



Take
One

Ready to take a breather?

You can with these smoking cessation tips

Did you know that 10 years after quitting smoking your risk of death from lung cancer is half that of a continuing smoker?

Stopping smoking can improve your health, now and in the future. Half of all adult smokers have quit, so you can — too. That's the good news. There are millions of people alive today who have learned to face life without a cigarette. Breathe some new life into your health by quitting — while you're ahead.

Benefits of Quitting:

- Healthier lungs
- Reduced risk of heart disease and certain cancers
- Increased fertility and lowered risk of miscarriage
- Stronger sense of taste and smell
- Healthier hair and skin
- Longer and healthier life

Smoking causes about 90 percent of lung cancer deaths in women and almost 80 percent of lung cancer deaths in men. The risk of dying from lung cancer is more than 23 times higher among men who smoke cigarettes, and about 13 times higher among women who smoke cigarettes compared with people who have never smoked. Cigarette smokers are up to four times more likely to develop coronary heart disease than nonsmokers.

Experience. Wellness. Everywhere.SM

Try these strategies to break the habit:

- Target a stop date and record your reasons for stopping
- Solicit support and encouragement from friends, family, your physician, stop-smoking resources and programs
- If withdrawal causes irritability, try using relaxation techniques, exercising regularly and avoiding stressful situations
- Get medication, if necessary, and use it correctly
- Fight possible insomnia by avoiding caffeine or other stimulants, and by having a relaxing bedtime routine
- Prepare for relapse, and keep trying by focusing on your goals and reasons for quitting
- Quit completely. Smoking "low-tar or low-nicotine" cigarettes usually does little good. If you switch to lower-nicotine brands you'll likely just puff harder, longer, and more often on each cigarette



**BlueCross BlueShield
of Texas**

Tobacco Cessation Assistance

for Blue Cross and Blue Shield of Texas members*

Support for smokers who want to quit

Although quitting smoking is not easy, it can be done. You can do it. And Blue Cross and Blue Shield of Texas (BCBSTX) wants to help.

For members with Blue Care Connection®, BCBSTX has a Tobacco Cessation program available to help you quit smoking. You may self-refer by contacting Customer Service using the phone number listed on the back of your ID card. You can enroll online by logging in to Blue Access® for Members at www.bcbstx.com/member and clicking on the "My Health" tab. To enroll, just click on the "Get started today" links next to the smoking and weight loss icons. Check with your employer or call the number on the back of your ID card to see if your plan offers this program.

Also, you may be identified for outreach by:

- Completing a Health Risk Assessment through the PHM
- Participating in a Health Fair which may be offered by your employer
- Your claims history which triggers an outreach letter or telephone call

Once you have been identified as a candidate for the Tobacco Cessation program, your "Readiness to Change" will be assessed to determine the level of outreach you will receive.

Self-guided support and resources are available to help you quit smoking including online tools, e-mail and an Audio Health Library. Depending on your health plan, some members may have access to one-on-one coaching via telephone from a Wellness Coach. With coaching, members can discuss their specific situation with a qualified professional who will help set goals.

Self-guided tools and resources include: Personal Health Manager

- *Ask A Dietitian* allows you to e-mail your questions to a dietitian and receive customized responses
- The *For Your Health* section is a great resource for information on exercise, nutrition and lifestyle issues
- With the *Health Encyclopedia* you can search for articles related to weight management, exercise and nutrition

To access the PHM, log into Blue Access for Members at www.bcbstx.com/member. PHM is located on your home page.

24/7 Nurseline Audio Health Library

The 24/7 Nurseline provides 24-hours a day/seven days a week access to an Audio Health Library of prerecorded information about tobacco cessation, as well as other basic health topics.

The phone number for the 24/7 Nurseline and Audio Health Library is available on the BCBSTX Web site. Just log on to Blue Access for Members at bcbstx.com/member, click on "My Health," then click on "Tools." The phone number is available on the "Nurseline" link.

To give yourself the best chance of quitting smoking successfully, you need to know what your options are and where to go for help. Contact us by calling the Customer Service telephone number listed on the back of your ID card.

If you are identified by a Wellness Coach as motivated to stop smoking, you will receive a motivational toolkit that provides additional support for your journey to becoming a nonsmoker.

www.bcbstx.com



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