

I'M GETTING READY TO QUIT

1

Your chances of quitting smoking for good are greater when you have a well-thought-out plan!

Start by getting prepared: this will be the secret of your success!



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"I started smoking at the age my girls are now. I absolutely did not want them to start smoking like I did, but I wasn't really setting a good example. So I decided to quit once and for all. It wasn't easy, but the thought that my children might smoke one day helped me to not give up."

Véronique, ex-smoker since January 2012 and spokesperson for the *Challenge* since 2013



GET INFORMED TO STAY STRONG

Motivation is without a doubt your best weapon to break tobacco's hold on you. Unfortunately, it isn't always enough. But don't panic! Consider medications.

Pharmacological treatments lessen the effects of physical withdrawal and decrease the desire to smoke. As a result, it increases the chances of long-term success. But above all, it's easier to butt out.



ARE TREATMENTS EXPENSIVE?

Most pharmacological treatments are covered by the public prescription drug insurance plan or by private insurance plans.

Ask your doctor or pharmacist about how to claim a refund.





WHICH TREATMENT SHOULD YOU CHOOSE?

Three pharmacological treatments have been proven to be effective in smoking cessation. Their use can increase your chances of success considerably. Your doctor or pharmacist can help you choose the best treatment for you. The treatment lasts around 12 weeks, and for particular situations, can be extended for up to 6 months.

NICOTINE REPLACEMENT THERAPY (NRT)

The aim of NRT is to help your body gradually get used to living without tobacco. NRTs come in the form of

- › patches (such as *Habitrol*, *Nicoderm* or *Nicorette*);
- › gums (such as *Thrive* or *Nicorette*);
- › lozenges (such as *Thrive* or *Nicorette*);
- › inhalers (*Nicorette*);
- › and mouth sprays (*Nicorette QuickMist*).

VARENICLINE TABLETS (CHAMPIX)

Varenicline – which does not contain nicotine – belongs to a new generation of smoking cessation products. Treatment should start one week before quitting.

BUPROPION TABLETS (ZYBAN)

Bupropion is an anti-depressant medication that was found to be effective as a smoking cessation aid. In order to reduce the effects of tobacco withdrawal, bupropion should be taken one week before quitting.

AND WHAT ABOUT E-CIGARETTES?

E-cigarettes appear to be promising cessation aids for certain types of smokers. For the time being, because their sale is not regulated, we advise you to exercise caution and discuss them with your doctor or pharmacist.

8 WAYS TO GET PREPARED

- I identify the benefits that are my main motivators for wanting to quit smoking
- I set my quit date:
- I tell people around me about my decision
- I gradually reduce the number of cigarettes I smoke
- I try to change my habits to eat better and to get more active before quitting
- I learn from my past experience
- I calculate the money I will save
- I make my home and car smoke-free zones and I invite people around me to respect my decision.
For information and tips: smokefreefamily.ca.

TIPS FOR STAYING ON YOUR FEET

2

It's a fact that quitting smoking is a constant battle. The effects of withdrawal are often felt in both your body and your mind, especially at the beginning.

How can you resist?

What can you do to not give up?

Don't panic!

There are solutions!



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"The first day without cigarettes, I was very motivated and I didn't crack. But by the end of the second day, I was starting to miss my pack of cigarettes! When I felt a craving, I closed my eyes and took a deep breath! Calmly... Slowly... And when I was really close to cracking, I called my boyfriend for help. Luckily, I had someone to support me."

Julie, ex-smoker since March 4, 2007



DEALING WITH WITHDRAWAL

When you quit smoking the lack of nicotine may cause withdrawal symptoms.

Yes, it's possible that you will be irritable, that you will have difficulty concentrating or that you will suffer from insomnia.

No, it won't always be easy, either physically or mentally.

Don't worry: usually after a few weeks the symptoms will decrease and you should begin to feel better.

So hang in there, it's worth it! If you can't manage or if your discomfort persists, consult a doctor.



RISKY SITUATIONS: WATCH OUT!

- › **Keep your distance.** If being around your friends who are smokers makes you feel like lighting up, wait until you feel stronger. Your friends will understand.
- › **Be vigilant** during happy hour with friends by avoiding alcohol or by limiting your alcohol consumption, change things in your routine and take breaks to go for a walk!
- › **And above all, avoid putting yourself in risky situations.** For as long as you have cravings, stay away from situations that could cause you to give in to temptation.



