

If you decide to quit smoking...



5 Keys for quitting

This is number two of eight sections of the QuitAssist® Resource Guide.



The more you know about how to quit, the better your chances for success²

When it comes to quitting smoking, there's no one way that works for everyone. A good way to start is to get as much information as you can, and decide on a plan that's right for you.

Welcome to QuitAssist®

QuitAssist® is an information resource sponsored by Philip Morris USA. It's designed to help you connect with a wealth of expert quitting information available—usually for free—from government agencies, universities, and respected nonprofit organizations. This QuitAssist® guide points the way to programs, telephone quitlines, websites, guides, and more that can help you find your own path to success.

You can also visit QuitAssist® Online at www.philipmorrisusa.com

From there, you can link directly to dozens of resources to help you move ahead and leave cigarettes behind.

"I live in a 5th floor walkup. When I was smoking, I used to always have to stop somewhere in the middle just to breathe. Now I'm up and down, up and down...I can go up 10 flights of stairs and not stop."

—Robert, smoke-free for 16 months



The quotes from ex-smokers throughout this guide are intended to offer insight as to why particular individuals chose to quit smoking and their experiences in doing so. Your own quitting experience may vary. The photographs and names are illustrative only and are not those of the quoted ex-smokers.

5 Keys for quitting

When you take on any challenge, a tried and tested plan can be your road map to success. What has helped other people stop smoking? According to the U.S. Public Health Service, studies show that the five steps listed below can help you quit, and stay smoke-free. For best results, use all five.⁵

1. **Get ready.**
2. **Get support and encouragement.**
3. **Learn new skills and behaviors.**
4. **Get medication and use it correctly.**
5. **Be prepared for relapse or difficult situations.**

For details on these Five Keys, log onto www.cdc.gov/tobacco/quit_smoking/how_to_quit/you_can_quit/five_keys

And in the next sections of this guide, you'll find ideas on how to put these five keys to work for you.

Helpful tip...

The more strategies you use to quit, the higher your odds are of staying smoke-free.⁶ For more facts on how-tos and whys of quitting, see www.smokefree.gov/dyk.html

References

- 1 Husten C, Jackson K, Lee C: Cigarette smoking among adults – United States, 2002. *Morbidity and Mortality Weekly Report*, May 28, 2004, p. 428.
- 2 Dunston A, August 2003. Kicking Butts in the Twenty-First Century: What modern science has learned about smoking cessation, New York: American Council on Science and Health, p. 8.
- 3 National Cancer Institute, NIH publication no. 03-1647: “Clearing the Air: Quit Smoking Today.” September 2003, p. 5.
- 4 U.S. Department of Health and Human Services: *Women and Smoking: A Report of the Surgeon General*. 2001, p. 307.
- 5 *You Can Quit Smoking. Consumer Guide*, June 2000. U.S. Public Health Service. www.surgeongeneral.gov/tobacco/quits.htm
- 6 Pederson L, Bull SB, Ashley MJ, Mac Donald JK: Quitting smoking: why, how, and what might help. *Tobacco Control*, vol. 5, 1996, p. 209-214.
- 7 Murray RP, Johnston JJ, Dolce JJ et al: Social support for smoking cessation and abstinence: The Lung Health Study. *Addictive Behaviors*, vol. 20, 1995, p. 159-170.
- 8 National Cancer Institute, NIH publication no. 03-1647: “Clearing the Air: Quit Smoking Today.” September 2003, p. 17.
- 9 National Cancer Institute, NIH publication no. 03-1647: “Clearing the Air: Quit Smoking Today.” September 2003, p. 18.
- 10 A clinical practice guideline for treating tobacco use and dependence: A U.S. Public Health Service Report. *Journal of the American Medical Association*, 283(24), June 28, 2000, p. 3244-3254.
- 11 Dunston A, August 2003. Kicking Butts in the Twenty-First Century: What modern science has learned about smoking cessation, New York: American Council on Science and Health, p. 15.
- 12 Fiore MC, Hatsukami DK, Baker TB: Effective tobacco dependence treatment. *JAMA*, 288(14), October 9, 2002, p. 1768-1771.
- 13 A clinical practice guideline for treating tobacco use and dependence: A U.S. Public Health Service Report. *JAMA*, 283(24), June 28, 2000, p. 3244-3254.
- 14 Dunn AL, Marcus BH, Kampert JB et al: Comparison of lifestyle and structured interventions to increase physical activity and cardiorespiratory fitness: A randomized trial. *JAMA*, 281(4), January 27, 1999, p. 327-334.
- 15 Stead, LF; Lancaster, T; Perera, R: Telephone counseling for smoking cessation. *Cochrane Database of Systematic Reviews*, 2004.



Success is the sum of
small efforts, repeated
day in and day out.

—Robert Collier


Quit Assist[®]
Information Resource
Philip Morris USA

Editor/Writer
Cheryl K. Olson, Sc.D.
Harvard Medical School

Review Board
Jonathan Bloomberg, M.D.
University of Illinois College
of Medicine

Rafael Art. Javier, Ph.D., ABPP
St. John's University

Jed E. Rose, Ph.D.
Duke University Medical Center

Robert L. Sokolove, Ph.D.
Boston University School
of Medicine

The organizations that the Editor/Writer and Review Board members are affiliated with are listed for identification purposes only and do not imply the individual organizations' endorsement or participation in the creation of this guide.

This guide is not intended to offer medical or psychological advice.

This guide contains citations to a number of third-party information sources, including websites, telephone resources and other organizations with additional information. These third-party information sources are not maintained by Philip Morris USA and may change without notice. These third-party resources may have changed since this guide was created. For the most recent QuitAssist[®] information please visit www.philipmorrisusa.com. The inclusion of these sources in no way indicates their endorsement, support or approval of the contents of this guide or the policies or positions of Philip Morris USA.

Copyright 2009 by Philip Morris USA
All rights reserved. 07.09 (D4)