

Quitting Tobacco Support: Provides support to all types of tobacco users, including those that may use smokeless tobacco products.

Call Schedule:

- Enrollment call
- Up to 4 coaching calls (weekly is typical)
- 30 days after completing the program
- 90 days after completing the program

Member can also call in at any time in between scheduled coaching calls for extra support as needed.

Call Structure:

This is the general structure of calls. Call content and structure can vary to meet the specific needs of the participant and accommodate those that are already quit.

Enrollment Call

- Verifies eligibility
- Initial Assessment

Coaching Session 1

- Assessment
- Sets expectations with the program participant
- Reviews past quit attempts, what has worked well, barriers, risks
- Pros and cons of quitting
- Motivators for wanting to quit, encouraging them to write down reasons and put in a visible place

Quit date is typically established during Coaching Session 1 or 2.

Coaching Session 2

- Prepares for Quit Date
- Remove Tobacco Products from environment
- Plan out your day for quit date

Coaching Session 3

- Usually occurs right around or on quit date
- Educates on proper use of NRT
- Discuss barriers to staying quit
- Encourages them to review final section of the work book

Coaching Session 4

- Usually occurs shortly after the quit date
- Calibrate or reassess motivation to quit and quit status
- Normalizing it if they have not been successful - takes several times to quit
- Identify things they learned during this quit attempt
- Encourages them to start thinking about other lifestyle changes they can make i.e. reducing stress, losing weight, etc.
- Reinforce benefits of making changes

“After my birthday”

“Once I lose this weight”

do[®]

“New Year’s Day”

“When things calm down at work”

“Someday...”

QUITTING TOBACCO

SOUND FAMILIAR?

Make a solid plan to kick tobacco to the curb with a wellness coach. Get started by calling **1-888-662-BLUE (2583)** or TTY **711**.

MAKE A SOLID PLAN TO GIVE TOBACCO THE BOOT

If you use tobacco — or love someone who does — quitting is always just around the corner. The fact is, even though we know tobacco is bad, it's really hard to kick.

But as a Blue Cross and Blue Shield of Minnesota member, you've got an edge. That's right, your plan gives you help from a wellness coach, at no cost to you. Together, you'll develop a quit plan to finally kick tobacco to the curb.

Your coach will work with you to identify hurdles and brainstorm ways to keep those urges in check. You'll have regular phone check-ins as well as access to online resources to help keep you on track.

do.[®] more for your health

Get started today at **1-888-662-BLUE (2583)** or TTY **711**.

Monday through Thursday, 8 a.m. to 8 p.m.,
Friday, 8 a.m. to 6 p.m., Central Time



SMOKING IS THE
LEADING CAUSE
OF PREVENTABLE
DEATHS IN THE
UNITED STATES.



do.®



MN

QUITTING TOBACCO AND VAPING

VAPING: WHAT'S THE BIG DEAL?

Turns out, plenty.

[client logo 2; cannot exceed
.5 in height]

[client logo 1; cannot exceed
.5 in height; default position]

WHAT IS VAPING?

Vaping is short for vaporize. That's how an e-cigarette works. It heats liquid to produce an aerosol that is inhaled into the lungs. Aside from nicotine, which is highly addictive, the vape liquid may also contain other harmful substances¹ like:

- Volatile organic compounds
- Cancer-causing chemicals
- Heavy metals such as nickel, tin and lead
- Ultrafine particles
- Flavoring such as diacetyl, a chemical linked to lung disease

VAPING'S TOLL ON OUR HEALTH

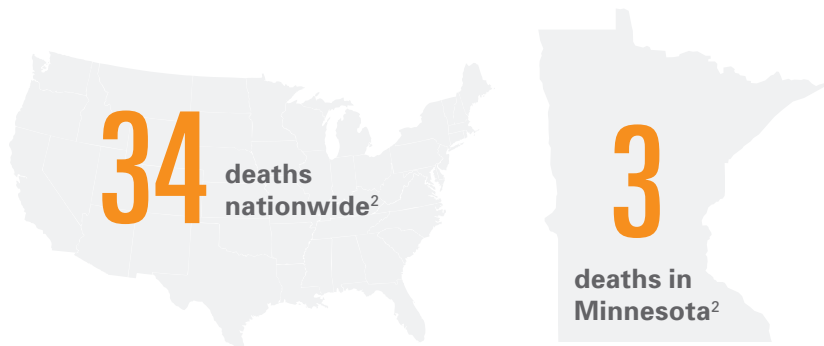
There have been 1,604 vaping-related lung injury cases to date, and a number of them resulting in fatalities.² The specific cause has not been determined. Until it is, the only safe bet is to avoid all vaping products.



1 IN 5
high school kids
has tried vaping³

1 IN 20
middle school kids
has tried vaping³

FROM FAD TO FATAL



do.[®] more for your health

If you'd like more information on vaping or how to quit, call the support line today.

1-888-662-BLUE (2583) or TTY **711**

¹Centers for Disease Control and Prevention (CDC) Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Quick Facts on the Risks of E-cigarettes for Kids, Teens and Young Adults, March 11, 2019.

²CDC, Outbreak of Lung Injury Associated with E-Cigarette Use, or Vaping, Products, October 24, 2019.

³CDC, "Notes from the Field: Use of Electronic Cigarettes and Any Tobacco Product Among Middle and High School Students — United States, 2011–2018," November 16, 2018.

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