

The background of the entire advertisement is a photograph of a man with dark hair, smiling broadly as he holds a young child upside down. The child is also smiling with their mouth open. The man is wearing a dark blue t-shirt and jeans. The child is wearing a red t-shirt with a graphic design and dark shorts. The scene is set indoors, likely in a home, with a doorway visible in the background.

"It's so much **easier**
since I quit."

Your **guide to quitting** for good
with Smokefree

The Smokefree logo features a stylized white icon of a person with arms raised, positioned above the word 'SMOKEFREE' in a bold, white, sans-serif font.

SMOKEFREE

Well done you...

**Smokefree provides advice,
support and encouragement to
help people quit smoking for good.**

The services provided are in most cases completely free of charge.* Developed by experts and ex-smokers, local NHS Stop Smoking Services are delivered by NHS professionals.

*If you usually pay for prescriptions there may be a charge for any stop smoking medication prescribed by NHS professionals or bought over the counter.

...reading this is your first step to quitting smoking for good. Join the thousands who've done it by taking these four steps:

- 1 Think** See **page 05** for more info
 - 2 Prepare** See **page 11** for more info
 - 3 Quit** See **page 15** for more info
 - 4 Stop for good** See **page 25** for more info
-

You can use the 4-step Planner on page 26 to help you get there.

You've nothing to lose but your habit.



"I quit **a year ago.**
Best decision ever."

1

Think about quitting

Get ready to quit by starting to **see yourself as a non-smoker. Think how great you would feel if you stopped smoking for good,** and what it would be like to **wake up every day feeling completely fresh and free, with more energy, more money, more life. Follow these steps to make this happen.**

Go to **pages 26 – 31** of the 4-step Planner for help on your journey.

1

Think positively

Quitting's not easy, especially when it looks like so many people still smoke. **But the truth is only 21% of the population smoke, with more quitting every day.** While it's your choice and your journey, **so many others benefit too.** Like your family. You'll be able to spend more quality time with them, and be around longer to **see your kids grow up and have children of their own.** You might have lost someone to smoking, and want to be sure **this is the last time it happens in your family.** **Thinking about others** when you **decide to quit** can give you extra strength to see it through, and they can all share in your success.

Remember you're **not alone when you quit.**

I can do it!



1

Think about your health

Quitting **dramatically increases** your chances of **living a longer life**. It takes just **20 minutes** for your body to start healing **once you quit smoking**, repairing the damage done by all those years smoking.

Things get better straight away when you quit smoking.



after
20
minutes

Your blood pressure and pulse go **back to normal**. Circulation **improves**—especially in your hands and feet.

after
8
hours

Nicotine and carbon monoxide levels in the blood are **reduced by half**. Oxygen levels **return to normal**.

after
24
hours

Carbon monoxide **will be eliminated from the body**. Your lungs **start to clear** out mucus and debris.

after
48
hours

Your body is now **nicotine free**. And you'll notice how your senses of taste and smell **have improved**.

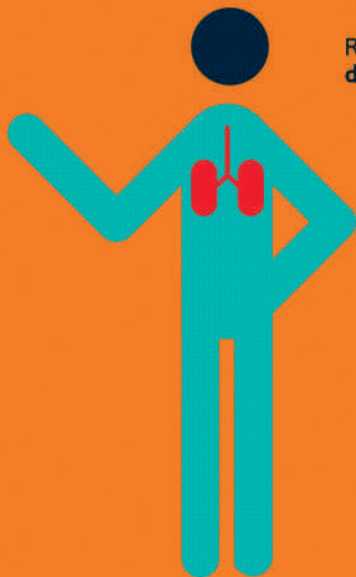


Reduce that clogged feeling
in your lungs and **lose that
nasty cough in the morning**



Reduce that tired feeling and
do more of the things you love

Reduce your chances of
getting lung cancer and
breathe more easily



Reduce your chances of
having a heart attack and
exercise more comfortably

**after
72
hours**

Your breathing
is **easier**. You
have **more
energy**.

