

Ready to Quit Tobacco?

Learn what to do with the How to Be Tobacco-Free Program.

How to Be Tobacco-Free is designed to help you quit tobacco for good.

This special program was developed with the help of ex-tobacco users and tobacco cessation experts. It can help you prepare to quit, support you while you quit, and show you how to enjoy a tobacco-free lifestyle for years to come.

Through the program, you will learn important skills and strategies to:

- Identify and meet your nicotine triggers head-on
- Anticipate and plan for challenges
- Reduce withdrawal symptoms
- Combat cravings
- Cope with stress
- Set and reach goals
- Plan for success

Two Ways to Participate

- 1 By phone:** Work with a wellness coach to explore program materials, create an action plan, learn new skills, stay motivated and discuss your progress.
- 2 Self-study:** Work through the program on your own using the workbook as a guide. If you have questions or challenges, you can still call a wellness coach.

Your participation will be verified with Highmark.

Ready to Get Started?

For more information or to enroll, call Blues On CallSM at 1-888-258-3428.



What's Your Reason for Quitting Tobacco?

- Improved health for yourself and those around you
- Lower risk of cancer, heart attack, stroke, emphysema, chronic bronchitis and cataracts
- Better role model for family
- More energy and mental focus
- Improved physical appearance
- Save money

Highmark Blue Cross Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association. Blues On Call is a service mark of the Blue Cross and Blue Shield Association.

The Plan complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。