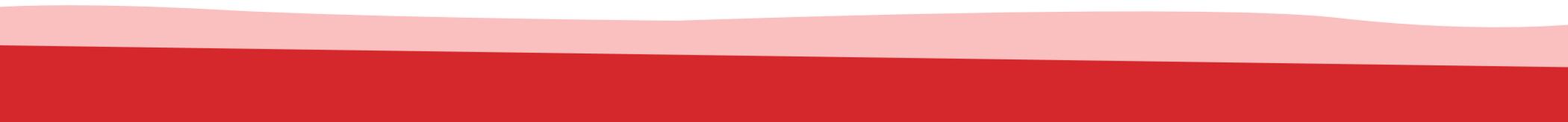


Teamwork Makes the Quit Work

**A package for building
a strong support system**



Securing support is an essential element of tobacco cessation. This 12-week package is designed to bring awareness to the different support options available to individuals who are committed to beginning or continuing their quit.

Smokers can use Monday as a day to explore and strengthen their support networks, which can provide them with a renewed sense of confidence and security at the start of each week. By using this progressive series of resources together with our other QSQM series, program participants will be equipped with the tools to quit smoking, build a support team, and keep their quit. **Our research** shows that people who commit to a healthy behavior change on Monday describe a higher likelihood of continuing that activity for the rest of the week.

Why this Behavior is Important

Quitting cigarettes shouldn't be done alone. [A 2015 survey](#) found that of adult smokers trying to quit, 80 percent of respondents said that receiving support from others was "very important." [Research](#) reinforces this sentiment, indicating that when people around you stop smoking, that your chances of quitting increase as well.

What is Included in this Package

The following package includes 12 visual assets with links to supplementary articles and actionable practices all designed to help individuals find, secure, build, and fortify a smoking-cessation support network as well as identify triggers and learn how to address cravings. In addition to the

weekly assets, we recommend that participants utilize the Monday Check-in tool to reflect on learnings from the prior week and refocus on the weeks to come.

How to Use the Contents of this Package

Use this package to supplement to on-going tobacco cessation programs. The assets are meant to be shared through a variety of different digital and print communication channels. The graphics and URL can be cut-and-paste into digital messaging such as email, company website, or social media feeds, or printed out for signage and bulletin boards; just remember to include the URL for users to access additional information. We recommend using Monday as the day to send out these weekly cues because research shows individuals are more likely to adopt healthy habits towards the beginning of the week.

Week 1

There's strength in numbers.
This Monday, consider the many different ways to help you quit smoking.



Week 2

This Monday, quit smoking with a little help from your friends.

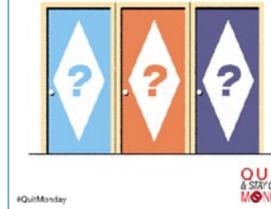
Organize a support group of your family and friends to help you quit. Call on them for strength and encouragement when you're tempted to relapse.



Week 3

Quitting smoking? This Monday, check out your options.

When it comes to your quit, nicotine replacements can help.



Week 4

Your colleagues are there for you – through good times and bad.

Give them a call if you need some words of encouragement.



Week 5

Social Network = Support Network
Use technology to connect to quit support groups.



Week 6

This Monday, check in and check off on your quit plan.

Use your quit plan to keep track of what's working for you.



Week 7

People who don't trigger smoking are a breath of fresh air.



Week 8

This Monday blow off steam, not smoke.

Strong emotions can be triggers, so be ready to take a few deep breaths.



Week 9

Belly Breathing: It's good for your lungs.

This Monday, try belly breathing to reduce your cravings.

- Place one hand on your chest and the other on your belly.
- Breathe deeply through your nose for a count of four, making sure your belly is expanding and not your chest. Exhale through your mouth for a count of four.
- Continue this breathing cycle for a few minutes.
- Feel the stress leave your body while your mind becomes calm.



Week 10

11 IDEAS FOR KEEPING YOUR HANDS TOO BUSY FOR CIGARETTES



Week 11

This Monday, ink in some dates for exercise.

Exercise not only reduces cravings, but it's good for heart health.



Week 12

Blow bubbles, not smoke!

Chewing gum is an easy and effective way to reduce cravings.

