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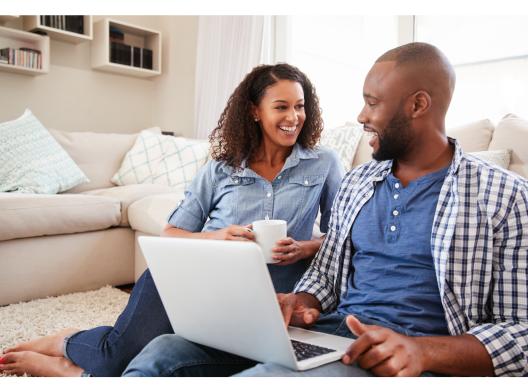
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INTRODUCTION

Quitting tobacco is one of the most difficult challenges you will face. It's also one of the most rewarding. In this moment, the road ahead may seem impossible but remember that many others have been where you are today and have succeeded. In fact, there are more former smokers in Florida today than current smokers. You can join them!

This booklet is designed to guide you toward success and help you achieve your goal of a healthier, longer and tobacco free life. Here you will find resources to support you, tips that are proven to increase your chances of quitting, and places for you to write your personal experiences and track your progress.

Let's get started.







QUIT YOUR WAY

Quitting tobacco isn't easy. Finding help should be.
Tobacco Free Florida offers free tools and services to help you get started.
Just pick the one that's right for you and get the support you need.



PHONE QUIT

1-877-U-CAN-NOW 1-877-822-6669 TTY/TDD 1-877-777-6534

TALK TO A QUIT COACH® TODAY TO BEGIN YOUR JOURNEY TO BE TOBACCO FREE.

Call Tobacco Free Florida at 1-877-U-CAN-NOW (1-877-822-6669) to speak with a trained Quit Coach® who will help you assess your addiction and help you create a personalized quit plan. You'll have access to a Quit Coach® 24/7, and you'll receive three free personal coaching sessions, scheduled at a time that works best for you. You'll be eligible to receive a FREE 2-week starter kit of nicotine patches, or gum, if medically appropriate and 18 years of age or older.



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WEB QUIT

tobaccofreeflorida.com/ quityourway

FOR THE DO-IT-YOURSELFERS THERE'S WEB QUIT, AN ONLINE RESOURCE THAT GIVES YOU ACCESS TO TOOLS, TIPS AND SUPPORT TO HELP YOU OUIT TOBACCO.

Many people prefer to quit on their own, but they're looking for a bit more help and guidance to quit smoking. Tobacco Free Florida has an online program called Web Quit that has proven to work for many people. This free online program helps you create a personalized web-based quit plan that you follow at your own pace and in private. You'll have access to Web Quit, where you'll find 2 weeks nicotine patches or gum, a progress tracker and blogs where you can share your story. You'll be eligible to receive a FREE 2-week starter kit of nicotine patches, or gum, if medically appropriate and 18 years of age or older.



MORE QUIT TOOLS

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BUT WAIT, THERE ARE MORE WAYS TO QUIT! HERE ARE SOME QUIT TOOLS TO HELP YOU GET STARTED.

You can still access FREE tools to get you started. Choose one. Choose two. Choose as many as you need. Or use them in addition to our Phone, Group and Web services. Receive a 2-week starter kit of free nicotine patches or gum, if medically appropriate and 18 years of age or older, texting support, a quit guide, or helpful emails.





SET A QUIT DATE

Every success story has a beginning. Setting your quit date marks the start of your journey.

Pick a date approximately two to four weeks away. Maybe it's a special date, like your birthday, or maybe it's just a random Tuesday. Be sure to avoid holidays or other occasions that will be hard for you. Most importantly, don't pick tomorrow as your quit date. There are things you need to do to prepare.

Once you've picked your date, write it everywhere. Put it on your bathroom mirror, your calendar, your phone, your computer, or any other places that will serve as a daily reminder.

MY QUIT DATE IS:





TELL YOUR FRIENDS AND FAMILY

Quitting tobacco can be easier with support of your friends, family and co-workers. When you make the decision to quit, make them a part of your journey by telling them about your plan. Be honest. Tell them it might take you a couple tries and that you don't expect an easy road. All you are asking for is their support.

This can be one of the most important steps you take in quitting. At times, quitting smoking can feel lonely and isolating. Sharing the experience with people around you will give you a support system during the most difficult moments in your journey.

