

Congratulations.

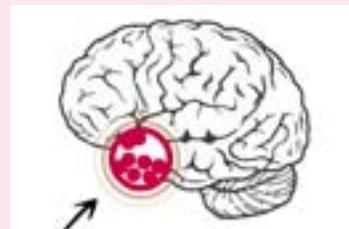
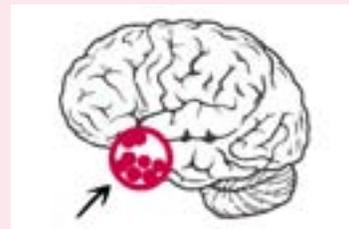
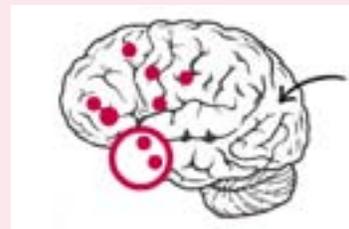
You're considering quitting smoking, and that's a great first step. The Plan-to-Quit Cards can help guide you. These cards are designed to give you the information you need to know while preparing for your quit and for the early part of your quit. But they don't take the place of a plan that includes treatment and support. So be sure to talk to your doctor about a smoking cessation treatment option that's right for you. And help set yourself up for success by getting support.

? Why it's hard to quit.

For most people, quitting is a physical and behavioral challenge. For many people, smoking is an addiction. Plus, over the years, people develop smoking routines. Most people try to quit 6-9 times in their lifetime. So if you've tried to quit before, don't be discouraged. It's still possible to quit. So be confident, you're going to do great.

Why nicotine is addictive.

- ① When you smoke, nicotine goes from a cigarette into the brain in about 10 to 20 seconds.
 - Represents nicotine from smoking
- ② Nicotine attaches to nicotine receptors in the brain, and that sends a message to release a chemical called dopamine.
- ③ Dopamine provides a feeling of pleasure. But it doesn't last long. That's why your body craves more nicotine. Nicotine addiction can be a cycle that can be very difficult to break.
 - Represents dopamine



For illustrative purposes only

Treatment and Support a more effective way to quit.

According to the US Public Health Service, treatment combined with support is shown to be more effective in quitting smoking than either alone. Quitting smoking is a physical and behavioral challenge. So pack a one-two punch with an approach that includes treatment and support.

Treatment

About 95% of smokers who try quitting cold turkey are unsuccessful at the end of 1 year, according to clinical guidelines. So talk to your doctor about the right treatment option for you. Studies have shown that a combination of treatment and support can be a more effective way to quit.

Support

Set yourself up for success by enrolling in a quit-smoking program to help you whenever you need support during your quit. Programs like these can help you create a quit plan, so you can be prepared for every stage of the quitting process. Also, be sure to tell a few key friends and family members that you're quitting. They can provide support when you need it most.

How to use the Plan-to-Quit Cards.

These quick yet powerful activities are designed to help jump-start your quit and keep you on track during your first week of not smoking. After printing your set of cards, you can fold them in half to create a front and a back. Read both sides, and do all of the activities. Do them at your own pace. And in order from before your Quit Date to after your Quit Date. Take a single activity with you if you need it. Once you've filled them out, you can review them anytime to remind yourself of your commitment to quit.



Before Your Quit Date
Use these Plan-to-Quit Cards to prepare yourself for your Quit Date.



On Your Quit Date and Beyond
Use these Plan-to-Quit Cards on and after your Quit Date.

It's your quit.

No one can force you to do it. And everyone has their own reasons for quitting. So make it personal. Take an active role in your quit by completing these cards. That way you can start to develop a plan that works just for you and your life.

BEFORE YOUR QUIT DATE: READINESS TO QUIT

A

How Ready Are You to Quit?

This tool can help you understand how important quitting is to you. And how confident you are about succeeding. Be sure to share this with your doctor. The way you think and feel about your quit can have an impact on your success.

Circle a number that corresponds to how you feel about quitting.

