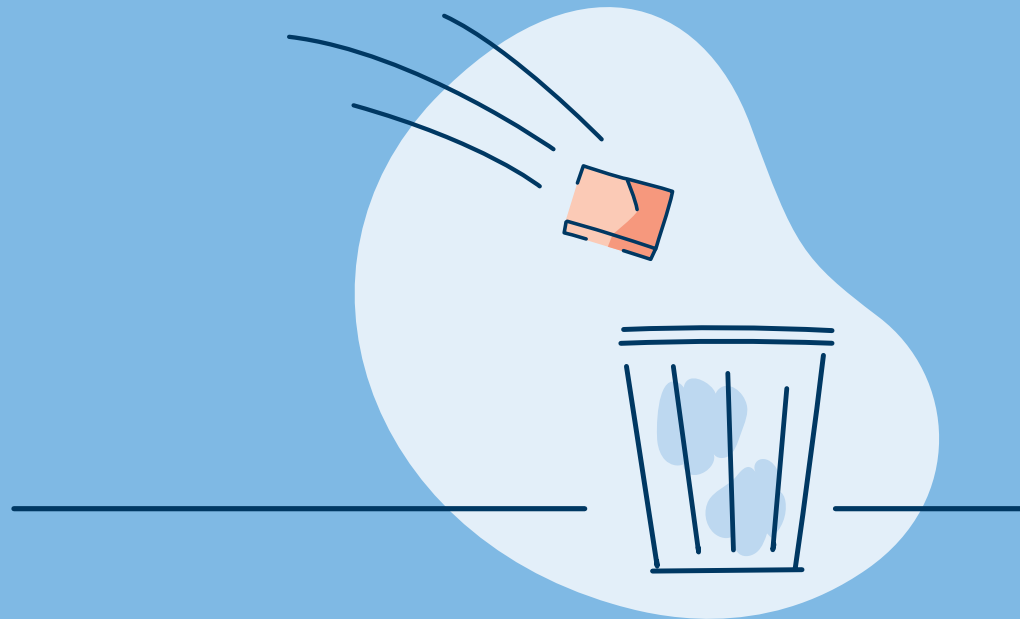


# Live tobacco free.

Your complete guide to  
living a tobacco free life.

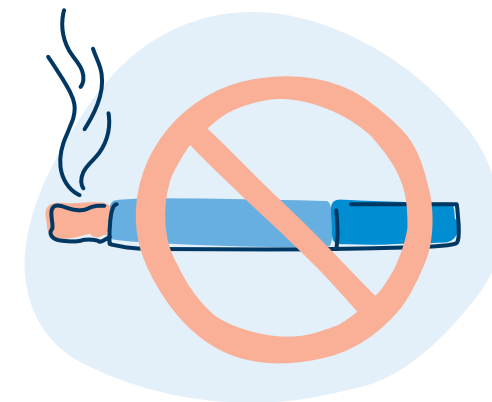




# The best time to quit tobacco? **Now.**

We know kicking the habit can be tough. That's why Highmark is here to break it down so you have the tools you need to quit for good. We'll teach you about the health risks of tobacco, reasons for quitting, what you need to do to quit, and how to avoid slip ups. Plus, we'll give you a list of resources you can turn to if you feel like you need a little extra help.

**All right — let's do this.**



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# First, let's talk about **nicotine**.

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## It's the chemical in tobacco that gets you hooked.

Once nicotine gets into your blood, it boosts levels of a feel-good chemical in your brain called dopamine. The rush goes away quickly, so you need more to get the same high — that's what makes it so addictive. Even if you smoke as few as three cigarettes per day, you still have more than a 40% chance of getting hooked.

## And there are plenty more chemicals where that came from.

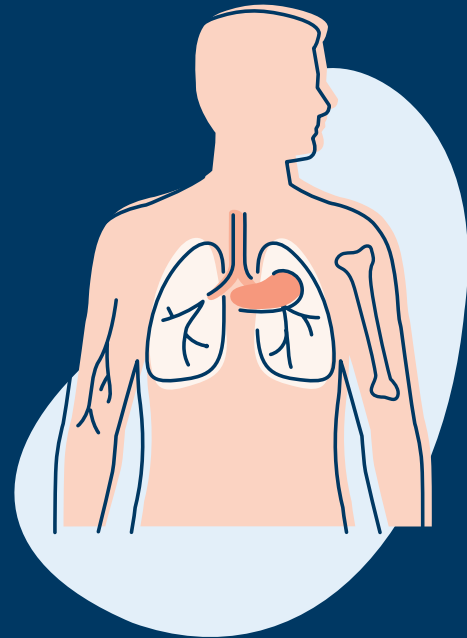
Would you believe us if we told you there are more than 7,000 chemicals found in tobacco products? That's right, 7,000. These are things you'd never consider putting in your body — **tar, carbon monoxide, cyanide, and torch fuel, to name a few.**



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So basically, using tobacco is **super risky** for your health.