If your friends, family or co-workers smoke, politely ask them not to smoke around you. It will help you to be successful by staying away from other people who are smoking, until strong urges to smoke fade. You may find someone that you care about wants to quit with you.

Write down the people you plan to tell. Then check them off as you tell them. Be sure to check off as many people as possible before your quit date.

For additional support and information, join our online community on Facebook and follow us on Instagram.



TobaccoFreeFlorida



@TobaccoFreeFlorida



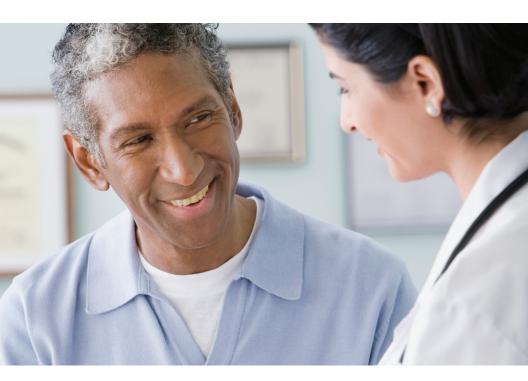


TALK TO YOUR DOCTOR

Working with a healthcare provider can increase your chances of quitting smoking for good compared to trying to quit on your own. Schedule a check-up with your physician or dentist and explain that you are ready to quit.

Give your healthcare provider details about why you're quitting, how many times you've attempted to quit before, and how you're preparing to be successful. You can also ask them any questions you have about quitting. It might be helpful to write down what you want to ask on a piece of paper that you bring to your appointment. Not only will they be thrilled to hear it, they will have resources to help you along the way.

Any healthcare provider you trust (whether they are a physician, dentist, medical assistant, physician assistant, nurse, dental assistant) can provide important support.







NICOTINE REPLACEMENT THERAPY

Nicotine replacement therapies (NRT), medication and other quit therapies can help you deal with withdrawal symptoms and lessen your urge to smoke. Using these products can even double your chances of quitting. Tobacco Free Florida offers free NRT (like the patch and nicotine gum) to Floridians through its Quit Your Way program, while supplies last and if medically appropriate.

Remember to only use products that have been recommended by medical professionals or a Quit Coach and that have been approved by the U.S. Food and Drug Administration (FDA), which are safe and effective. They should be used exactly as directed on the product label to ensure you get the best results. Using unapproved products could derail an attempt to quit smoking and prolong a smoker's battle. Even worse, non FDA-approved products can carry serious health risks. NRT is only approved for sale to adults age 18 or older – younger patients may require other options.

Over-the-Counter (OTC) NRTs Include:

Skin Patches: Available as a generic product known as transdermal nicotine patches, as private-label products, and under brand names like Habitrol and Nicoderm. These patches are affixed to the skin, similar to how you would apply an adhesive bandage.

Chewing Gum: Available as a generic product known as nicotine gum, as private-label products, and under brand names like Nicorette.

Lozenges: Available as a generic product known as nicotine lozenges, as private-label products, and under brand names like Nicorette.

Prescription-Only NRTs Include:

A nasal spray and an oral inhaler are available under brand names like Nicotrol.

Non-Nicotine Quit Aids:

Some prescription-only non-nicotine medications, like Chantix (varenicline tartrate) and Zyban (buproprion), are approved by the FDA to help patients quit smoking. They show very promising results for patients in their quit attempts by decreasing cravings and withdrawal symptoms. Both carry serious risks, and patients should be made aware of these risks and monitored during use.





KNOW YOUR TRIGGERS

Being addicted to tobacco isn't only an addiction to nicotine. It's also an addiction to a habit. Certain daily routines (like a morning cup of coffee) or feelings (like stress) often "trigger" you to grab a cigarette or can of chew. These triggers can be a huge barrier when trying to quit.

By identifying the triggers that lead to your urges and cravings, you can develop new coping mechanisms that replace tobacco. Use the chart below to document the routines or feelings that trigger your smoking urges and develop your own replacement activities. You can even tape it to the next pack of cigarettes or can of chew you open to remind you of what causes you to smoke.

On the next page, you'll find tips to help you break the link between common triggers and tobacco.

Date:			
Time time of day	Need S - strong M - moderate L - light	Mood one word such as angry, sad, happy, stressed, or content	Activity what you were doing at the time, key words like "with coffee"
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Tape one to the next pack of cigarettes or can of chew you open. Then after every time, make a note of what you were doing when you had it and give it a rating. Do this during the week and be sure to track weekend tobacco use too, as it may be different.





