



Facilitator's Guide Program Launch: Reasons to Quit: Week 1

Notes to Facilitator—A Positive Approach Works!

As the facilitator for this program, you play an integral part in the program's success. Your interest, attention, and enthusiastic support will have a ripple effect among the participants. All of the participants are here because they smoke and acknowledge that they need support in order to quit. Use all of the Beat the Pack program resources to the best of your advantage to help all of the participants reach their goals.

There is no such thing as a "second" first impression, so make your first meeting an impactful one. Welcome your participants and encourage involvement and sharing whenever possible. Know that you are making a significant contribution to the health and lives of the employees participating, to their families and loved ones, and to your company, as well.

Remember that this session is different because you will focus on positive messages including the benefits of quitting smoking. You will be sharing information on tools that give confidence to smokers who want to quit.

To prepare for your first meeting, review this agenda in advance, as well as the corresponding PowerPoint presentation and speaker notes. Additionally, gather and familiarize yourself with the materials and resources listed below.

Your Tools

Agenda 1 Slide Presentation

The corresponding PowerPoint presentation is enclosed on the CD-ROM and includes speaker notes that closely mirror this agenda.

Meeting Handouts

- *Get READY: Kick-off to Quit*
- *Using the Buddy System to Help You Stay Quit*
- *Personal Progress Tracker*
- *31 Things to Do Instead of Smoke Calendar*

I. Welcome and agenda

Welcome. The [NAME] Program is designed to best help you to quit smoking and to stay quit long term. The program features:

- *Group meetings*
- *Educational information and resources*

Use all of the program components to help you have the best chance of successfully quitting.

At this meeting, we'll talk about:

- *Reasons to quit and why it's so important*
- *What to expect within the first weeks of quitting*
- *How to get ready to quit successfully*



II. Reasons-to-quit discussion

- *Why do you want to quit?*

This is a great opportunity to engage and involve your audience by having participants introduce themselves and publicly announce their reasons for wanting to quit. It not only gives them ownership of the meeting, but it also makes them more apt to be accountable. Additionally, when people know each other's names, they are more likely to engage in conversation. An added bonus to this meeting may be the building of a support network within the group and ideally finding fellow "quit buddies."

You can ask them to briefly introduce themselves, state their reasons for wanting to quit, and tell what brought them to this meeting.

TIP: If you have a writing easel, it might be nice to make a ledger by writing first names and a key phrase for each person's reason for quitting, for example: "Joe—my grandchildren" or "Jane—overall health," and save it and post it at every meeting as a visual reminder and personal touch. This reminder will help people to stay focused. You should suggest that they keep it with them at all times.

- *How will quitting affect your life and the lives of those around you?*
- *What do you think will happen when you try to quit?*
- *Has anyone tried to quit before? What did you learn that could help you this time?*

If any member has tried before, say: "Prior attempts to quit are common and may increase your chance for success this time."¹

III. Health reasons to quit

There are many good reasons to quit smoking, including:

- *Your body gets healthier. This is a main reason to quit, because smoking harms nearly every part of the body^{2,3}*
- *You significantly lower your risk of illness⁴*
- *You can live longer.² No matter what your age or how long you have smoked, quitting can lead to positive health benefits³*
- ***Short-term health benefits***
 - *The benefits of smoking cessation begin almost right after your last cigarette. And they go on throughout your life*
 - *Within 1 day, your heart rate drops. Your carbon monoxide levels become normal⁵*
 - *Within months, your heart attack risk starts to drop, and your lungs start to work better. Your cholesterol levels improve. You cough less and you breathe better^{5,6}*
- ***Long-term health benefits***
 - *After you've stopped smoking for about 1 year, your excess risk of coronary heart disease as a nonsmoker is cut in half. And it goes down from there. Heart disease is the main cause of death in the United States⁵*



- After 5 years, your risk for a stroke goes down. You have less of a risk for cancer, too. After 10 years, your risk of lung cancer death is reduced by 50%, and you have less of a risk of getting pneumonia^{5,6}
- You also have a better chance of not getting peptic ulcer disease, peripheral artery disease, other cancers, or COPD, and of not having low-birth weight babies⁶
- You get rid of dangerous secondhand smoke, which is exhaled smoke or the smoke that streams off of a lit cigarette. Secondhand smoke raises the chance for many health problems and is especially bad for children and women who are pregnant⁷