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## Using tobacco puts you at risk for:

### Respiratory diseases

Smoking damages the airways and small air sacs of the lungs, causing lung diseases such as emphysema, bronchitis, and chronic airway obstruction.

**An estimated 90% of all deaths from chronic obstructive lung disease are caused by smoking.**

### Many types of cancer

Tobacco can damage pretty much every organ in the body. In fact, cancers linked to tobacco use make up 40% of all cancers diagnosed in the United States.\*

**Smoking causes an estimated 90% of all lung cancer deaths in men and 80% of all lung cancer deaths in women.**

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### For new or expectant moms:

When you use tobacco, you're putting yourself at risk for infertility, miscarriage, premature delivery, and stillbirth, and you're putting your infant at risk for low birth weight, birth defects, and Sudden Infant Death Syndrome (SIDS).

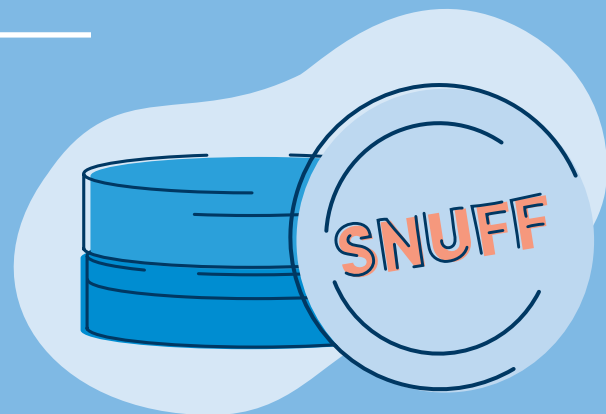
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\* Source: [cdc.gov](https://www.cdc.gov)

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# “Safe” tobacco alternatives just don’t exist.

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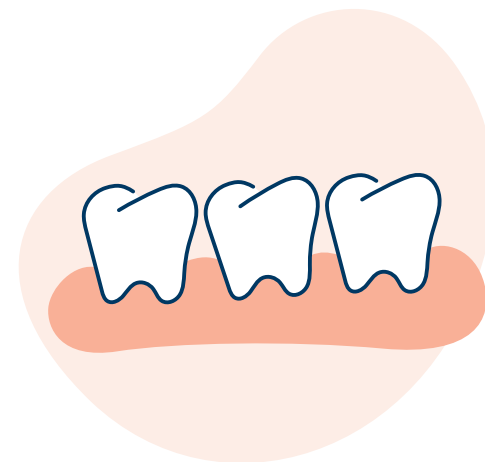
## Yep — smokeless tobacco is still tobacco.

In fact, it contains more nicotine than cigarettes and many of the same cancer-causing chemicals like ammonia, butane, cyanide, and arsenic.

## How it effects your health:

Smokeless tobacco may cause pancreatic cancer and can play a role in developing heart disease and stroke. Plus, it can ruin your teeth in more ways than one. It can cause:

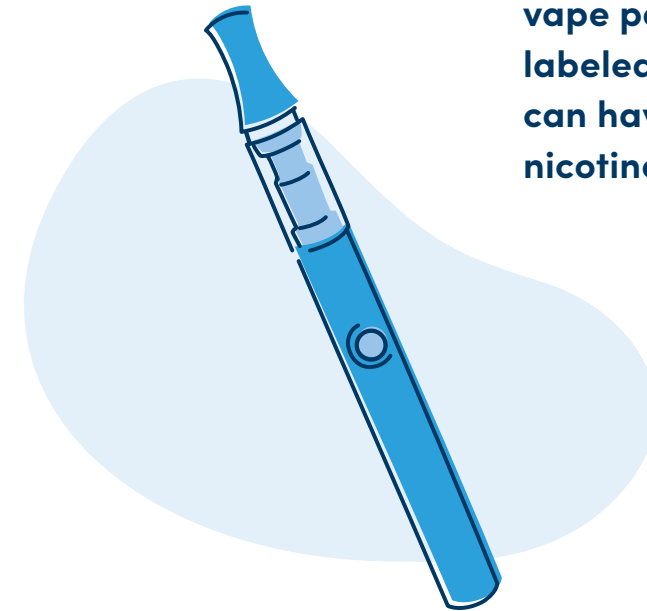
- Decay in exposed tooth roots.
- Gums to pull away from your teeth in the place where the tobacco is held.
- Gums that do not grow back.
- Leathery white patches and red sores in the mouth that can turn into cancer.