KNOW YOUR TRIGGERS (CONT.)

Coffee

- When you're first trying to quit, wait until you finish your coffee to have a cigarette. Over the next few days, gradually increase the amount of time between finishing your coffee and having a cigarette. Eventually, with enough time between the coffee and the cigarette, you will discover you can drink coffee without having the cigarette.
- Do something else while drinking coffee, such as reading the paper or making a grocery list.
- Change the time or location where you have your coffee.

Meals

- When you're first trying to quit, don't smoke directly after a meal. Wait a few minutes and then gradually increase the amount of time between the meal and cigarette.
- Keep your mind and hands busy after a meal: Help with the dishes, walk the dog, play cards, check e-mail, etc.
- Brush your teeth or chew gum directly after a meal.

Driving

- When you're first trying to quit, don't light up the moment the key is in the ignition – wait a few minutes. Over time, increase the amount of time between starting the car and smoking.
- Put your cigarette in your purse or briefcase and then keep those in the backseat or trunk, making it difficult to reach your cigarettes.
- Make a playlist for your drive and encourage yourself not to smoke while that playlist is on. Eventually, the ride will be over before you have the chance to light up a cigarette.

- Make sure you don't have lighters or matches in your car. Remove the car's ashtray or put something else in it like loose change.
- Change your driving routine. Change the radio station, switch from talk radio to music or try not to light up until the very end of the drive instead of the beginning. Take public transportation or ride with a friend or co-worker.
- Freshen up your surroundings by adding a new air freshener or have the inside of the car cleaned. The pleasant smell might convince you not to smoke.





KNOW YOUR TRIGGERS (CONT.)

Stress & Routines

- Over time, your body has learned that creating stress leads to wanting to smoke or chew. Remember that your body is having a craving for nicotine and is producing its own stress; having a cigarette or chew is only relieving the stress your body is artificially creating.
- During stressful moments, give yourself five minutes to take deep breaths and think of something calm-something other than smoking. By not smoking at the very first sign of stress, you'll begin to break the connection between stress and smoking.
- Go for a walk instead of smoking.

- Exercise isn't just good for the body; it's good for the mind. Exercise increases endorphins, which boosts your mood.
- Call a loved one who's supporting you in quitting and talk through a stressful situation.
- Decrease morning stress by preparing the day before: make lunches ahead of time, prepare the coffee maker and choose an outfit.
- Avoid where you would often take smoke breaks.

Drinking Alcohol

- When you're first trying to quit, don't smoke while you drink. Wait to smoke until after you
 have finished your drink. Begin gradually increasing the amount of time between finishing
 your drink and smoking.
- Choose a smokefree bar or a restaurant for happy hour.
- Engage in an activity to keep your hands busy while drinking, like cards, pool, etc.

Friends Who Smoke

- Alert your friends smokers and nonsmokers – to your attempt at quitting smoking and ask for their support. As a result, you may help your friends decide to quit too.
- Arrange to meet up with friends at smokefree places such as a friend's home or restaurant.
- · Make your home smokefree.

Boredom

- · Call or text a friend or loved one.
- Tackle chores like laundry, dusting or vacuuming. When you're done, you will have a clean home and will have avoided a craving.
- Pick up a hobby that keeps your hands busy like crossword puzzles, knitting or playing an instrument.

- · Exercise or run errands.
- Play a quick game on your phone or computer like Sudoku, Word Scramble or Brick Breaker.





QUIT TIPS

Having a quit plan ready is key to quitting successfully. While the road to becoming tobacco free is not always smooth, being prepared for the bumps along the way will help you stay on course, avoid triggers and overcome nicotine cravings. Here are some quick quit tips to help you succeed:

QUIT TIPS - YOU CAN DO IT!

- Drink lots of water. Make sure your fridge is always stocked and that you take water with you when you're on-the-go.
- ✓ Have sugar-free gum or mints handy for when cravings kick in.
- Get your teeth cleaned and/or whitened.
- At first, avoid caffeinated beverages (like coffee and soda) and alcohol.
- Keep healthy snacks handy, like carrots, celery or fruit.
- Keep your hands and mouth busy. Try using cinnamon sticks, toothpicks or straws.
- Clean anything that might smell like cigarette smoke-clothes, car, carpets, sheets, etc.
- At first, stay away from places where there might be smoking, like bars, nightclubs and the outdoor areas of some restaurants.
- Exercise, whether it's at a gym, with friends or on your own. Something as simple and easy as walking can help.





