



# healthy habits

We've all heard the dangers of smoking many times. But if what you're hearing still hasn't convinced you to quit, maybe you need to separate the facts from the fiction.

## Five common myths about smoking

### **Myth 1: Smoking is just a bad habit and quitting is just a matter of willpower.**

**Fact:** Tobacco use is an addiction. According to the U.S. Public Health Service Clinical Practice Guideline, *Treating Tobacco Use and Dependence*, nicotine is a very addictive drug. For some people, it can be as addictive as heroin or cocaine. And because smoking is an addiction, quitting is often very difficult.

### **Myth 2: Other types of tobacco are safer than cigarettes.**

**Fact:** No type of tobacco is safe, including cigarette, pipe, cigar, snuff and chewing tobacco. The majority of oral cancer patients use or have used some form of tobacco.

### **Myth 3: If you can't quit the first time you try, you will never be able to quit.**

**Fact:** Quitting is hard. Approximately 70 percent of smokers want to quit – and usually people make two or three tries, or more, before being able to quit for good.

### **Myth 4: The best way to quit is "cold turkey."**

**Fact:** Quitting cold turkey has an approximate success rate of only 4 percent, so if this method hasn't worked for you, try something else. The most effective way to quit smoking is by using a combination of counseling and nicotine replacement therapy or non-nicotine medicines.

### **Myth 5: Quitting is expensive.**

**Fact:** Tobacco cessation treatments may cost from \$3 to \$10 a day; however, a pack-a-day smoker spends almost \$1,000 per year.

## Did you know your CIGNA Quit Today<sup>®</sup> tobacco cessation program could help?

### **Quit tobacco today. Live better tomorrow.**

You know you want to quit. Now the CIGNA Quit Today<sup>®</sup> program can help you develop a personal plan to become and remain tobacco-free. Choose from two convenient options – a telephone program featuring a dedicated wellness coach or an online eight-week self-paced program – or use both.

Get the support you need and the results you want. Call [000.000.0000] or go online: [www.xxCIGNAxxxxxxxx.com] and enter your Employer ID: [xxxxxxxxxx].