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# Vaping is still tobacco, too.

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**That's not just harmless water vapor you're inhaling. Nicotine is in every form of e-liquid in electronic cigarettes or vape pens. Even e-liquids labeled as 0 milligrams can have traces of nicotine in them.**

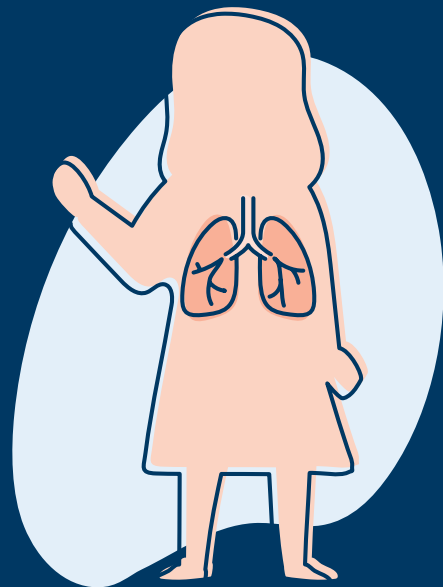
## **How it effects your health:**

Like cigarette smoke, e-cigarette aerosol can contain cancer-causing chemicals, heavy metals like nickel, tin, or lead, and flavorings like diacetyl, a chemical linked to a serious lung disease. Plus, the aerosol you exhale can expose nonsmokers to these same chemicals, just like secondhand smoke.

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# Speaking of secondhand smoke —

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**...it can be just as risky for your health.**

Secondhand smoke is a mixture of the smoke that comes from the burning end of a cigarette, e-cigarette, cigar, or pipe, and the smoke you exhale — and it contains all those nasty chemicals we mentioned earlier. Anytime a nonsmoker breathes in secondhand smoke they're exposed to these chemicals.

**When it comes to secondhand smoke, infants and young children are more at risk and can develop health problems like:**

- Getting sick more often with bronchitis and pneumonia.
- Lungs that don't function properly.
- Wheezing and coughing.
- Asthma attacks that are more frequent and severe.

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**Secondhand smoke causes about 46,000 heart disease deaths and 3,400 lung cancer deaths among adult nonsmokers annually.\***  
**(Source: ucsf.edu)**

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# Thirdhand smoke?

## Yep, that's a thing, too.

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Thirdhand smoke is residual nicotine and other chemicals left on surfaces by tobacco smoke. It can cling to anything – hair, skin, clothes, furniture, walls, the inside of your car. Plus, it hangs around long after you stop smoking.

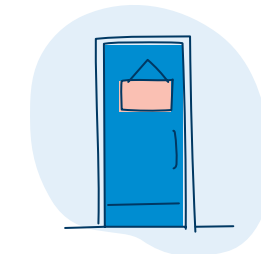
This residue reacts with common indoor pollutants to create a toxic mix including cancer causing compounds. Just like other types of tobacco smoke, it poses a potential health hazard to nonsmokers – **especially children.**

### How do you avoid it?

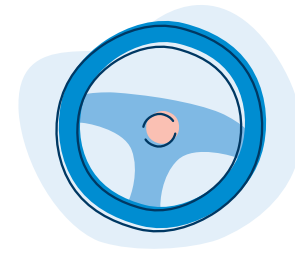
There's only one thing you have to do – make your life smoke-free. Here are some tips to do just that.



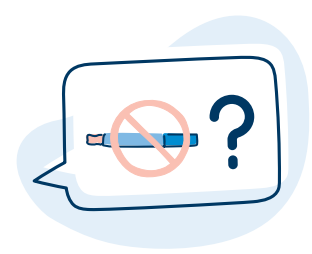
Don't smoke in your home or car.



Avoid indoor public places that allow smoking.



Always ask for non-smoking hotel rooms and rental cars.



Respectfully ask others not to smoke around you.



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# So, the upside to tobacco? Zero. Zilch. Nada.

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But if you still need a reason to quit,  
we've got a few more.

## 1

### It's just not a good look.

In the past, using tobacco may have been advertised as cool, but it's actually a dangerous, unattractive habit that shows people you don't care about your health.

## 2

### It's downright expensive.

Let us break it down for you.

