

## Approaching Friends and Family

Friends and family members of tobacco users can play a key part in helping them quit. Knowing how to talk to your loved ones about quitting, without pushing them away, can be hard. Here's some advice for getting the conversation started.

### THINGS TO DO:

- Be compassionate. Quitting tobacco is harder than you can imagine.
- Begin any talks on quitting gently.
- Talk one-on-one about your concerns for the person's health.
- Tell them that you believe in them.
- Ask friends and family to back up your efforts. Hearing the same message from more than one person really helps.
- Call the Quit For Life® Program at 1-866-QUIT-4-LIFE (1-866-784-8454) to get more information about how you can help your friend or loved one quit tobacco.

### THINGS NOT TO DO:

- "Hard sell" or preach to a tobacco user.
- Try to scare anyone into quitting.
- Verbally or emotionally punish the person.
- Tell the person what to do.
- Take it personally if they say no, or react negatively.
- Lose patience or get angry.
- Hide the smoker's cigarettes.
- Say that tobacco use is OK – accepting the person is not the same as accepting the tobacco use.
- Think of their tobacco use as anything less than an addiction.

**1-866-QUIT-4-LIFE** (1-866-784-8454)  
**[www.quitnow.net](http://www.quitnow.net)**



Quit For Life<sup>®</sup> Program

## Health Benefits of Quitting

It's no secret smoking is bad for your health. Smoking damages nearly every organ of your body and causes a long list of diseases including cancer, heart disease, and lung disease. No matter how long you've smoked, you'll be healthier starting the minute you quit.

IF YOUR LAST CIGARETTE WAS:	THESE ARE SOME OF THE CHANGES YOU MAY EXPERIENCE:
20 minutes ago	Heart rate drops to normal
12 hours ago	Carbon monoxide level in bloodstream drops to normal
2 weeks to 3 months ago	Heart attack risk begins to drop and lung function begins to improve
1 – 9 months ago	Coughing and shortness of breath decrease
1 year ago	Added risk of coronary heart disease is half that of a smoker's
5 – 15 years ago	Stroke risk is reduced to that of a non-smoker's
10 years ago	Lung cancer death rate is about half that of a smoker's; risk of smoking-related cancers decreases
15 years ago	Risk of coronary heart disease returns to that of a non-smoker

Enroll today and create a personalized Quitting Plan with a highly trained Quit Coach<sup>®</sup>. You'll receive free ongoing support and may be eligible for nicotine replacement therapy.

**1-866-QUIT-4-LIFE** (1-866-784-8454)  
**[www.quitnow.net](http://www.quitnow.net)**

The Quit For Life<sup>®</sup> Program is brought to you by the American Cancer Society<sup>®</sup> and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

© 2011 Alere. All rights reserved. Quit For Life is a registered trademark of Alere. The American Cancer Society name and logo are trademarks of the American Cancer Society, Inc.