HOW TO GET THROUGH IT

Slowly, your body and brain will relearn how to function without nicotine. In the meantime:

- › **Drink plenty of water**, replace coffee with herbal tea, and make sure you eat well.
- › **Get some fresh air**, exercise and find time to relax.
- › **Try medications** to help manage your withdrawal symptoms. Always follow the directions with respect to use, dosage and duration of treatment.



NO THANKS!

Say no thanks. Easier said than done...

Yet refusing even a single cigarette remains the best way to stay in control. Find the strength to resist by reminding yourself of your motivations. You will be proud of yourself! And think about all the benefits you will gain from a smoke-free life.



GIVE YOURSELF A BREAK

It was too hard. You slipped?

You're not the first person it has happened to! It often takes several attempts before butting out for good. The important thing is not to get discouraged. Be kind to yourself. All of your efforts have not gone up in smoke!

Look on the bright side: Now that you know why you slipped, the next time you'll be that much further ahead. Tell yourself that the only real failure is to stop trying.

10 IDEAS TO COUNTER STRONG CRAVINGS

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| <input type="checkbox"/> A big glass of water | <input type="checkbox"/> A stress ball |
| <input type="checkbox"/> A stick of sugar-free gum | <input type="checkbox"/> A game |
| <input type="checkbox"/> A walk with the dog | <input type="checkbox"/> A visit to a friend |
| <input type="checkbox"/> A quick stroll | <input type="checkbox"/> A magazine |
| <input type="checkbox"/> A click on the SOS <i>Challenge</i> app | <input type="checkbox"/> A movie at the theatre |

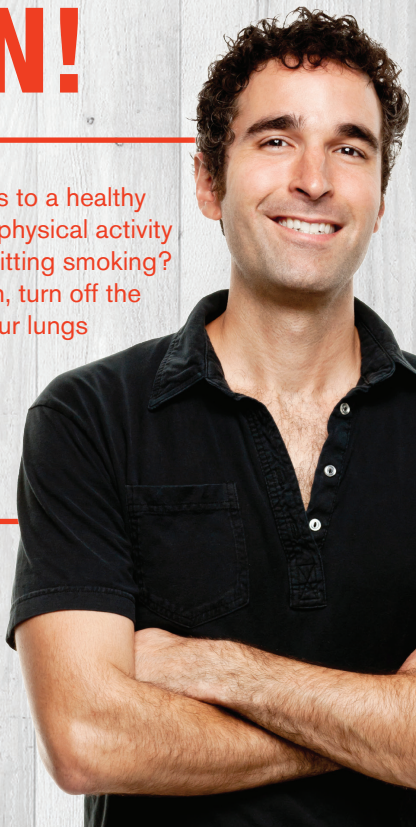
My other tricks:

GET MOVING TO WIN!

3

Physical activity contributes to a healthy life. But did you know that physical activity is also a powerful ally in quitting smoking? So jump up from the couch, turn off the TV and go outside to fill your lungs and brain with fresh air!

By adding activity to your daily life, you increase your chances of success.



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« Just before my 40th birthday, I took stock of my life. I had 20 years of smoking behind me, and I was 20 pounds heavier! It was time to contain the damage. It was very hard, especially the withdrawal. I owe a lot to my girlfriend, who had never smoked, as well as to my hockey league. Taking part in a sport encouraged me to hang on. I was proud of getting back into shape! »

Hugo, ex-smoker since August 28, 2007



PHYSICAL ACTIVITY EVERY DAY...

- › **Helps deal with withdrawal symptoms** because physical activity promotes sleep, helps digestion and reduces stress.
- › **Allows you to overcome strong cravings to smoke** by keeping your mind and body busy.
- › **Allows you to concentrate on action-oriented, positive thoughts and attitudes** such as “I’m going for a walk, to the gym, to play hockey, etc.”, instead of thinking about missing cigarettes and saying to yourself “I can’t smoke any more”.
- › **Improves your physical condition** and quitting smoking usually makes it easier to breathe and increases your endurance. Exercising puts you even further ahead!
- › **Helps maintain your weight.** Exercising every day, eating well and paying attention to your hunger signals are the perfect combination for keeping your figure.
- › **Improves your self-esteem** because physically active people say they have greater confidence in their ability to quit smoking and to maintain a smoke-free lifestyle.
- › **And above all, it’s fun and gives you more energy!**





SO WHAT DOES THIS MEAN, CONCRETELY?

