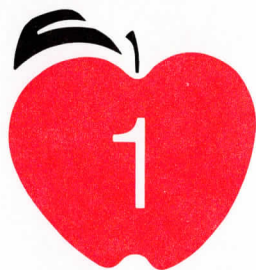


GETTING READY TO QUIT



► First you need a plan.

With the Quit for Life plan, you make it easier to quit smoking by first switching to cigarettes with less nicotine.

Nicotine is found in all cigarettes and tobacco products. Most smokers are physically "hooked" or "addicted" to the nicotine in cigarettes. When you switch to *lower* nicotine brands, you "fade out" or overcome your physical addiction to nicotine before you quit. This makes it easier to quit and stay off cigarettes.

See pages 16-17 in *Freedom from Smoking*® for more information on how this "nicotine fading" works.

► See page 17 in *Freedom from Smoking*® to find out if your usual brand is high, medium or low in nicotine. Then pick which brands you want to switch to before you quit.

| JUNE 1987 - MAY 1988 | | | | | | |
|----------------------|----|---------|----|----------|----|----|
| JUNE | | JULY | | AUGUST | | |
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | | | | |
| SEPTEMBER | | OCTOBER | | NOVEMBER | | |
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |
| DECEMBER | | JANUARY | | FEBRUARY | | |
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |
| MARCH | | APRIL | | MAY | | |
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

► Write in your brand switching plan on the packs and circle your Quit Day on the calendar.

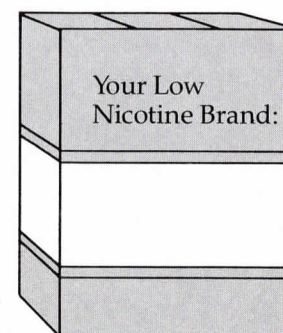
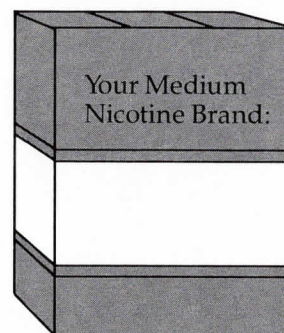
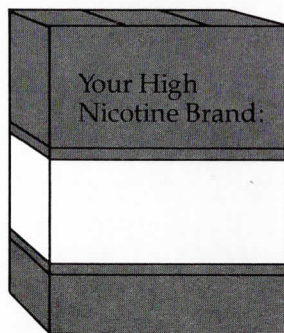
► **If you smoke a high nicotine brand**, throw away your high nicotine brand and switch to a medium nicotine brand for one week. Then switch again to a low nicotine brand for the next week. After that, you'll be ready to quit.

► **If you already smoke a medium brand**, switch to a low brand for a week. The next week, you'll be ready to quit.

► **If you already smoke a low nicotine brand**, you are ready to quit now. Pick a date and write it down.



"This brand switching plan was easy to follow. And it really helped me to quit. It cut down on those cravings. That made it much easier to stay off cigarettes."
"Changing brands really worked for me. Plus having 2 weeks to get ready really psyched me up to quit."



Switch to medium starting on _____

Switch to low starting on _____

My Quit Day _____

DO's

- Write down the date you plan to switch brands. Also write down your Quit Day.
- Smoke the same number of cigarettes you smoked before you switched brands. Count them out each morning and stick to that number during the day.

DON'T's

- Smoke more cigarettes than usual.
- Inhale more deeply.
- Smoke pipes or cigars, use chewing tobacco or snuff. *All tobacco products contain nicotine.*

From Now Until Your Quit Date:

Look over the first 3 parts of *Freedom from Smoking*® (pages 1-26) for more ideas.

Call Cynthia Campbell tollfree at Quit for Life if you have any questions or want any help getting ready to quit (1-800-421-9103 and in NC 1-800-342-4588).

KEEP THIS 1st TIP SHEET UP ON YOUR REFRIGERATOR UNTIL THE DAY BEFORE YOUR QUIT DAY. THEN GET OUT AND PUT UP TIP SHEET 2.

THE DAY BEFORE YOUR QUIT DAY

Congratulations! You're ready to quit.

These simple steps will help you get ready for tomorrow.

BEFORE YOU QUIT:

▶ **SMOKE-PROOF YOUR HOME, CAR AND WHERE YOU WORK.**

Get rid of any cigarettes you find, and anything that reminds you of smoking, like ashtrays, lighters and matches. Empty the ashtray in your car and put up your "Thank You for Not Smoking" sticker from the Quit Kit.

