



Healthy Focus®
Tobacco Cessation Program

Improve your life – kick the habit



“Smoking cessation represents the single most important step that smokers can take to enhance the length and quality of their lives.”

– U.S. Surgeon General



Quit now and improve your quality of life

Studies show that lifestyle choices such as diet, tobacco use, alcohol consumption, and fitness level have the potential to affect your health status by 50 percent as compared to the 20 percent affect of genetic or environmental factors.*

Need a reason to quit? Consider these facts from the American Cancer Society:

- Smoking cessation decreases your risk of lung cancer and other cancers, heart attack, stroke and chronic lung disease.
- If you stop smoking before age 50, you can cut your risk of dying within the next 15 years in half.
- Enjoy a longer life if you quit smoking now than if you continue to smoke.
- Suffer fewer illnesses from colds, flu, bronchitis and pneumonia.
- Stop smoking before you get pregnant or during your first trimester and you will reduce your risk of having a low birth-weight baby to that of a woman who never smoked.
- Remove a health threat from your family and friends by not exposing them to secondhand smoke.

* Source: Rovner, J, “Health and Health Care 2010: The Forecast, The Challenge” Supplement. Center for Disease Control, University of California at San Francisco, Institute for the Future.

Improve your finances

The average smoker spends over \$1,600 annually on cigarettes.** Think of what you could do for yourself and your family with that extra money.

Commit to a healthier you

Your employer cares about you and is providing the Healthy Focus Tobacco Cessation Program to you at no charge. It's a great way to take that first step to a healthier you!

The program provides you with the support and tools you need to be successful. Once you enroll, you will be assigned to a lifestyle coach who will guide you through the steps to reach your goal of becoming tobacco-free. The program includes:

- Unlimited inbound calling to your lifestyle coach.
- An individualized action plan tailored to match your strengths and motivations to quit.
- Education, guidance and support along the way from your coach.
- A free four-week supply of nicotine replacement therapy if indicated in your individual action plan (over-the-counter patch or gum).

It starts with a phone call

If you are ready to become tobacco-free and lead a healthier, longer life, all you need to do is call the number below. This program is being offered to you free of charge as part of your employee benefits package. Call today!

1-888-467-3426



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Members - Self-Funded