Being active at least 30 minutes a day is the goal to set for yourself, in order to feel the positive effects of physical exercise. The important thing is to go at your own pace and add it to your daily routine.



FINDING THE RIGHT FORMULA

Everyone can find their own formula to become more active on a daily basis. Any time is the right time to get moving! For example, choose active transportation such as walking or cycling, or go for a walk after meals.

Find a physical activity that you enjoy: there is no shortage of choices!



QUIT SMOKING AND KEEP YOUR FIGURE!

Why do people sometimes gain weight when they quit smoking?

The nicotine in cigarettes decreases your appetite and acts like an appetite suppressant. When you quit smoking, your appetite returns, and some people may react by eating more. The average weight gain of ex-smokers is generally limited to 3 or 4 kilograms. This isn't much when compared to the harmful effects of smoking on the organism.

To avoid extra kilograms, adopt winning habits!

Quitting tobacco usage is an excellent time to review your lifestyle habits. Being active every day, while keeping an eye on what you eat, may help prevent weight gain.

10 TIPS TO AVOID WEIGHT GAIN

- I eat 3 meals a day and I opt for reasonable servings
- I drink plenty of water, the equivalent of 8 large glasses a day
- I limit my consumption of sugary drinks and energy drinks
- I choose healthy snacks (e.g. raw vegetables, fruit, dry cereal, plain cookies, yogurt)
- I only eat when I am really hungry and I know how to stop even if my plate is not empty
- I schedule physical activity in my calendar and make sure I keep these "appointments"
- I eat in a relaxed atmosphere
- I take part in a physical activity such as walking, running or cycling
- I manage my stress and avoid using food as a compensation
- I keep my hands busy so that eating doesn't replace the act of smoking

MANAGING YOUR STRESS

4

With family obligations and daily responsibilities, life can bring its share of stress. How can you quit smoking without adding to this stress? Proper preparation can make all the difference.

Stock up on tools to be all set to manage your stress the day that you quit for good.



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“Smoking at lunchtime was a way to take a minute for myself. I would forget about work, about the files piled up on my desk and about my current concerns. When I quit smoking, I turned my smoke breaks into walking breaks. That way I get some fresh air and clear my head. And on top of everything, it gives me energy for the rest of the day!”

Ghyslain, ex-smoker since March 19, 2008



CIGARETTES: ANTI-STRESS?

Cigarettes are often associated with feelings of relaxation.

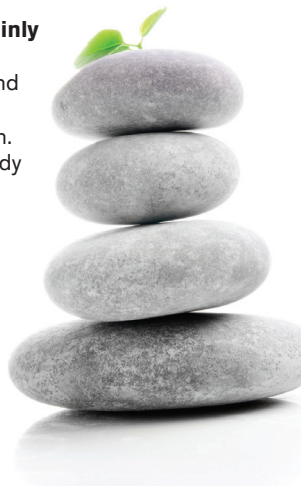
This is not unfounded. Nicotine can have a certain relaxing effect on our muscles. But at what cost, when it is known that smoking exposes us to 7,300 chemical substances, 60 of which can cause cancer!

As well, nicotine stimulates the nervous system and increases blood pressure, which is anything but restful.

In fact, the feeling of relaxation is mainly due to nicotine dependence.

Smokers lacking nicotine become tense and stressed. Smoking provides the body with its “dose” of nicotine in order to calm down. But after the first episode of stress, the body claims another dose!

Quite a toxic vicious circle...





SMART TIPS...

- › **Take a deep breath, get some perspective and try to see things differently**, because stress is not only related to a situation or to events we experience, but also to our perception of them.
- › **Identify your fears and possible difficulties**, which will allow you to establish effective strategies for facing them.
- › **Remind yourself of what inspires you to live without tobacco** in order to not give in to the temptation of smoking. It's motivating and soothing!
- › **Be vigilant!** Stress can lead you to start smoking again months or even years after you have quit. If you feel tension rising, be careful!



