

# Tobacco Cessation Programs May Help You Lead a Healthier Life

Our Well onTarget tobacco cessation programs consist of methods to help you learn to quit smoking with one-on-one coaching and innovative lessons developed using the most current academic and medical research.

## METHODS OF LEARNING INCLUDE:

- **Standard telephonic coaching, and coaching via secured messaging:** You'll have unlimited access to a coach throughout a program year. Coaches are available Monday through Friday, between 7 a.m. and 10 p.m. and Saturday between 9 a.m. and 4 p.m. (CT).
- **Digital Self-management Program:** Consisting of weekly lessons, this online course guides you through the process of quitting tobacco permanently. Each lesson combines two approaches:
  1. Current evidence is used to provide education on the physical and social consequences of tobacco use, principles of addiction, treatment options and tobacco-related health statistics.
  2. Behavioral in nature, you'll get solid, practical action steps, from creating your own quitting plan to relapse prevention. You will have access to numerous calculators, trackers, tools and educational materials to support you in your efforts.

## EARN BLUE POINTS<sup>SM</sup>

You can earn 1000 Blue Points once per quarter when you complete a digital self-management program. Redeem your points in our expanded online shopping mall for merchandise.\*

After quitting, the body begins to repair the damage caused by smoking.\*\*

12 Hours

The carbon monoxide level in the blood drops to normal.

2 Weeks to 3 Months

Lung function begins to improve.

1 to 9 Months

Coughing and shortness of breath decrease.



# Tobacco Cessation Coaching Process

1. The tobacco cessation coaching process begins with the initial health assessment indicating your tobacco use.
2. The coach establishes your level of readiness or willingness to make a quit attempt.
  - If you aren't ready to make a quit attempt, you'll be reassured and encouraged to continue contemplation. You will be reminded that the coach will be periodically readdressing the subject throughout the course of the coaching relationship.
  - If you are ready to make a quit attempt, the coach confirms information from the health assessment.
3. The coach assists you in developing an individualized quit plan utilizing the "S.T.A.R.T." model (each step is documented in your record):
  - S**et a quit date
  - T**ell family, friends, coworkers and others about the plan
  - A**nticipate challenges and put plans in place to avoid a relapse
  - R**emove all tobacco and tobacco-related items from your environment
  - T**alk to your doctor (for potential medicinal support)
4. You're given individualized information and advice along with appropriate educational content and instruction on portal resources (tobacco cessation therapies, tracking, tools, online support community and self-managed lessons).
5. Next, follow-up contact is scheduled (often taking place on, or just before, the agreed quit date).

Each contact involves an assessment of current tobacco status (number of days quit, any slips, relapses or challenges faced). The coach employs encouragement and strengths-based practical counseling to help you stay on track (or get back on track if necessary). All participants who successfully complete the program will receive a Certificate of Completion.

## QUALIFIED STAFF

The tobacco cessation clinical staff includes registered and licensed nurses, registered dietitians, exercise specialists, health educators and certified mental health counselors. Health coaches have a bachelor's degree in a health-related discipline.

Sign up for the Tobacco Cessation Program in the Well onTarget Portal at [wellontarget.com](https://wellontarget.com).  
Or call **877-806-9380**.



Tobacco cessation can be a lengthy, difficult journey. Regardless of your situation or tobacco use status, coaches are trained to provide compassionate interventions.

\* Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for more information. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward.

\*\* Source: <http://www.lung.org/stop-smoking/i-want-to-quit/benefits-of-quitting.html>