How **important** to you is it to quit?



How **confident** are you that you can quit?



BEFORE YOUR QUIT DATE:

READINESS TO QUIT

A

How to Think About These Numbers.

First, there are no wrong answers. But whichever number you chose, ask yourself: why didn't I choose a lower number? For example, if you chose a 5 for how confident you feel about quitting, how come you didn't choose a 4?

Write down the reason(s) below. You may realize you're more confident about quitting than you thought. And that may help you feel even more ready to quit.

I chose a on the **importance** scale.
It wasn't a lower number because:

I chose a on the **confidence** scale.
It wasn't a lower number because:

BEFORE YOUR QUIT DATE:

REASONS TO QUIT

B

Your Reasons to Quit.

There are many reasons to quit smoking. Which ones are most important to you? Look at the list below, check off the reasons that apply to you, and add any extras you can think of.

Keep your list handy and use it as motivation to stick with your decision to quit.

- I'm ready for a change.
- Smoking is affecting my relationships.
- I want to improve my health.
- I want to save money by not buying cigarettes.
- I'm planning on having a baby.
- I feel like I'm looked down upon as a smoker.
- I spend too much time alone smoking.
- It's becoming harder to find places to smoke.
- Almost everywhere I go smoking is not allowed.
- I don't want to expose my family and friends to secondhand smoke.
- _____
- _____
- _____

BEFORE YOUR QUIT DATE:

REASONS TO QUIT

B

Stay Inspired!

One of your reasons to quit could be someone in your family.

It could be an activity, or a vacation you want to take.

Whatever it is, create a quick visual reminder by taping a photograph below. Take this card with you. Put it in your car, up on your fridge, or prop it up at work.

I want to quit for:



BEFORE YOUR QUIT DATE:

SMOKING LOG



Your 24-Hour Smoking Log.

Many smokers light up during specific times of the day, while in particular situations, or when they feel a certain way. Taking one day to identify these moments may help you avoid them when you're ready to quit. Just cut out your Smoking Log and wrap it around a cigarette pack.



Why?

Be sure to log each cigarette you smoke. A Smoking Log can help you learn when, where, and why you smoke. This can be a first step as you learn to trade your old smoking routines for new non-smoking ones.

Example:

My Smoking Log.

When, where, and why I smoked

During breakfast at home,

with coffee.

Driving in my car, to pass time.

After lunch outside office,

break from work.



FRONT

FOLD

BEFORE YOUR QUIT DATE:

SMOKING LOG



CUT ON DOTTED LINE.



My Smoking Log.

When, where, and why I smoked

My Smoking Log.

When, where, and why I smoked

U.S. Pharmaceuticals

© 2009 Pfizer Inc. All rights reserved. VCP00774A

BACK

BEFORE YOUR QUIT DATE:

RISK SITUATIONS

D

Identify Your Smoking Risk Situations.

Smoking can become “automatic” for a lot of people. You may not even realize when and why you smoke. If you filled out your “Smoking Log (C)” you may have seen some patterns. Use what you wrote to check off your Smoking Risk Situations below. Use the blanks to fill in any others you can think of.



Why? _____

Part of preparing for your quit is knowing what these situations may be. That way you can be prepared with strategies to work around them.

Times of day

- Mealtimes, or just after a meal
- When I get home from work
- Watching TV or listening to the radio
- Talking on the phone
- Having a cup of coffee or tea
- When I first wake up

BEFORE YOUR QUIT DATE:

RISK SITUATIONS

D

People

- Being with other smokers
- When someone offers me a cigarette
- Family stress
- Meeting a friend who smokes

Places

- At work
- At home
- Outdoors

Feelings

- Angry
- Bored
- Happy or relaxed

Being Prepared with Quit Strategies.

A Quit Strategy is a concrete way to fight an urge to smoke. It can help you deal with specific situations. Having a Quit Strategy ready in advance may help you overcome risk situations. Take a look at the following common Quit Strategies for ideas.

