

Talk about instant gratification

Twenty minutes after you stop smoking, your heart rate drops closer to normal.

And the positive health effects just get better.

Two weeks to three months — circulation and lung function improve

One year — your risk of coronary artery disease is half that of a smoker's

Five to 15 years — stroke risk is reduced to that of a nonsmoker

Fifteen years — your risk of coronary artery disease is similar to that of someone who has never smoked

5
YEARS

10
YEARS

15
YEARS

Did you know?

Tobacco use is the leading cause of preventable death in the United States.

Cigarette smoke contains more than 4,800 chemicals, 69 of which are known to cause cancer.



Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association

Are **you** ready to **quit**?



BlueHealthConnection®

Quit the Nic



Program features

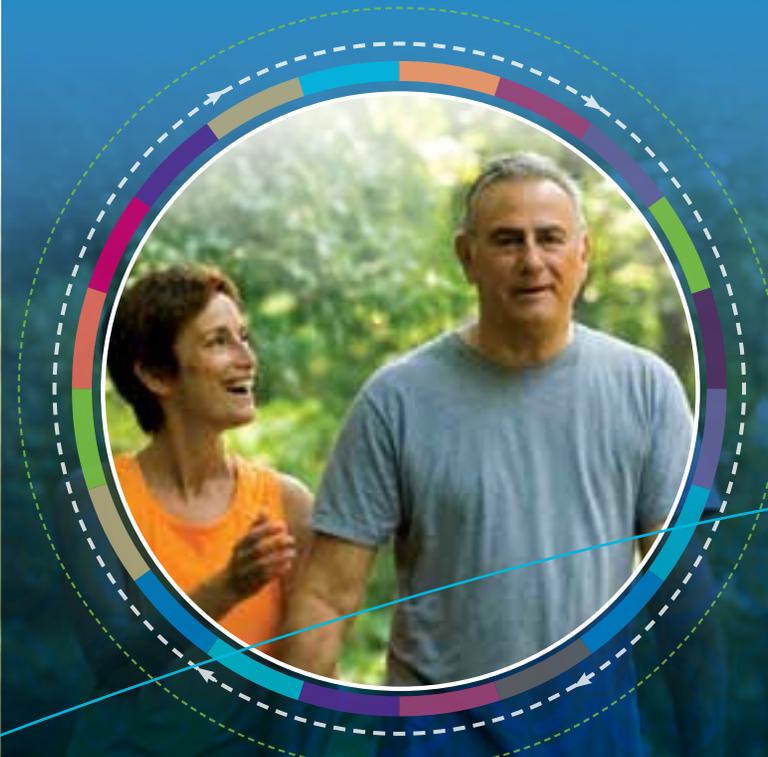
The Quit the Nic program will help you acquire self-management behaviors and coping skills over a 12-month intervention period. Program features include:

- Welcome packet
- Unlimited telephone access to a dedicated health coach
- Digital health coaching program and online health education library
- Personal plan for quitting
- Coverage of tobacco-cessation aids for qualified employees with pharmacy benefits
- *Quitting for Life* notebook
- Certificate of completion

Take back your health

Whether you've just started using tobacco or have been using tobacco for years, the time to quit is now.

The Quit the Nic program from BlueHealthConnection® can help you become a nontobacco user by offering dedicated health coaches who provide counseling and support in embracing a tobacco-free lifestyle.



How to get started

Simply call **Quit the Nic** to begin your journey toward better health.

Blue Cross Blue Shield of Michigan members should call **1-800-775-BLUE** (2583). Blue Care Network members should call **1-800-811-1764**.

- During your **first call**, a nurse health coach will discuss your readiness to quit using tobacco.
- In **subsequent calls**, the nurse health coach will guide you through a series of topics to help you through the quitting process as you overcome the urge to use tobacco.
- Together, you'll establish an **action plan** to gradually stop using tobacco and determine a final quit date.