Ask your pharmacist or doctor to answer any questions or explain how to take it.

Using medicine helps with your withdrawal symptoms. Tobacco cessation counseling combined with medicine makes it twice as likely you will quit for good! Ask your insurance company if it will pay the cost of the medicine or just enroll in QuitNow-NH and receive free counseling and medications.

A close-up photograph of a person's arm wearing a white, textured sweater. A hand is shown peeling a white, rectangular nicotine patch from its packaging and applying it to the skin on the forearm. The patch has a slightly irregular, torn edge.

Nicotine Replacement Therapy (NRT) products, such as **Patch, Gum, and Lozenge** are approved by the US Food and Drug Administration (FDA) to help people quit tobacco. E-cigarettes are not an FDA-approved NRT product. Combining NRT products works better than using just one.

- The Patch keeps a sustained level of nicotine in your system, but you may need a “boost” in times of stress or when triggers happen.
- The Lozenge or Gum will help you get through the stress or trigger times.

Prescription medications include the NRT Nasal Spray and Inhaler.

Read and follow all package directions so that the medicines will work correctly. If you have questions or concerns talk to the pharmacist, call your provider, or contact the New Hampshire Tobacco Prevention and Cessation Program at (603) 271-6891 or TPCP@dhhs.nh.gov.

If your insurance does not pay for NRT, look for coupons, sales, or store-brand versions, which often cost less.

- **Zyban®** is also known as Wellbutrin SR®. It is a pill that can help with cravings and other withdrawal symptoms. It is not addictive. You start taking it about one week before you quit tobacco, getting your body ready for the changes to come. Your doctor must prescribe it.
- **Chantix®** is a pill that helps with cravings and other withdrawal symptoms. It also blocks the part of the brain that gives tobacco its kick. It is not addictive. You start taking this pill at least one week before quitting tobacco. Your doctor must prescribe it.

If you do not feel well while using any medicine, call your doctor or talk with a pharmacist right away. As with all medicines, there may be side effects.

► Behavioral Health Considerations

Quitting is especially helpful if you are taking medications for anxiety, depression or other mental health conditions. Nicotine interferes with absorption of medicines. Quitting may allow you to reduce the number or amount of your medications.

Quitting nicotine at the same time as quitting alcohol or substances increases the likelihood of maintaining abstinence. Quitting medications are effective, especially when a long-term medication (patch) is paired with a short-term (gum/lozenge).

www.ncbi.nlm.nih.gov/pmc/articles/PMC4373726/



► Health Equity

Health equity means that all people have a fair and just opportunity to be as healthy as possible.

The tobacco industry uses tailored marketing and advertising to target some groups and communities with their products, which has resulted in worse health impacts for certain groups. QuitNow-NH provides services to all, regardless of race, ethnicity, gender or sexual orientation.

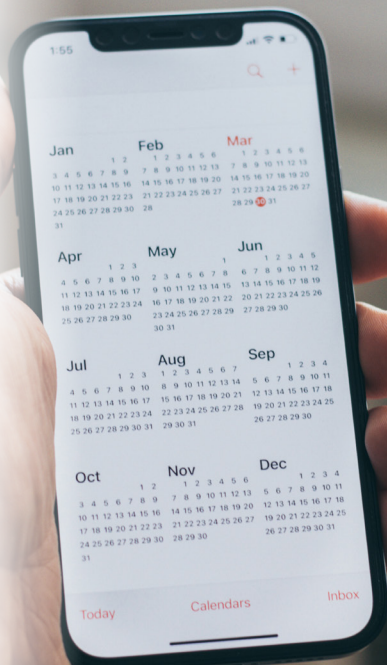


► Cut down to get ready.

If you smoke more than 10 to 12 cigarettes each day, you may find it helpful to cut down on the number you smoke before you quit for good. Use these steps to cut down before you quit:

- Set a quit date that is two to four weeks away.
- Over the next two weeks, slowly cut down on the number of cigarettes you smoke each day.
- When you reach less than 10 cigarettes per day, you are ready to quit for good.

Remember, cutting down on any tobacco product makes it easier to quit, but it is not a proven way to quit by itself. Use cutting down as a way to get ready to quit.



► **Make your world tobacco-free.**

- Remove tobacco products from your home, car, and purse or bags.
- In the week or two before you quit, avoid tobacco in places where you spend a lot of time, like your home or car.
- Make plans to go to places you enjoy that do not allow tobacco—restaurants, cafés, ballparks, movie theaters, etc.
- Stock up on healthy snacks.
- Put the *Why I Want to Quit* wallet card in your wallet, and look at it often.



Your Journey to Be► Tobacco-Free!



- **Worried about weight gain**
- **What to do if you slip**
- **What to do if you relapse**

Your Journey to Be Tobacco-Free!

On your quit date, put your plan into action.

You have your reasons for quitting. You made a quit plan. You know how you will deal with triggers, withdrawal symptoms, and challenges. You lined up your support. You have the medication you will use.

You are ready. You can do this.

Congratulations...You are about to be tobacco-free!