Common Quit Strategies

Talk it out



Calling someone or visiting a supportive friend may be just the distraction you need to keep you from thinking about smoking.

Remember, there are quit hotlines that can help you through tough moments.

Do something active



Exercise. Walk. Work in the garden. Keep your body moving. This may energize you and make you feel healthier. Please be sure to consult your doctor before taking on a new physical activity.

Go somewhere you can't smoke



Visit a non-smoking friend's home, or go to the movies or a mall. Knowing that you're in a place where you can't smoke can take some of the pressure off of you.

Carry a water bottle



Drinking lots of water will keep you hydrated. And it gives your mouth and hands something to do.

Keep your hands busy



Try squeezing a stress ball. Or knitting. If you've got a computer, go online. There are lots of free online games to play. You can even try searching for yourself online and see what turns up!

Leave the situation



Your urge to smoke may go away if what's causing it is no longer in front of you. Go for a walk and focus on something else. It can help you clear your head.

If you're in a situation you can't quite leave, try taking a quick bathroom break. Give yourself 5 minutes to get past the urge to smoke.

Switch up your routine



By switching up your routine, you're breaking links you've formed between smoking and certain activities. Try something new, like taking a different route on your way home from work.

Take several deep breaths



Take the deepest breath you can and slowly exhale while bringing your chin to your chest. As you exhale, close your eyes and imagine tension being gently expelled from your body. Go slowly and repeat 3 times. By the time you're done, the urge to smoke may be gone.

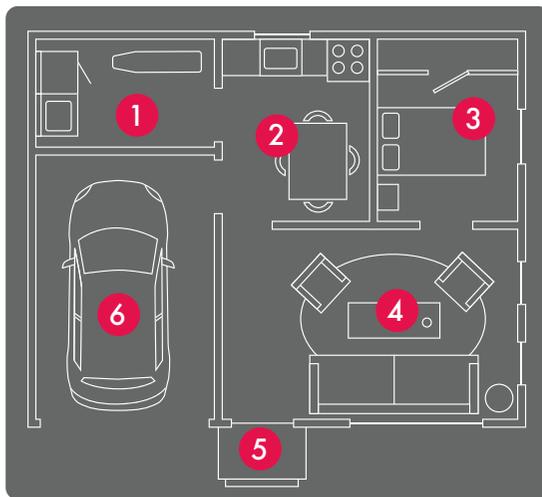
My Personal Quit Strategies:

Create a Cigarette-Free Zone!

Go through every place you may have cigarettes and get rid of them. Look in your bags and the glove compartment of your car. Check coat pockets. And don't just throw the cigarettes in the trash. Destroy them! Tear them in half. Run water over them. Flush them down the toilet. Oh, and get rid of all the butts, too.

Make sure to get rid of all of your cigarettes; don't keep an emergency pack hidden anywhere, because that's planning for failure. And this quit is all about planning for success.

Take a look at the blueprint below, follow the suggestions on the reverse, and make a clean sweep of your home.



1. Laundry Room
2. Kitchen
3. Bedroom
4. Living Room
5. Patio
6. Garage

Kitchen:

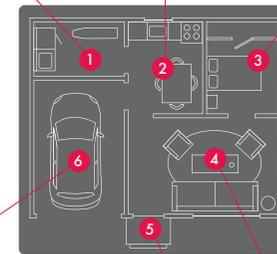
Do you smoke with your morning coffee or while reading the paper? Buy tea instead to try to break that link. Read the paper somewhere else. And if you smoke after meals, try getting up from the table and doing something else, like washing the dishes.

Laundry Room:

Wash that smoke out of your clothes, towels, and sheets. Try using a fabric sheet in the dryer to scent your clothes.

Bedroom:

Go through all of your closets and check your pockets, handbags, briefcases, and suitcases for cigarettes, lighters, and matches. Buy an air freshener to create a more pleasant atmosphere.



Garage:

Cigarettes, lighters, empty packs — trash them. Vacuum the interior of your car. Wipe down surfaces. Really clean out that ashtray. Consider buying a car air freshener as well.