▶ **STOCK UP ON SUBSTITUTES.**

Put things like sugar-free gum or mints, toothpicks or straws in all the places you'd usually keep cigarettes. Your Quit Kit will get you started. Stock up on Ex-Smoker Snacks (pages 40-44 in *Freedom from Smoking*®).

▶ **ASK YOUR FAMILY AND FRIENDS TO HELP.**

Ask them not to smoke around you, or offer you cigarettes. And ask them to give you a break if you're tense for the first few days. Show them pages 25-26 in *Freedom from Smoking*®.



"You just say to yourself, 'I'm Gonna Beat This!!' All it takes is stick-to-it-ness. Even though you want to smoke, you have to stick to it and say, 'I want to quit too much to give in!' I drank lots of water and fruit juice. That helped. I also kept busy—I did anything but smoke."



"The first few days were the hardest for me. So I took them ONE DAY AT A TIME. I spent time with friends who don't smoke and kept busy—that kept my mind off smoking. Before I knew it, a week and then two weeks had gone by."



"I got rid of anything that reminded me of smoking. I asked the guys at work not to offer me a cigarette, or get on my case about not smoking."



"I gave away my lighter and my case and I threw out my cigarettes. I got lots of sugarless gum and candy to chew on."

ON YOUR QUIT DAY

Congratulations! You've done it!!!

These simple steps will help you stay smoke-free. Read pages 33-45 of *Freedom from Smoking*®. Carry the "Tips to Take Along" card (from your Quit Kit) with you from now on.

REMEMBER THE 4 D's

DO SOMETHING ELSE

Anything that keeps you busy—take a walk, work a crossword puzzle, read a magazine.

DELAY

Remember, a craving will pass in 3-5 minutes whether you smoke or not!

DRINK WATER

Up to 8 glasses a day, when you get the urge to smoke.

DEEP BREATHING

To keep calm and cool. See page 13 in *Freedom from Smoking*®. Breathe in strength. Breathe out tension and bad feelings.

ANYTIME THIS WEEK, GET OUT TIP SHEET 3 AND PUT IT UP.

Mail in the "I Quit" card from your Quit Kit. We'll send your Quit for Life certificate right away.

STAYING SMOKE-FREE

Congratulations! You did it! You've quit and made it through the hardest part—those first few days off cigarettes. Remember, if you can quit for a week, you can Quit for Life!

Sure, you're not over all your smoking urges—but these feelings will go away after a while. In the meantime:

▶ Use whatever is working best for you—exercise, substitutes, support from family and friends, avoiding temptation and the 4 D's.

▶ Reward yourself. You deserve it. Get ideas on page 35 of *Freedom from Smoking*®.

▶ Read *Freedom from Smoking*® for more tips to stay smoke-free.

▶ Worried about gaining weight? Time to get out Tip Sheet 4—put it on your refrigerator.

Call Cynthia at 1-800-342-4588 in NC and outside NC 1-800-421-9103. She's there to help.



When I'm Around Smokers At Work

"It's hard sometimes when you've just quit and everyone around you seems to smoke. My friends at work try not to smoke around me, and I take my breaks away from smoking places."

If You Should Slip

"I had a really bad day about 2 weeks after I'd quit. Just one cigarette won't hurt," I said. You know what? I felt worse. The guide said a slip didn't mean failure, so I threw away the pack and felt good about the 2 weeks since I'd quit."

