

Extinguish Stress and Stay Quit

**A package offering ways to reduce stress
without relying on tobacco**

Understanding the relationship between stress and smoking, and developing healthy coping strategies for dealing with stress can help individuals sustain their quit and remain smokefree. This 12-week package is designed to support quitters in their efforts to manage stress without smoking. These practices, when used as part of the Quit and Stay Quit approach to tobacco cessation, can help individuals build a tool kit for handling stress and practicing self-care.

By encouraging smokers to use Monday as a day to recommit to their quit with this series of resources, they will begin to identify each new week as a recurring opportunity to start fresh, celebrate past successes, and reflect on the challenges from the prior week. When used together with our other QSQM packages, program participants will be equipped with the tools to quit smoking, build a support team, and sustain their quit over the long term. Our **research** shows that for adult Americans trying to quit, the majority said that they would make an effort to quit on Monday and selected Monday two times as much as any other day of the week.

Why this Behavior is Important

Learning how to manage stress without cigarettes can lead to both short- and long-term health benefits because it will significantly reduce cravings and cigarette consumption. Utilizing stress management practices can help prevent stress from building or mitigate the symptoms when they do occur. Knowing techniques to mitigate stress — whether at home, in the car, or at the office — can lead to more confidence, self-esteem, and security.

What is Included in this Package

The following package includes 12 visual assets complete with related links to informational articles and actionable practices. Each of the 12 weeks is designed to help individuals manage stress in a variety of settings and scenarios without relying on the use of cigarettes or other tobacco products. 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 as a supplement to on-going tobacco cessation programs. The assets are meant to be shared through a variety of different communication channels; cut and paste the graphic and URL to use in digital messaging such as email, company website or social media channels or print out images for signage and bulletin boards and include 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

Don't stress about stress.
It's a normal and temporary feeling. No cigarette required.



#QuitMonday **QUIT & STAY OUT MONDAY**

Week 2

The 5-4-3-2-1 Coping Technique
Ease your state of mind in stressful moments.

Acknowledge 5 things that you can see around you.	Acknowledge 4 things that you can hear around you.
Acknowledge 3 things that you can feel around you.	Acknowledge 2 things that you can smell around you.
Acknowledge 1 thing that you can taste around you.	



#QuitMonday **QUIT & STAY OUT MONDAY**

Week 3

Sip away stress by reducing your caffeine intake.
Try drinking an herbal tea to keep jittery and cigarette cravings at bay.



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Week 4

Be mindful of your quit.
Take a deep breath and practice meditation.



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Week 5

Stay above stress.
Fit aerobic exercise into your quit.



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Week 6

Tune-out stress with a soothing soundtrack.
Reach for your headphones instead of cigarettes to keep calm in stressful situations.



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Week 7

This Monday, calm your cravings.
Take slow, deep breaths with the shape until they fade away.



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Week 8

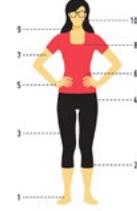
Sweat beats stress.
Use a fast and hard workout to fight negative feelings without cigarettes.



#QuitMonday **QUIT & STAY OUT MONDAY**

Week 9

Don't let stress derail your quit.
Progressive muscle relaxation is a healthy way to relieve tension and keep calm.



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Week 10

Ease smoke stress with a doodle break.
Unleash your creativity to calm your mind and combat cravings.



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Week 11

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.
- Inhale 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.



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Week 12

Put yourself in a position to stay smoke-free.
Add yoga to your stress reduction tool-kit.



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