**in
2-12
weeks**

Circulation is
now **improved
throughout
your body**. It is
easier for you
to walk and
exercise now.

**in
3-9
months**

Your **lung
capacity
can improve
by 5-10%** and
you can **say
goodbye**
to coughing,
shortness
of breath and
wheezing.

**after
5
years**

You now have
**half the
chance of
having a heart
attack**
compared to
a smoker.

**after
10
years**

The chance of
getting lung
cancer is **half
of that of a
smoker**. Your
chance of
having a heart
attack is the
**same as
someone who
has never
smoked**.



"I want to be around
for **her** wedding."

2

Prepare for a better future

Preparing to quit **is about being practical. It's not just a test of your willpower.** It's about **having a plan**, understanding **why you smoke**, finding **an option that's best for you**, having **people support you** and setting a date to quit smoking.

Go to **pages 32 – 35** of the 4-step Planner for help on your journey.

2

Prepare a good plan

It helps to set a date to quit smoking and be ready for it:

- Contact your local **NHS Stop Smoking Service**, where trained advisers are waiting to help you
- Identify your smoking triggers and **plan ahead**
- Take it **one day at a time** and feel good about what you're doing
- Buddy up with a friend so you can **support each other**
- Use **stop smoking medicines** to cope with the withdrawal symptoms
- **Avoid situations** where you might be tempted to smoke again
- Note how much cash you're saving – **plan to treat yourself**

And remember to tell yourself:
"I can do it, I can do it, I can do it,



"I can do it, I can do it, I can do it."

Call Smokefree on 0800 169 0 169 or visit www.nhs.uk/smokefree

"Talking to the **right person** made such a difference"



3

Quit with the support that's right for you

Many smokers want to quit smoking but aren't sure where to turn. **Professional help can double your chances of success.**

There are different ways to quit:

- with your local **NHS Stop Smoking Service**
- with the **Smokefree Together Programme**
- with **stop smoking medicines** (such as Nicotine Replacement Therapy or medication).

Local NHS Stop Smoking Services are completely free of charge*

Go to **pages 26–42** for help on your journey.

*If you usually pay for prescriptions there may be a charge for any stop smoking medication prescribed by NHS professionals.

3

Quit with your local NHS Stop Smoking Service

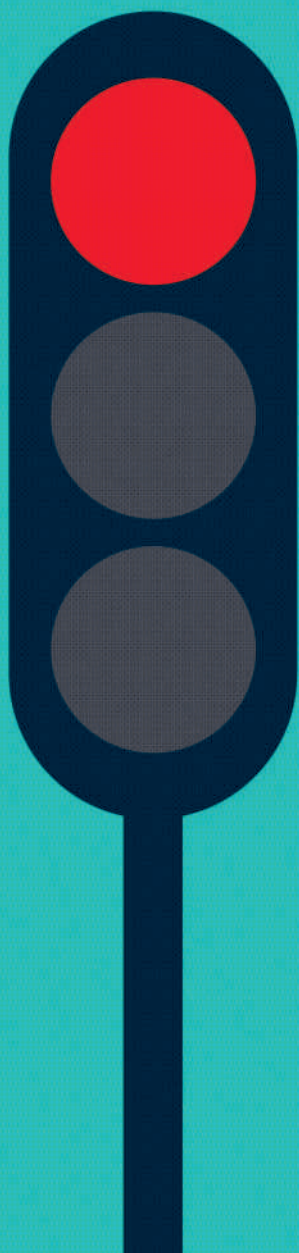
Your local **NHS Stop Smoking Service** will give you all the support you need when you're ready to quit. It's staffed with **expert NHS professionals** who'll help you understand why you smoke and **create a plan to help you quit.**

The right support for you

We will get you working with a trained adviser, either one-to-one or in a group – it's up to you. You'll be encouraged to set a date to quit smoking and to attend sessions after that. Your adviser will also be able to check your level of addiction and advise you on the best treatment to help you quit, including advising on different stop smoking medicines.

Track your progress

A weekly carbon monoxide check can help you track your progress and let you see how your body recovers once you stop smoking.



