



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 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, with 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 plans to relapse prevention. You'll have access to numerous calculators, trackers, tools and educational materials to support you in your efforts.

Earn Blue PointsSM

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.*

Tobacco Cessation Coaching Process

1. The tobacco cessation coaching process begins with the initial health assessment. If you indicate current tobacco use, more specific information is gathered, including type(s) of tobacco used, quantity and frequency of use.
2. The coach establishes your level of readiness or willingness to attempt to quit.
 - If you are not ready to make a quit attempt, you'll be reassured and encouraged to continue contemplation. 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 baseline information and metrics 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 the member's record):
 - Set a quit date
 - Tell family, friends, coworkers and others about the plan
 - Anticipate challenges and put plans in place to avoid a relapse
 - Remove all tobacco and tobacco-related items from environment
 - Talk to your doctor (for potential medicinal support)
4. You'll be 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-directed 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 will give you 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.

Staff Qualifications

The tobacco cessation clinical staff includes registered and licensed nurses, registered dietitians, exercise specialists, health educators and certified mental health counselors. Health coaches must 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. Or call **877-806-9380**.

* 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.

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

Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association



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

Did You Know: After quitting, the body begins to repair the damage caused by smoking.