



Make the Most of Your Quit For Life[®] Program Calls with These 5 Tips

Quitting smoking isn't easy, but the Quit For Life[®] Program can make it easier. Prepare for your call with a Quit Coach[®] and make the most of your road to a smoke-free life.

1. Make A Date

Come to your first call with realistic expectations and a Quit Date in mind. Write your quit date on your calendar, so we can plan for it together.



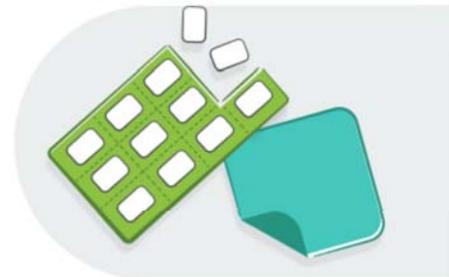
2. Be Real

Start each call knowing how much you smoke or chew and what triggers your cravings. Look for patterns in your tobacco habits. Reflect on past quit attempts so you can tell your Quit Coach[®] what worked for you and what was not successful.



3. Ask Questions

FDA-approved quit medication doubles your chances of a successful quit. Ask your Quit Coach[®] what medications are available and how they work. Most programs include 8 weeks of the patch and gum for free. Ask what other medications are available that can help you quit and think about what resources you may need to occupy your hands, mouth and mind.



4. Find Your Focus

Traffic, busy schedules, and family needs are distracting. Get the most out of each call by planning ahead. Find a quiet place where you can focus. Follow along with your Quit Coach[®] by having a computer and notebook handy.



5. Plan For the Journey

Quitting takes endurance and commitment. For a lot of people, developing a step-by-step plan to quit over a longer period of time is the most realistic. Work with your Quit Coach[®] to create a plan, and practice the skills you learn to quit tobacco even before you quit.



Call **1.800.442.8904** or visit **www.quitnow.net/excellus** to make a plan with a Quit Coach[®] staff member today!



Quit For Life[®] Program



A nonprofit independent licensee of the BlueCross BlueShield Association

The Quit For Life[®] Program is brought to you by the American Cancer Society[®] and Alere Wellbeing. The two organizations have 40 years of combined experience in tobacco cessation coaching and have helped more than 2 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

© 2015 Alere. Quit For Life is a registered trademark of the Alere group of companies. The American Cancer Society name and logo are trademarks of the American Cancer Society, Inc.