3

Quit with the Smokefree Together Programme

Sign up with the **Smokefree Together Programme** and we'll post you the **information packs you need and advise you at all the critical stages of your quit journey, with supportive text messages, emails and phone calls.** So if you can't make the local NHS Stop Smoking Service meetings, you can still **get support, and all for free.**

On your side

With the Smokefree Together Programme you'll find a team of dedicated people on your side helping you quit smoking. We'll deliver the help you need directly to your home.

With you all the way

All you need to do before you get in touch is to have a clear idea of the day you'll quit smoking, and we'll be with you every step of the way.

You can do it!

We'll be in touch with help, advice and loads of encouragement well ahead of your quit date, just before it and after.

Top tips

And because this help is based on tips from ex-smokers as well as medical research, you'll find it's practical as well as professional.



3

Quit with a little help from stop smoking medicines

The first few weeks without smoking can be the hardest. This is when your body is **fighting the physical addiction**. This passes, but you might find **stop smoking medicines helpful to get you through these early stages**. Once the physical cravings pass **you'll find it much easier to stay the course**.

Increased success

Nicotine Replacement Therapy (NRT) gives your body the nicotine it craves without the toxic chemicals you get in cigarettes like cyanide or carbon monoxide, so it **doesn't cause cancer**. There are six types available: patches, gum, lozenges, microtabs, inhalator and nasal spray. All of them are **available on prescription**, or to buy over the counter. A full course of treatment usually lasts 10–12 weeks. **It's suitable for most adults**, but if you have a heart or circulatory condition, or are on regular medication, you should get the OK from your doctor. **If you are pregnant, you should also ask your doctor or midwife before using NRT**.

Try and try again

If one type doesn't work at first, then try another or try a combination. **Using more than one NRT product can be very effective** if you have strong cravings. For the best results **remember to check out the instructions**, or talk to your pharmacist, local NHS Stop Smoking adviser or doctor about how to use the various products.

NRT products:

- | | |
|-------------|----------------|
| 1. Patches | 4. Microtabs |
| 2. Gum | 5. Nasal spray |
| 3. Lozenges | 6. Inhalator |



Quitting with the help of NRT products is about using **the right product to fit with your lifestyle**. There's a 'trick' to how to use these products effectively, so knowing a bit about the options **can help you get it right**.

**Find the
right method
for YOU!**



3

Quit with the product that's best for you



Need to just forget about smoking and the cravings through the day?

Patches get you through the day, without worrying about cravings. They come in 16 hour and 24 hour types, and constantly release small doses of nicotine through the skin. They take a while to get going (30 minutes), so if you need a quicker hit to get you through you may need to look at other types available.

Need a day-long treatment you can regulate yourself?

Gum, microtabs and lozenges are all taken by mouth, and help you when you need them throughout the day.

Gum is good for day-long treatment. Use about 10 – 15 fresh pieces through the day. For maximum effect, chew the gum slowly, then park it in the side of your mouth. 2mg or 4mg doses are available to help beat the different strengths of craving.

Microtabs contain nicotine and dissolve when you place them under your tongue.

Lozenges slowly release nicotine, and can take up to 30 minutes to dissolve.





Need to beat the cravings NOW?

A **Nasal spray** might come in handy if you need a more instant dose of nicotine (such as first thing in the morning, or if you find the slower release products take a bit too long at first). This delivers a swift and effective dose of nicotine through the lining of your nose.



Need something to do with your hands?

An **Inhalator** releases nicotine vapour which gets absorbed through your mouth and throat. This might suit if you miss having something to do with your hands when not smoking.




Or do you want to consider alternatives to NRT?

As well as NRT, there are other products available on prescription that can help you quit smoking by changing the way your body responds to nicotine.

Champix (Varenicline) and **Zyban** (Bupropion Hydrochloride) work to reduce your cravings. They come in tablet form and you start taking them one or two weeks before you quit. Treatment usually lasts 8–12 weeks. They are only available on prescription and are not available if you're pregnant or under 18.

