

# TALKING ABOUT SMOKING CESSATION

Everyone has their own reasons for wanting to stop smoking. It could be your health, it could be the expense, or the inconvenience. Whatever your reason, it might take a few tries before you quit for good, but it's worth it. **Quitting will change your life. ARE YOU READY?**

## Quitting can be tough

Our brain says quit while our body says it prefers that immediate feel-good reward that comes from smoking. You can begin to stop smoking by breaking the connection between smoking and the reward.

## Now's a good time to quit

There are many strategies to **break the connection** between smoking and the reward – one of them will be right for you.

Here are some resources that can help:

Health Canada – [www.hc-sc.gc.ca](http://www.hc-sc.gc.ca)

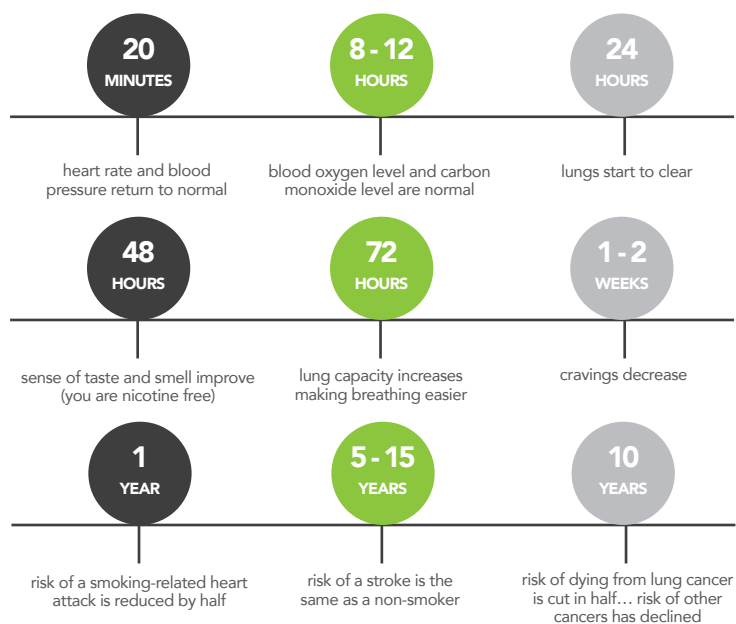
Canadian Cancer Society – [www.cancer.ca](http://www.cancer.ca)

Centers for Disease Control and Prevention – [www.cdc.gov](http://www.cdc.gov)

## Break the connection...

- 1 Know your smoking triggers. Write down whatever gives you the urge to smoke. When a trigger occurs, do something different.
- 2 Cut back gradually before quitting.
- 3 Try nicotine replacement therapy – it may help reduce your cravings. Your pharmacist can explain your options.
- 4 Give yourself a reward for not smoking. Spend the money you save by NOT smoking on something fun.

## Once you quit, the changes happen fast!



## If you don't quit, bad things can happen...

- LUNG CANCER AND OTHER TYPES OF CANCER, CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD), AND PNEUMONIA
- DIABETES
- HEART DISEASE AND STROKE
- ERECTILE DYSFUNCTION

Second-hand smoke affects everyone around you. Children and babies risk chest infections, persistent coughs, and throat cancer. Second-hand smoke can even make your pets sick.

Check out GSC's Change4Life health portal at [greenshield.ca](http://greenshield.ca)

Complete healthy activities and earn points that you can redeem for rewards. And guess what?

You've just earned 50 points for reading this! Just enter this bonus code on the portal: **GSBPPD3EWZZV**