Living Room:

Vacuum. Use carpet freshener, too. Dump the ashtrays and replace them with a dish of sugar-free candy. Move your favorite smoking chair to help avoid old habits.

Patio:

Do a clean sweep. Search for old cigarette butts on the ground and get rid of outdoor ashtrays.

24-Hour Action Plan.

This card is designed to help you get through your Quit Date. Doing a little prep work can take some of the guesswork out of your day. And that should help boost your self-confidence. Remember, you have one goal for the day — to get through it without smoking.

Create Your Action Plan.

Find the cards titled “Risk Situations (D)” and “Quit Strategies (E).” Now take a moment to think about today. What situations might you run into? Which Quit Strategies can help you get past them? Use both cards to create your plan on the reverse side.

Example:

Smoking Risk Situations	Your Strategies
MORNING	
1. <i>morning coffee</i>	<i>drink tea instead</i>
2. <i>drive to work</i>	<i>sing along to music in car</i>
3. _____	_____
AFTERNOON	
1. <i>lunch break</i>	<i>take a walk</i>

Fill Out Your 24-Hour Action Plan and Keep It with You Today.

Smoking Risk Situations	Your Strategies
MORNING	
1. _____	_____
2. _____	_____
3. _____	_____
AFTERNOON	
1. _____	_____
2. _____	_____
3. _____	_____
EVENING	
1. _____	_____
2. _____	_____
3. _____	_____
NIGHT	
1. _____	_____
2. _____	_____
3. _____	_____

Understanding Nicotine Withdrawal Symptoms.

Some people feel nicotine withdrawal symptoms as they quit smoking. Some people feel none at all. Everyone is different. Here are a few common ones to be aware of:

- Depressed mood
- Feelings of frustration, impatience, or anger
- Anxiety
- Irritability
- Urge to smoke
- Difficulty concentrating
- Restlessness
- Insomnia
- Increased appetite

Talk to your doctor if you have these symptoms.



Why?

Why talk about nicotine withdrawal symptoms if some people don't have them? For many people, nicotine withdrawal symptoms are a part of the quitting process.

For those who have symptoms, knowing what to expect can help them be better prepared.



How to Think About Nicotine Withdrawal Symptoms.

Remember, when you stop smoking, your body may go through a physical withdrawal from nicotine. Though nicotine withdrawal symptoms may be difficult, try to think of them as a sign that your body has rid itself of nicotine. Your body is working hard to cleanse itself.

Your body will thank you.

Important changes are taking place in your body now that you've stopped smoking. Knowing all the good things that are happening in your body might help keep you on track.

For example, within:



24 hours

Blood pressure and pulse rate may drop

48 hours

The carbon monoxide level in your blood may return to normal

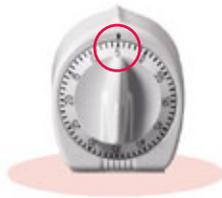
Getting Past Urges.



Consider this:

How long does an urge last?

An urge to smoke may often last only about 5 minutes. If you can get through 5 minutes after you feel the urge, the worst is probably over.



If you have an urge, try to find everyday objects to distract you. Here are some suggestions:

The ordinary object	How to distract yourself
<p>Your cell phone</p> 	<p>Update the numbers programmed into your cell phone. Or just call a friend for a quick 5-minute chat. Or why not play a quick game if you have one on your phone?</p>
<p>Your wallet</p> 	<p>Clean out your wallet. See if you have any receipts or business cards that you don't need anymore, or that you can keep in some other place.</p>
<p>Your sneakers</p> 	<p>A brisk walk or a little light exercise might help you stop thinking about smoking. Please be sure to consult your doctor before taking on a new physical activity.</p>

An orange and a glass of water



You might enjoy a glass of water if you squeeze a lemon, lime, or orange into it. There's something refreshing about that citrus taste. And it might make a cigarette less appealing.