To find out more about NRT and stop smoking medicines: Speak to your local NHS Stop Smoking adviser, or ask your local GP or pharmacist.

A woman with short blonde hair, wearing a blue polo shirt and a blue and white checkered hat, is smiling broadly. She is wearing white gloves and holding a yellow object, possibly a piece of food or a tool. In the background, there is a kitchen setting with a television screen and other equipment. Another person wearing a similar checkered hat is partially visible on the right side of the frame.

"It took me **seven attempts** but I'm so glad I kept at it."

4

Stop for good by believing you can do it

If you start again, **don't despair... it can take a few attempts to quit.** There are lots of ways to quit smoking, and **success comes from finding the way that's right for you.** Local NHS Stop Smoking Services will always be there, and will be happy to help you again, they will also be able to give advice on how to deal with your cravings. And because you've tried before, you can **use that experience** and try a different route.

Go to **pages 38–41** for help on your journey.

This 4-step Planner belongs to:

Name: _____

It's best to use a **biro** as other pens can smudge

**Keeping a record of
your progress can
really help you succeed.**

**Your 4-step Planner
is filled with useful
exercises to help you
through your quitting
journey.**

You're already on step 

1

Think hard about quitting

Everything else follows from that.

What do you stand to gain?

- More money for you and your family
- An improved sense of smell and taste, and fresher breath
- Less stress and anxiety
- Keeping healthy for the sake of your children
- Cleaner lungs and a stronger heart

What are your top **five reasons** for quitting?

- 1.
 - 2.
 - 3.
 - 4.
 - 5.
-

How much does smoking cost you?

Add up what you spend on smoking. You may find **it costs you more than you think.**

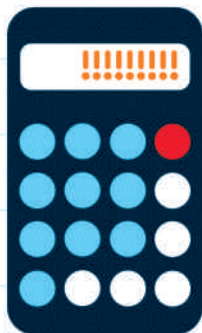
Cost per day: £ _____ a day
 What you spend on smoking per week: £ _____ a week
 Multiply by 52 for a cost per year: £ _____ a year

So, think ahead – if you don't quit now:

In another **three** years you would spend: £ _____
 In **five** years: £ _____
 In **ten** years: £ _____

How will you treat yourself with the money **you save?**

New shoes? A weekend break or nice holiday away?
 A dream kitchen? **A season ticket?**



1 Think about why you smoke

Are they good reasons to carry on?

Why did you start smoking?

- | | |
|--|--|
| <input type="checkbox"/> To look older | <input type="checkbox"/> To be tough |
| <input type="checkbox"/> To be cool | <input type="checkbox"/> To be accepted |
| <input type="checkbox"/> To copy friends or family | <input type="checkbox"/> Just curious |
| <input type="checkbox"/> To feel grown up | <input type="checkbox"/> Just felt like it |

Anything else?

Which of the above still applies today?

What's keeping you smoking?

Smoking is a habit. Certain times of day can be triggers. Recognising them can help you beat them.

When are you most likely to smoke?

- | | |
|---|---|
| <input type="checkbox"/> Waking up | <input type="checkbox"/> A social event |
| <input type="checkbox"/> Talking on the phone | <input type="checkbox"/> After a meal |
| <input type="checkbox"/> Having a drink | <input type="checkbox"/> With friends or family |
| <input type="checkbox"/> Watching TV | <input type="checkbox"/> Reading the paper |

Any others?

Why quit?

Reasons to smoke	Reasons to quit

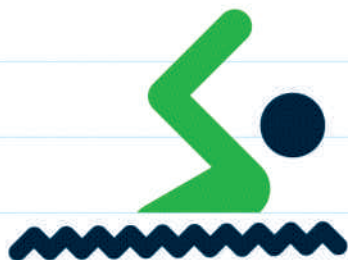


Managing your triggers

Here are some ways of coping with the difficult moments:

- Stay busy
- Think about something else
- Take a few slow, deep breaths
- Go out for a walk, or just into another room
- Drink a glass of water or fruit juice
- Talk to a friend about it
- Look back at your list of reasons for quitting (try keeping this with you)
- Try using NRT products or other stop smoking medicines
- Receive support from your local NHS Stop Smoking adviser

Write down your ideas on how to deal with **your triggers**.