► Worried about weight gain?

Many people who have recently quit worry about gaining weight. Not everyone gains weight when they quit tobacco. For people who do, the average weight gain is 5–10 pounds. But even if you gain weight, you can lose it after a couple of months.

People gain weight when they quit tobacco because tobacco products burn calories more quickly and cover up the feeling of hunger. When you quit, your body gets back to normal and you feel the hunger that tobacco covered up. Also, your mind can confuse nicotine cravings with hunger, making you want to eat too much.

To keep your weight down after you quit, there are two proven things you can do: be active and eat healthy foods.



Simple ways to be active:

- Get moving. Small things add up! Take the stairs. Sweep the floor. Play ball with the kids.
- Take a 15- to 30-minute walk every day, maybe on your lunch hour or right before work.
- Get back to a sport you used to enjoy.
- Try a new class such as yoga or dance.
- Exercise at home with a Youtube video.
- Get a friend to try something new with you—a class at the YMCA, a walk in the woods, biking, hiking, kayaking, skiing, or any other activity you may enjoy.
- Volunteer! There are many ways to help your community and meet new people while being active. This could include gardening, building and repairing homes, coaching children, or giving walking tours.

Simple ways to eat better:

- Eat six smaller meals and snacks throughout the day.
- Watch the size of your portions. A single serving of meat is three ounces—the size of a deck of cards.
- Drink a glass of water when you want to eat something.
- Stay busy so you are not thinking about food.
- Keep low-fat, low-calorie foods on hand. Get rid of high-calorie snacks—if you do not have them, you cannot eat them!
- Eat less red meat, cheese and processed foods. Replace them with fresh fruits, vegetables, and whole grains.
- Brush your teeth after eating—you will be less tempted to eat if your mouth feels fresh and clean.
- If you are inspired, try a cooking class that features healthy recipes!



Try making some changes in your diet and everyday activities before your quit date. Keep to these new healthy habits after you have quit.

► **What to do if you slip:**

A *slip* is when you use tobacco after you have quit. It probably will not happen to you, but it happens to some people.

If you have used tobacco, do not give up! You are not the only one who has ever done this, and it does not mean you have failed. Just do not use again and keep moving forward with your plan to quit.

Learn from what happened. How you can prevent it from happening again? Look at your reasons to quit. Review your quit plan. Talk to a friend or counselor. Remember that you *can* quit!

When you quit, you became tobacco-free. Do not use tobacco at all! Using even once can make you more likely to start again.

► **What to do if you relapse:**

If you have gone back to tobacco, do not give up. You can try again, and each time you try, you are more likely to quit for good.

Take some time to think about what happened. Why did you start tobacco again? What was going on when you picked it up? What could you do differently next time?

Look at your quit plan and make changes. Then pick a new quit date and try again. Your friends, healthcare providers, and the counselors at QuitNow-NH will keep supporting you for as many tries as it takes.

You have learned from your experience, you have a new plan, and you are closer than ever to quitting tobacco for good!

YOU CAN DO IT!

Step 2 ◀.....▶

▶ **Drink water**

Sip the water slowly and hold it in your mouth a little while.

▶ **Distract**

Talk to a friend, focus on the task you are doing, get up and move around. Do something that takes your mind off using tobacco for a few minutes.

Step 1 ▶.....▶

▶ Amount of money I will save on tobacco each year:

▶ What I will do with the money I save:

Step 4 ▶.....▶

▶ What I like best about being tobacco-free:

Step 3 ▶.....▶

▶ Your health insurance plan may cover medicines and/or counseling to help you quit tobacco.

▶ Call the number on your insurance card to ask what is included in your plan.

▶ www.QuitNowNH.org has information about medicines, counseling, and insurance.

Call 1-800-QUIT-NOW or text
“Start My Quit” to 36072

Free, confidential help to quit tobacco (vaping, smoking or chewing). Text service available for those 18-24 years old.



Why I want to quit

- ▶ Ways my health will improve when I quit:

- ▶ Family and friends I am quitting for:

(CONTINUED ON BACK)▶

Four Ds

Practice the Four Ds to help you get through a craving:

▶ **Delay**

Wait out the urge to use tobacco. It will pass in a few minutes.

▶ **Deep breathing**

Breathe in slowly and as deeply as you can, then breathe out slowly. Repeat this five times.

(CONTINUED ON BACK)▶

Resources

▶ **QuitNow-NH**

1-800-QUIT-NOW
(1-800-784-8669)

Spanish: 1-800-8-DEJALO
(1-800-833-5256)

TTY: 1-800-833-1477

www.QuitNowNH.org

You know you want to quit tobacco. When you are ready to quit, we are here.

You *can* quit tobacco!

Milestones

▶ **Quit date:**

I've been tobacco-free for:

- ☐ 1 day
- ☐ 3 days
- ☐ 1 week
- ☐ 1 month
- ☐ 3 months
- ☐ 6 months
- ☐ 1 year

CONGRATULATIONS!



1-800-QUIT-NOW
QuitNowNH.org