- A pack of cigarettes a day at \$7 a pack = **\$2,500 a year.**
- A can of dip a day at \$4 a can = **\$1,460 per year.**
- A pouch of chewing tobacco a day at \$2 a pouch = **\$700 a year.**
- The cost of vaping varies depending on the type of device you use but can range from **\$1,000 to \$1,500 a year.**

## 3

### It can damage more than just your insides.

Tobacco use can cause a lot of changes to your physical appearance, like:

- Yellow your teeth, nails, and fingers.
- Bad breath.
- Lingering odor in your clothes.
- Dull hair and skin.
- Acne.
- Wrinkles.
- Tooth decay, tartar buildup, and gum disease.

**Pretty gross, right?**

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# You can do this. We're here to help.

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Let's face it, quitting isn't easy. You may have to change up your lifestyle quite a bit, so it's important to have a plan.

## START by taking these five important steps:

**S**

**Set a quit date.** Make it special, like your birthday, World No Tobacco Day (May 31), or The Great American Smokeout (the third Thursday of November).

**T**

**Tell friends, family, and coworkers that you plan to quit.** That way, they can be there to support you.

**A**

**Anticipate the challenges you'll face while quitting.** Temptation can be tough to deal with, so it's helpful to plan for how you're going to deal with these urges before they happen.

**R**

**Remove all tobacco products from your home, car, and work.** That means matches, lighters, ashtrays, and, if you have one, your e-cigarette, too.

**T**

**Talk to your doctor about quitting.** They'll be able to answer any questions you have about the process of quitting, how to make the most of over-the-counter medications, and more. Plus, they'll be thrilled to hear it — trust us.

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# Going cold turkey.

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**Quitting smoking cold turkey means just doing it — that means no gradual process, no plan, and no quitting aids.** It's not for everyone, but quitting cold turkey does have its advantages. You can do it at any time, plus you may get through withdrawal symptoms quicker since you aren't dragging out the quitting process.

**Note:** Quit aids like nicotine replacement therapy and getting the right kind of support doubles your chances of success. Ask your doctor if nicotine replacement therapy or other quit aids are right for you. Source: <https://smokefree.gov/tools-tips/how-to-quit/using-nicotine-replacement-therapy>

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# Be prepared to experience cravings.

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## Here's what to expect.

You may experience temptation, urges, and thoughts of tobacco, especially in places where you used tobacco the most. Know what events and places will be triggers for you and plan ahead for what you'll do instead. The more time you spend in these places without using tobacco, the weaker your urges will become. It's also important to avoid alcohol, as it could weaken your commitment to quit.

## Remember:

If you can stay tobacco free for one week, you can do it for two. If you make it that far, it means you can beat the addiction. Don't feel guilty if you slip. Instead, try and figure out why you slipped and how to avoid it next time. Most users don't quit for good on their first try — but practice makes perfect.

## Don't give up!

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# Some quick tips on how to kick those cravings.

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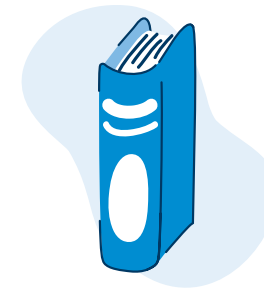
## Exercise

- Go for a walk or jog
- Do some yoga
- Lift weights



## Relaxation

- Practice deep breathing
- Take a bubble bath
- Journal
- Meditate



## Activities

- Listen to music
- Read a book
- Get involved in a hobby
- Talk to a friend
- Do a chore



## Oral substitutes

- Drink water
- Chew sugarless gum
- Munch on celery and carrot sticks

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# To sum it up — tobacco just isn't worth the risk.

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Quitting is the best thing you can do for your health, now and in the future. We're here to help you take the first step.

Call **1-800-650-8442** to enroll in Highmark's "How to be Tobacco Free," a telephonic program that pairs you with a trained and certified tobacco treatment wellness coach who will help you make a step-by-step, personalized plan to quit for good. Or you can check out some of the helpful resources on the next page.

## For general information on tobacco use:

<http://www.smokefree.gov/>

<http://www.cancer.gov/cancertopics/factsheet/Tobacco>

## For smokeless tobacco use:

<https://www.killthecan.org/>

<http://www.nidcr.nih.gov/OralHealth/Topics/SmokelessTobacco/>

## For e-cigarette use:

<https://e-cigarettes.surgeongeneral.gov/>

[https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html)

## Quitline numbers:

Quitnow – 800-784-8669 (800-QUIT-NOW)

NCI Quitline – 877-448-7848 (877-44U-QUIT)

The above constitutes a sampling of organizations that provide information about tobacco. Other organizations may be available in your area. We do not recommend or endorse any one organization.

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