A letter



Write a good old-fashioned letter to somebody who's important to you. It can help keep you occupied until that urge is gone.

Your desk



Take a look at your desk. Organize the drawers. Clean your desktop. Throw away pens that don't work. Cleaning up your clutter can be distracting and productive.

A computer



If it's allowed where you work, play a computer game. Many computers have simple games like solitaire. Playing a hand or 2 could help get you past that immediate urge.

Can you think of any other 5-minute distractions?

Write them down here:



Create an Emergency Kit.

Make an Emergency Kit you can turn to if you have an urge to smoke. It can help you substitute healthier habits for cigarettes.

Here's how:

First, get a container that's at least big enough for a bottle of water. Maybe a plastic food container, quart size. Anything will do. You might even want to make more than one Emergency Kit. Flip this card over for a few ideas that might help distract you the next time you feel the urge to smoke.



In your backpack or purse:
That way you can be prepared when you're on the go.

Some places to store your Emergency Kit



In your refrigerator:
Then you'll have something else to reach for when you're having an urge at home.



In your briefcase or a drawer at work:
Instead of taking a smoke break, use your kit.

FOLD



Some things to pack in your Emergency Kit:

- 

A small water bottle that you can refill.
We recommend that you drink 8 cups of water a day in the first few weeks after quitting.
- 

A pack of sugarless gum.
It can help keep your mouth active and breath fresh.
- 

A photocopy or picture of your inspiration for quitting.
You could even just include somebody's name. Something to remind you why quitting smoking is important to you.
- 

A small pack of toothpicks or coffee stirrers.
Licorice or cinnamon sticks would work, too. You can find any of these at many grocery stores. They're just there to chew on, to keep your mouth occupied.
- 

Some healthy snacks in a small bag.
Carrot sticks, celery, or crackers are good choices.

FOLD

Add Up Your Successes!

Remember, anytime you get past an urge to smoke, count that as a success. That's something you can be really proud of. You can do this exercise at the **end of your first week** of not smoking. That way you can see how much money and time you could be saving by not buying and smoking cigarettes.

Calculate Your Money Saved by not buying cigarettes this week.

Number of packs you would have smoked this week _____	Cost per pack \$ _____
×	
=	
Amount of money saved this week \$ _____	



How will you use the money you save by not buying cigarettes?

Calculate Your Time Saved

by not smoking cigarettes this week.

Number of cigarettes you would have smoked today: _____	× 5 minutes*	× 7 days
=		
Number of minutes saved this week _____		



*Based on the average time it takes to smoke a cigarette.

How will you use the time you save by not smoking cigarettes?



Step Away from the Scales.

For many, weight gain is a common concern when quitting. But in this early stage of your quit, it's important to focus on the health benefits of quitting smoking, not your weight.



Give Yourself a Break.

Try looking at the bigger picture. You're kicking one of the toughest addictions there is. You have to stay focused on that goal. Besides, not everyone gains weight. And many people eventually start to lose the weight they may have gained as they adjust to being a nonsmoker.

The skinny on weight gain.

According to the American Cancer Society (ACS), many smokers do gain some weight when they quit. But the weight gain is on average only 6-12 pounds. A 2001 US Surgeon General report states that the health benefits of quitting smoking are far greater than any risks from the small weight gain. So stick to your quit. When you're feeling confident about being a nonsmoker, then you can deal with any weight gain you may have.



Focus on Ways to Stay Healthy.

Your goal right now is to quit smoking. So try not to start any strict diets at this time. Stressing about your weight can make it harder to quit.

For now:

	Try to eat plenty of fruits and vegetables (blueberries are great. Plus they're full of antioxidants)
	Try to limit your fat intake (choose low-fat pretzel sticks)
	Be sure to drink plenty of water (8 cups of water a day is recommended)
	Get enough sleep (6-8 hours a day is recommended)
	Get regular physical activity (walking can help reduce stress, burn calories, and tone muscles). Please be sure to consult your doctor before taking on a new physical activity.