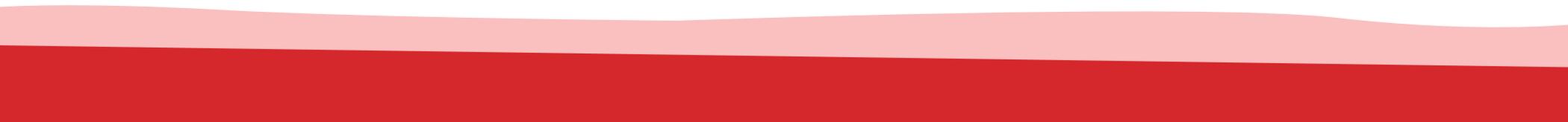


Making Monday the Time to Quit

**A package for starting the
Quit & Stay Quit Monday practice**



Quitting the use of tobacco is one of the most important health decisions an individual can make. This 12-week package is designed to support individuals as they begin to contemplate and prepare to quit using the Quit and Stay Quit approach to cessation. Encouraging smokers to use Monday as the day to create a quit plan or set a quit date can help establish each new week as a recurring opportunity to start fresh.

By using this progressive series of resources, your audience can start each week with a clear goal and actionable practice to support them as they quit smoking. When used together with our 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

There are both immediate and long-term [health benefits](#) of quitting for all smokers. Tobacco smoke contains thousands of chemicals, many of which are harmful and carcinogenic. Smoking increases the risk of developing adverse health effects like heart disease, respiratory problems, and cancer.

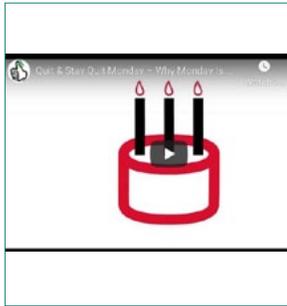
What is Included in this Package

The following package includes 12 visual assets with links to supplementary articles and actionable practices designed to introduce smokers to the benefits of quitting, the physical and physiological changes they can anticipate, and the essential elements to a successful quit plan. 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 and months to come.

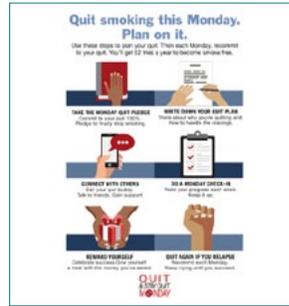
How to Use the Contents of this Package

Use this package to supplement 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



Week 2



Week 3



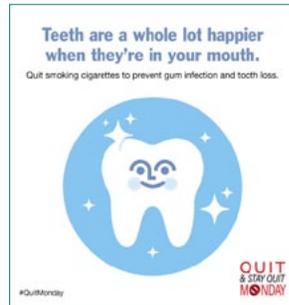
Week 4



Week 5



Week 6



Week 7



Week 8



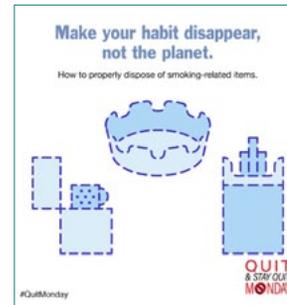
Week 9



Week 10



Week 11



Week 12

