

More Reasons to Quit Tobacco

Find Your Motivation to Quit

Finding your motivation is one of the keys to becoming smoke free. Start today and begin building your list of reasons to quit. Use some of the resources we've given you in the past few weeks. If you can't think of reasons on your own, ask your family, friends and co-workers. They can help you find your motivation to quit.

Five Fast Facts About Tobacco

Still need more reasons to quit? Consider these facts about tobacco and you may be inspired.

1. Smoking is expensive. Take a few minutes to stop and think how much money smoking takes from your disposable income. It's more costly than you may realize. Where could you better spend your money? Here is the real cost of smoking.

The Real Cost of Smoking			
Price per pack = \$4.75	1 pack per day	2 pack per day	3 packs per day
1 year	\$1,733.75	\$3,467.50	\$5,201.25
10 years	\$17,377.50	\$34,675.00	\$52,012.50
20 years	\$34,675.00	\$69,350.00	\$104,025.00

2. Smoking kills.

The Campaign for Tobacco Free Kids 2003 tells us that smoking kills more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined. According to the American Cancer Society report, *Cancer Prevention and Early Detection Facts and Figures 2005*, approximately 87 percent of lung cancer deaths can be attributed to tobacco.





3. Smoking causes many diseases and negative health effects. According to The Health Consequences of Smoking: A Report of the Surgeon General 2004, smoking has been attributed to abdominal aortic aneurysm, atherosclerosis, bladder cancer, cataracts, cervical cancer, chronic obstructive pulmonary disease, coronary artery disease, diminished health status, esophageal cancer, hip fractures, kidney cancer, laryngeal cancer, leukemia, low bone density, lung cancer, oral cancer, osteoporosis, pancreatic cancer, peptic ulcer disease, pneumonia, stomach cancer and strokes.

4. Tobacco use is harmful to the brain. Several studies have shown evidence that chronic tobacco use promotes a decline of mental functioning, with or without a family history of dementia or Alzheimer's disease.

5. Smoking can cause blindness. Smokers are more likely to develop age-related macular degeneration. Macular degeneration can result in blindness because of the loss of 'straight-ahead' vision that we use for activities such as reading, hobby work and driving a vehicle.

Highmark offers smoking cessation programs at no charge to members.

Telephonic SmokelessSM

PROGRAM DESCRIPTION

A one-year telephone-based program that includes five scheduled outbound calls by your own professional tobacco cessation specialist and unlimited inbound toll-free calls to address additional support concerns and receive support.

Guided Self-Help SmokelessSM

PROGRAM DESCRIPTION

Guided Self-Help Smokeless is a self administered tobacco cessation program that helps people quit at their own pace. Users have unlimited toll-free access to a qualified tobacco cessation counselor.

HealthMedia[®] BreatheTM

PROGRAM DESCRIPTION

Breathe is an online smoking cessation program conveniently accessible 24/7. Visit your member Web site, complete and submit the Breathe questionnaire to receive a Personal Plan to Quit Smoking built especially for you.

Log on to www.highmarkbcbs.com, choose the "your health" tab, click "improve your health" and choose "Breathe."

For more information or to enroll
in Telephonic Smokeless or
Guided Self-Help Smokeless, call
1-800-345-2476