OVERCOME NICOTINE WITHDRAWAL SYMPTOMS

Nicotine is a powerful and addictive drug. Whether you smoke or chew, chances are the brand you are using has made the tobacco product more addictive during the growing and/or manufacturing process. It's also likely that you have been using tobacco for a long time, meaning your rituals and routines have become an important part of your daily life. We all know quitting isn't easy, but overcoming your nicotine addiction is the key to quitting successfully.

While quitting, nicotine withdrawal and recovery symptoms may feel unpleasant. But these are common, temporary and none are life-threatening. Stay positive. These symptoms are part of the quitting process and are a sign that the body is healing from the damage done by tobacco. A symptom can last a few minutes, a few hours or a few days. If symptoms worsen or do not improve, consult your doctor. Here are some of the physical and psychological recovery symptoms you may experience and how to cope with them:

Insomnia

REASON: After quitting, you may be tired but sometimes unable to fall asleep. This is temporary.

COPING STRATEGY:

Practice deep-breathing exercises and relaxation techniques before going to bed. Herbal teas, a warm bath or glass of warm milk before bed may also help. Remind yourself that this symptom tends to be temporary. If insomnia persists, call your doctor.

Dizziness & Light-Headedness

REASON: Carbon monoxide withdrawal is believed to cause slight tremors and mild headaches.

COPING STRATEGY:

Deep breathing and exercise will help.

Perspiration

REASON: The body is cleansing away years of processing toxic chemicals found in tobacco products.

COPING STRATEGY:

Keep a handkerchief or pack of tissues nearby, and stay hydrated by drinking plenty of water.





OVERCOME NICOTINE WITHDRAWAL SYMPTOMS (CONT.)

Hunger

REASON: Nicotine suppresses appetite, so it's normal to feel hungrier when you quit. Food begins to smell and taste better when you're not using nicotine, and what may feel like hunger pains may actually be the stomach getting used to your saliva not having damaging nicotine in it.

COPING STRATEGY: Drinking water may reduce the feeling of hunger. Also, keep healthy snacks around.

Itchy Hands &

Feet, Sore Scalp

REASON: Smoking can make it harder for your blood to circulate. When you stop smoking, your blood flow will improve.

COPING STRATEGY:

Exercise gradually.

Constipation

REASON: Nicotine stimulates your metabolism, which is partly the way your body breaks down food. After quitting, it may take more effort for you to go to the bathroom

COPING STRATEGY: Drink lots of water and consume a diet high in fiber, such as whole grains, bran and fruits.

Sleepiness

REASON: Nicotine is a stimulant. Getting off tobacco may make you tired.

COPING STRATEGY:

Exercise and plan for extra sleep.





OVERCOME NICOTINE WITHDRAWAL SYMPTOMS (CONT.)

Irritability

REASON: While you're quitting, you may be bothered or annoyed by the smallest of things.

COPING STRATEGY:

Reward yourself for quitting.

Crying & Grieving

REASON: You may need to grieve the end of smoking. There may be other sad feelings that have been repressed that are now coming out.

COPING STRATEGY:

Recognize that these emotions were repressed for some time. Allow these feelings to come out in a safe place so that you don't feel vunerable in public.

Anger

REASON: Anger used to be a trigger for a cigarette. After quitting, it may be challenging to know what to do with your anger.

COPING STRATEGY: Learn constructive ways to release anger, such as exercising or talking it out.

Giddiness & Laughter

REASON: If negative emotions had been repressed, then it's probable that positive emotions had been repressed too. This may cause unusual giddiness and unexpected laughter.

COPING STRATEGY:

Enjoy the positive emotions as they surface.





PREVENT A SLIP FROM BECOMING A RELAPSE

Quitting rarely goes exactly according to plan. Even people who quit successfully sometimes have a slip and use tobacco briefly. In fact, it can take the average person multiple quit attempts before becoming a former smoker. While most slips or relapses occur within the first three months after quitting, they can happen at any stage. What's important is not whether a slip occurs, but that you continue to work toward a healthy, tobacco free life. Don't be ashamed or upset if you find yourself getting off track. A slip doesn't have to mean you've taken up smoking again.