QUICK ANTI-STRESS STRATEGIES

When you quit smoking, temptation to light up is everywhere. But did you know that an attack related to the lack of nicotine only lasts for a few minutes on average?

- › **Get smart!** Foiling the urge to light up is easier than it seems!
- › **Distract yourself**, brush your teeth, do some sit-ups, play with a stress ball, chew a stick of sugar-free gum, phone a friend, etc.

6 HABITS THAT MAKE A DIFFERENCE

- I make a few minutes of time for myself every day.**
An important moment to relax and recharge my batteries.
Non-negotiable!
- I get moving!** Excellent for getting back in shape or for staying in shape, and good for my spirits as well!
Walking, cycling, swimming, playing golf or hockey...
The important thing is to choose an activity I enjoy and to have fun...
- I practice one or several activities I find relaxing**
I go outside to get fresh air, do some carpentry or gardening, work on a jigsaw puzzle, cook, read, etc.
- I spend time with people who do me good.**
There's nothing like the company of people who listen to me, support me and distract me.
- I laugh more!** Having a good laugh, surrounding myself with a good group of friends and my family, not taking myself too seriously: these are all things that help keep stress away.
- I accept that I will have ups and downs.** Breaking a habit like quitting smoking requires efforts and tenacity. It's normal to experience more difficult moments. I need to be patient and tell myself that tomorrow, things will be better.

MORE SUPPORT, GREATER SUCCESS!

5

The majority of ex-smokers will tell you that it is easier to quit smoking when you feel supported. There's no need to do it alone. Don't hesitate to ask for help if you feel you need it.



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"My girlfriend had tried to quit in the past, but she quickly started up again. Probably because of me. So a year ago, when we decided we wanted a baby, we told ourselves it was time to quit. This time, we quit together. Because we were in it together, we were stronger and more motivated. And every time we were about to give in, we thought about our future baby."

Serge, ex-smoker since March 29, 2006



DOUBLE YOUR CHANCES!

Why try to quit smoking all on your own? Get encouragement from a supporter who is up to it. Or quit with a teammate who is in the same situation as you!

Choose a sponsor

There is undoubtedly a non-smoker in your circle who would be willing to take on the role of coach. His or her mission? To listen to you, to support you through difficult moments, to motivate you, and, above all, to not judge you should you waver.

Quit as a pair

Two heads are better than one! Making the decision to quit smoking with someone else (a friend, your spouse or a colleague) is a winning formula, because it provides mutual support. There are two of you engaged in the same battle and sharing the same determination.



USE SOCIAL NETWORKS!

Facebook, Twitter, YouTube, support groups, blogs, discussion forums, clubs for ex-smokers... whatever your favorite network, use it to share your experience. In return, you will receive tips and support from people who went through or who are going through the same things as you are.



DECLARE YOUR ENVIRONMENT TO BE SMOKE-FREE

No more smoking in your home? No more smoking in your car?

Now that you've made your decision, display it! And it's worth it: living in a smoke-free environment increases the chances of succeeding in quitting smoking and reduces the risks of a relapse. Visit the smokefreefamily.ca website for information, tools and tips.



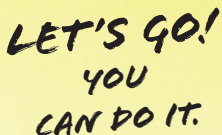
TELL PEOPLE AROUND YOU ABOUT IT

When people around you know about it, they can contribute to your success.

How?

- › By showing understanding towards you when you have moments of impatience and when they witness your mood swings!
- › By helping you avoid temptation.
- › And above all, by acknowledging your efforts!

As well, download the **SOS Challenge** mobile app in order to receive support and encouragement from your network during the most difficult moments.



LET'S GO!
YOU
CAN DO IT.

IT'S YOUR MOVE!

FREE RESOURCES TO INCREASE YOUR CHANCES OF SUCCESS



Visit the quitchallenge.ca website! Take advantage of its numerous features: tips and advice, testimonials, a discussion forum, downloadable tools, support emails and much more!



Become part of a dynamic community by joining our Facebook page and discover a wealth of tips on tobacco cessation



Call the iQuitnow helpline (1 866 527-7383)



Contact the Quit Smoking Centre (QSC) connected to the Centre de santé et de services sociaux in your area. For the list of QSCs, visit quitchallenge.ca/qsc



Download the free SOS Challenge mobile app, at quitchallenge.ca. It will help you keep your cravings down and your motivation up!