IV. What to expect: withdrawal

- The nicotine in tobacco is highly addictive, which is why it is so hard to quit.⁴ Medicine and support groups may help
- You may have nicotine withdrawal symptoms. You may have them if you stop smoking all at once or if you cut back more gradually. Often, urges to smoke start within hours of the last cigarette. They may last a few days or weeks.⁴ Knowing what to expect can help. Symptoms do go away
- Symptoms may include⁴:
 - Mood changes: anger, impatience, anxiety (nervousness), crankiness, or depression (sadness)
 - Sleep problems
 - Headaches
 - Trouble concentrating
 - Fatigue (tiredness)
 - Bigger appetite

V. Get ready to quit

- Think about what you can do at this time to stay strong. When you get the urge to smoke, you can try to do 1 of the suggestions from the 31 Things to Do Instead of Smoke calendar. Try a few different things until you find something that works for you
- Put together an “emergency kit” and keep it handy whenever possible. Fill a container with things that can help you to stop the urge to smoke, such as:
 - A bottle of water
 - Healthy snacks like low-fat crackers, sugarless gum, or hard candies
 - A rubber exercise band
 - A journal to record your feelings or anything else that you have found helps
- Also include something that will keep you motivated to stay quit, such as:
 - A note to yourself
 - A reminder of why you want to quit
 - A photo of your kids



- *See the doctor*
 - *Medical guidelines recommend combining counseling with medication for adult smokers trying to quit⁸*
 - *Stop-smoking treatments may help to make withdrawal easier.³ You may be qualified for a variety of medications under the benefit we offer. Ask your doctor if you should use a stop-smoking medicine. Discuss your options to find out what would work best for you and your specific needs/concerns*
 - *Through [insert insurance health plan carrier], we are providing you with the following coverage to help you stop smoking:*
 - [insert details as needed of your company's specific benefit coverage for smoking cessation]
 - *It is always encouraged that you see your physician to discuss any medications that may help you quit smoking. Not every medicine works for everyone; only you and your doctor can decide which will work best for you*

VI. How to quit

- *Pick a quit date within 2 weeks*
- *Getting support is very important. Your friends, family, coworkers, or anyone else in your life who you would like to ask for support may help motivate you to stay on track*
- *As you quit, remember to update and thank your support network. Let them know how you are doing and that you appreciate their help and encouragement*
- *Decide how you want to quit. Will you:*
 - *Gradually smoke fewer cigarettes before your quit day?*
 - *Smoke less often before your quit day?*
 - *Quit at once on your quit day?*
- *Create the best environment to stop smoking so that you can execute your plan to quit. The night before your quit date, throw out everything related to smoking—all of your cigarettes, ashtrays, lighters, and matches²*
- *After your quit day, it's very important not to smoke even 1 puff.² If you do smoke, quit as soon as you can. But don't get discouraged. It may take a few tries*
- *Track your progress in your Personal Progress Tracker so that you can recognize how and when you may feel the urge to smoke. Use this sheet to write down:*
 - *Situations or things that make you want to smoke (triggers) and how you coped with them*
 - *The number of cigarettes you smoke each day leading up to your quit day and if you slip afterward*
 - *Anything else you think is helpful and encouraging*
- *If you find that you weren't able to quit on your quit date, pick a new date and try again*



VII. Form support groups with others in the program. That way, you can help keep each other on the path to quitting

- *This step is not required, but is strongly recommended*
- *The Using the Buddy System handout is a helpful guide to finding a quit buddy*
- *Decide if you want to meet or talk on the phone, and how often*
- *Share contact information (phone number, e-mail address)*
- *Take nonsmoking breaks together*
- *For fun, name your support group and/or plan a reward together*

VIII. Next steps

- *Next group meeting: [DATE, TIME, PLACE]*
- *My contact information: [PHONE or E-MAIL]*
- *Incentives: [OPTION: If you will offer incentives for attendance or not smoking, now would be a good time to discuss them]*
- *Questions?*

References:

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4. American Cancer Society. Guide to quitting smoking. http://www.cancer.org/docroot/ped/content/ped_10_13x_guide_for_quitting_smoking.asp. Accessed February 27, 2008.
5. Centers for Disease Control and Prevention. *Smoking & Tobacco Use, 2004 Surgeon General's Report—The Health Consequences of Smoking*. Within 20 minutes of quitting. http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/posters/20mins.htm. Accessed May 16, 2008.
6. Centers for Disease Control and Prevention. *2004 Surgeon General's Report—The Health Consequences of Smoking*. http://www.cdc.gov/tobacco/data_statistics/sgr/sgr_2004/chapters.htm. Accessed March 17, 2008.
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8. Fiore MC, Jaén CR, Baker TB, et al. *Clinical Practice Guideline: Treating Tobacco Use and Dependence: 2008 Update*. Washington, DC: US Department of Health and Human Services. Public Health Service; 2008.