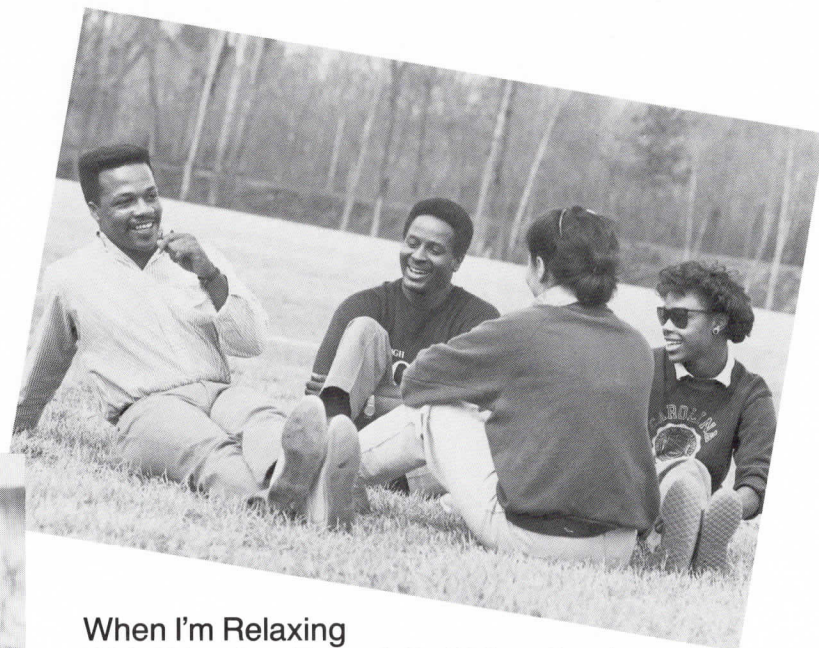


HERE'S HOW SOME "WINNERS" GOT THROUGH THEIR TOUGH TIMES



When I'm At Home

"Danny keeps my hands full. I used to smoke for a break and while I was relaxing or watching TV. Now I do other things to relax or take a break—like taking Danny to the playground. The fresh air picks me up."



When I'm Relaxing With Friends—Especially If They Smoke

"My toughest time was with my friends who smoke. So I tried to spend more time with friends who didn't smoke. And I asked my friends who did smoke if they'd mind not smoking around me at a meal, or in the car. One more thing—I cut back on alcohol for a few weeks. I found that drinking made it harder not to smoke. So I stuck to straight mixer for a while."



Feel Good About Yourself This Week!

"My first week off cigarettes I had more pep—I could even walk farther without running out of breath. Sure, you still have urges to smoke, but you'll feel them less and less. Pretty soon, you won't even think about smoking any more. So hang in there! I quit six months ago, and I've never felt better."

**KEEP THIS ON YOUR REFRIGERATOR FOR
AS LONG AS YOU LIKE!**

**KEEP YOUR QUIT FOR LIFE KIT WHERE IT'S
HANDY WHEN YOU NEED IT.**

WATCHING YOUR WEIGHT AFTER YOU QUIT (without dieting)

“Walking is the best exercise. It helps me relax and control my weight. To get more exercise after I quit, I started using the stairs instead of the elevator. And I took lots of after-dinner walks around the block.”

Now is not the time to diet! But here are some tips to keep you from gaining weight *without dieting*.

▶ Don't trade cigarettes for extra food. Don't always reach for a snack in place of a cigarette.

Sure food tastes better now, and you miss having something in your mouth. But make sure you have plenty of substitutes around, like toothpicks, straws, and sugar-free mints or gum.

▶ Cut down between-meal snacks by eating 4 small meals a day.

Start each day with a *real* breakfast (not just a cigarette and a cup of coffee anymore). When you *do* reach for a snack, stick to the Ex-Smoker Snacks in *Freedom from Smoking*® (pages 40-44).

▶ Find easy ways to be more active every day.

▶ Find easy ways to cut out “hidden” fat from the foods you cook and eat.

KEEP THIS TIP SHEET ON YOUR REFRIGERATOR DOOR.



These “fat control” tips will help hold down your weight the first 3-4 weeks while you're getting used to being a nonsmoker.

EATING AND COOKING AT HOME

Cut up fresh vegetables for snacks *in advance*—so they're ready when you need them!

Fry food less often. Drain or blot extra fat from foods that are fried.

Cooking meat? Cut off the fat first. Then broil it on a rack so the fat drips off.

PLANNING MEALS AND SHOPPING

Make sure Ex-Smoker Snacks (celery, carrots, rice cakes) are *on your list!*

Buy more chicken and fish, less beef, lamb and pork. Pick meats with more lean, less fat.

Try low-fat milk in place of whole milk—just as good for you, just less fat.

Try the low-cal version of your favorite salad dressing. Get tuna packed in water, not oil.

Try sherbet, frozen yogurt or ice milk in place of ice cream.

EATING OUT

Choose regular over extra crispy chicken which has more fat.

Don't overdo it at the salad bar with dressing and high-fat extras like bacon bits, cheese and potato salad.

Go easy on the biscuits and croissant or crescent roll sandwiches. Regular sandwich breads and English muffins have much less fat.

Don't be afraid to ask for sauces, gravy and salad dressings “on the side”—so *you* control how much you use.

Clear soups have less fat than chowders.

Choose steamed, stewed or boiled vegetables instead of cream-style.

Baked or boiled potatoes have a lot less fat than creamed, mashed or fried.

MAKING A BAG LUNCH

Use one less slice of meat or cheese.

Switch from mayonnaise or sandwich spread to mustard.

Fig bars, ginger snaps and graham crackers are lower in fat than other types of cookies.

AT A VENDING MACHINE

Watch out for the peanuts—a few go a long way! Look for fruit juices, and sugar-free mints, gums or sodas.

Plan ahead. Bring a snack from home—like your favorite fruit or, for something new, try rice cakes.