



**Monday
is quitting time.**

Quit  **& Stay Quit**
Monday
Recommit to quit.

Quit and Stay Quit Monday is a new way to think about quitting smoking. The idea is to encourage people to use Monday as the day to quit, reinforce their quit, celebrate progress or get back on track after a weekend relapse.

Why is it important? As much as 70% of smokers who try to quit relapse and it takes an average of 7-10 times to quit for good. A weekly compliance trigger can motivate more frequent quit attempts, one of key objectives of the Institute of Medicine's blueprint for ending our nation's tobacco problem.

Why Monday? Research shows that people view Monday as the day for a fresh start. On Monday they set health intentions for the week and are more likely to start or restart healthy behaviors, including quitting smoking.

Who's using it? The National Cancer Institute incorporated the Monday idea into their Smoke-free Women program. It encourages women to take a Monday pledge to quit and stay quit and supports them with weekly motivational messages through their website, Twitter and Facebook. Smokefree Monday tips and badges are available at www.women.smokefree.gov.

What can Monday do for me?

- Start Quit Monday smoke cessation groups, forums and classes
- Send Monday tips and motivators via e-mail, RSS, SMS
- Offer Monday personal interventions with quit line counselors

Contact us: www.mondaycampaigns.org