## Smoking related diseases

Smoking causes damage to the human body – from head to toe. It is the number one cause of preventable death and disease in the U.S., yet 21% of adult Americans continue to smoke – nearly 50 million people.

### Smoking causes:

- Chronic lung disease
- Emphysema & chronic bronchitis
- Cancer
- Coronary heart disease
- Stroke
- Disease in nearly every organ of the body

Smoking-related diseases claim an estimated 438,000 American lives each year.

It's not to late, let us help you quit. Call **1-800-442-8904**

## Get started today

## It's FREE!

## 1-800-442-8904

Become one of the thousands of people who have successfully quit. Call the Quit For Life Program today at **1-800-442-8904** for more information. TTY is available at 1-877-777-6534. Quit Coaches are available from 8:00 am to midnight (Eastern time), seven days a week.

There is no better time than now to quit tobacco.

excellusbcbs.com

The Quit For Life Program is FREE to all eligible Excellus BlueCross BlueShield members 18 years or older.

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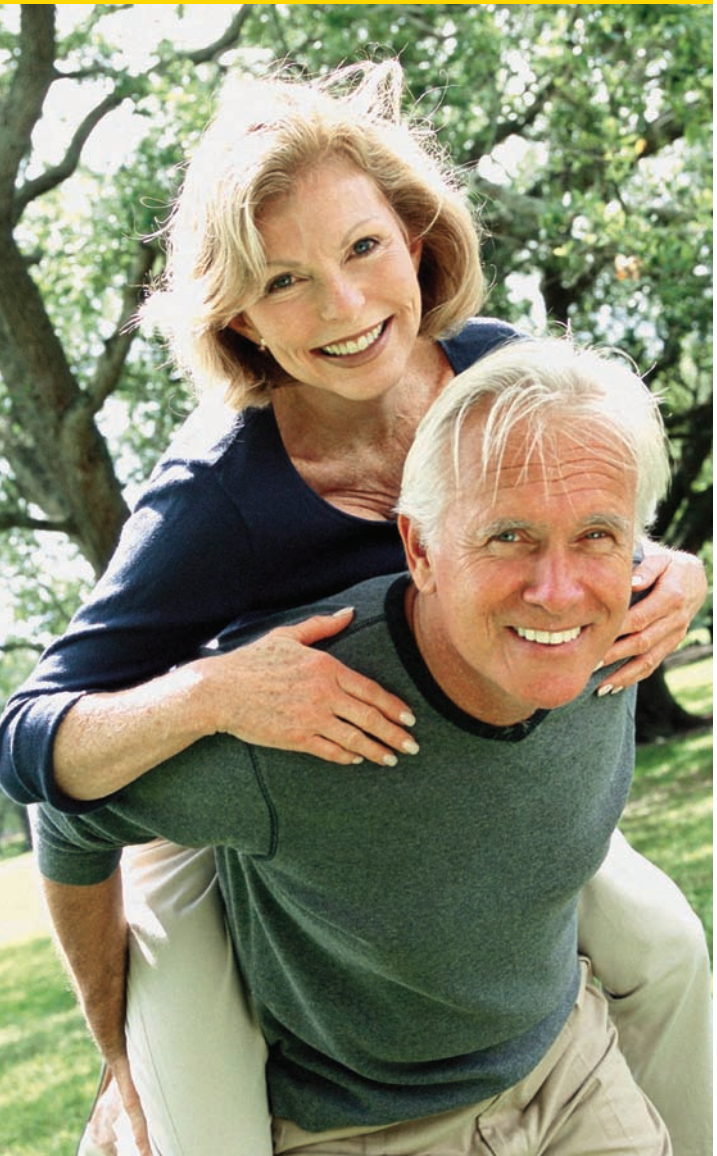
# Finally – A Quit Tobacco Program that Works!

It's the **Quit For Life**™ Program.

Excellus

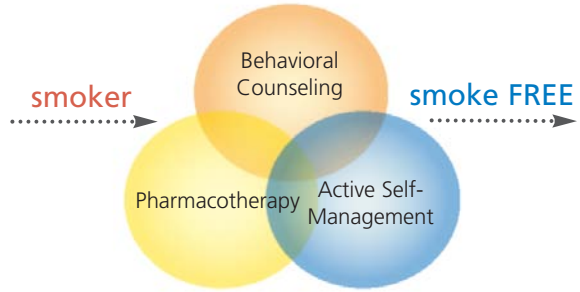
# With the Quit For Life Program,

you'll work with a professional Quit Coach via the phone and receive unlimited access to online discussion forums. Receive the personal support you need to quit successfully!



## This **FREE** program includes:

- One-on-one counseling with a professional Quit Coach
- Medication recommendations, if appropriate
- Free nicotine replacement products (patch, lozenges or gum) delivered to your home, if recommended
- Easy-to-use "Quit Guides" for support between sessions
- Online interactive discussion forums available 24/7
- Help guide for family and friends




## Quit tobacco for your health, your family, and your wallet

### For your health:

- Cut your risk of dying from a heart attack by 50%
- Greatly reduce your risk of lung cancer and stroke
- Add 5-10 years to your life

### For your family:

Secondhand smoke contains over 250 chemicals known to be toxic or cancer causing. It causes disease and premature death in children and adults who do not smoke. Bring fresh air back into your house, car, clothes, hair, skin, and most importantly, your life.

### For your wallet:

What you spend on tobacco can really add up.

| $140.00 | $1,680.00 | $16,800.00 |
|---|---|---|
| One Month | One Year | Ten Years |

Note: These savings are based on purchasing 1 pack per day at $5.00.

## It's not too late to stop!

Within the first 20 minutes of quitting, the healing process begins. Quit smoking benefits will continue to improve your health and quality of life for years.

| Time Since Last Cigarette | Health Benefit |
|---|---|
| 20 Minutes | Pulse rate drops; Blood pressure decreases; body temperature of hands and feet return to normal |
| 12 hours | Carbon monoxide level in bloodstream drops to normal |
| Two weeks to three months | Circulation improves<br>Walking becomes easier<br>Lung function increases |
| One to nine months | Coughing, sinus congestion, fatigue, and shortness of breath decreases |
| One year | Added risk of coronary heart disease is half that of a smoker's |
| Five to 15 years | Stroke risk is reduced to that of a non-smoker's |
| 10 years | Lung cancer death rate is about half that of a smoker's; risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases |
| 15 years | Risk of coronary heart disease is back to that of a non-smoker's |