HERE ARE SOME TIPS TO DEAL WITH A RELAPSE

- Approach the relapse as an opportunity to learn and a step towards quitting for good.
- Once you understand what might have led to the relapse, remember to stay positive.
- Figure out how to cope with the risk of another relapse in the future.

What Triggered or Led to Your Relapse?

Ask Yourself:

- Was there an unexpected stressful event that you weren't prepared to deal with?
- Did you have a strategy in place that didn't work?
- Are cravings stronger at certain times of the day or on particular days, or perhaps at specific times?
- What are some of the hurdles standing in the way of you quitting for good? (This can be a person who encourages smoking, or certain temptations like a smoky bar or even too much alone time).





BENEFITS OF QUITTING

Quitting smoking is the single most important thing you can do to improve your health and live longer. Nonmokers live, on average, 10 years longer than smokers. Think about what you would do with an extra decade of life. You could watch your children start a family of their own, grow old with your spouse, or even watch your grandchildren become adults. The benefits of quitting begin 20 minutes after your last cigarette and continue for years. Here is a timeline of how your body begins to reverse the damage once you quit.



WEEKS - 3 MONTHS

your risk of heart attack begins to drop and lung function begins to improve.



1 MONTH - 9 MONTHS your coughing and shortness of breath decrease.



your heart attack risk drops sharply.



2 YEARS - 5 YEARS

your stroke risk is reduced to that of a nonsmoker's.



your risk of mouth, throat, esophagus, and bladder cancer is cut in half.



your risk of dying from lung cancer is about half that of a smoker's.



your risk of coronary heart disease is that of a nonsmoker's



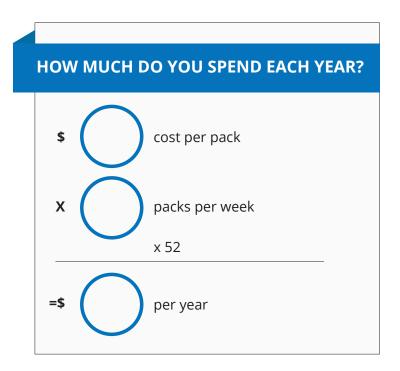


THE COST OF SMOKING

Quitting is not just good for your health; it's also good for your wallet. The average pack-a-day smoker in Florida spends more than \$2,000 a year on cigarettes. Imagine what you can do for yourself and your family once you stop smoking. And speaking of family, quitting protects those you love from exposure to secondhand smoke. If you have kids, quitting smoking can decrease the chances that they will become cigarette smokers in the future. In fact, the number one indicator for kids to start smoking is if a parent smokes.

To find out how much money you've spent on cigarettes and how much you can save over time if you quit smoking, use our Cost Calculator. Visit **TobaccoFreeFlorida.com/calculator**.

You can also use your own calculator to help you do the math and enter it below:







REWARD YOURSELF

Quitting smoking is one of the best gifts you can give yourself. Imagine what you can do with the extra money you'll save from no longer buying cigarettes, or consider the physical activities that will become easier for your body once you've quit for good. Make a list of ways you'll reward yourself and use them as motivation throughout your journey. You should reward yourself after you've reached a small milestone, like one week tobacco free, as well as larger milestones, like six months tobacco free.

There are two great reasons for rewarding yourself:

- 1. You're congratulating yourself for reaching a personal and challenging quit milestone.
- 2. You're practicing new or other ways of rewarding yourself. Smoking is no longer associated with "reward." Instead, healthy and positive things are your reward.

LISTO	F WAYS I	WILL RE	WARD	MVSFLE	FOR
BEING	F WAYS I	O FREE	WARD	WITSELI	ı OK





DON'T FORGET TO CONNECT

You should be proud that you have committed to quitting. You have taken the first step to a healthier and longer life for you and for your loved ones. We believe in you and we are here to help every step of the way. In fact, we have helped hundreds of thousands of Floridians quit tobacco for good. While using this booklet, think about which Quit Your Way tool and/or service you will use. Our guit services can double your chances of success.





PHONE QUIT

Talk to a Quit Coach® to help you get started.



WEB QUIT

Get access to online tools to help you quit.



GROUP QUIT

Get the support you need at one of our group quit sessions.



MORE QUIT TOOLS

But wait, there are more ways to quit! Choose what you need or use them in addition to our Phone, Group and Web services.

For additional support and information, join our online community on Facebook and follow us on Instagram.





@TobaccoFreeFlorida









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