2

Prepare for the day you quit

The day you quit, you'll change your life for the better.

Avoid temptation

- Choose a quit date that's unlikely to be stressful
- Avoid having any cigarettes, matches or lighters on you
- Avoid places where others may be smoking

Get support

- Call your local **NHS Stop Smoking Service** and get expert help to quit
- Talk to friends and family
- Talk to someone who's successfully quit
- Team up with someone else who wants to quit too
- Call Smokefree on **0800 169 0 169**
- Get online support at **www.nhs.uk/smokefree**
or **www.facebook.com/nhssmokefree**

Remind yourself why you're quitting

- That there's never **'just one cigarette'**
- That you want to be in control
- That you'll be much healthier
- And much wealthier

During the first week

- Keep busy
- Find a different regular daily routine
- Stick to non-smoking areas
- Get plenty of fresh air
- Keep telling yourself, **I can do it!**

Set the date you will begin to quit smoking

Day

Month

Year

Who could support you?



3

Quit because you're ready to

Call the Smokefree helpline any time if you need someone to talk to.


See and feel yourself getting better

A carbon monoxide check is available when you attend an appointment with an NHS Stop Smoking adviser. This can help you **track your progress** and let you see how your body recovers when you stop smoking.

Log your results here and see how quickly your body is recovering.

Date	Carbon monoxide results

Call Smokefree on:
0800 169 0 169



Date**Carbon monoxide results**

4

Stop for good by being one step ahead

Understand what you're going through and deal with it better.

Handling the stress

It takes time to get used to not smoking, and for new habits to feel normal. You may have to find different ways to deal with stress:

- Be honest with yourself, what's really upsetting you?
- Talk problems over with someone you trust
- Do one thing for you, every day
- Take time to relax and get plenty of sleep
- As a non-smoker, you'll be less stressed and find it easier to cope

Coping with difficult situations

Look back at the list on page 31 of the things that kept you smoking, and **remember to avoid these if you can.**

Coping with withdrawal symptoms

Lots of people start smoking again because they feel they can't cope with the withdrawal symptoms. The first few days are hard, but the symptoms are a sign that the body is starting to recover.

Symptoms	What's happening	How to cope
Intense desire to smoke	Brain missing the nicotine fix	Remember this goes after a few weeks. See page 33 for ways to cope
Coughing	Lungs are clearing of tar	Will improve quite quickly, warm drinks will help
Hunger	Metabolism is changing, food tastes better since quitting	Eat fruit and veg, chew sugar free gum and drink lots of water
Constipation and diarrhoea	Body returning to normal and it will settle down	Drink lots of water, eat fresh fruit and veg, and exercise. If it persists try over the counter products, or see a healthcare professional
Trouble sleeping	Due to nicotine leaving the body	Lasts about 2 – 3 weeks. Cut down on tea and coffee. Get more fresh air and exercise
Dizziness	More oxygen to the brain, less carbon monoxide	Should stop after a few days
Mood swings, poor concentration, irritability	Signs of nicotine withdrawal and will pass	Warn family and friends, ask for support. See opposite for ways to cope

If I'm tempted to smoke again I will:



4

Stop for good, really stop for good

If you smoke again, don't worry, use your experience and try to quit again.

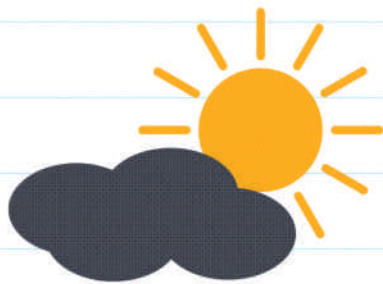
Why did I start smoking again?

- Thought I could **'just have one'**
- Didn't prepare well or think about smoking triggers?
- Didn't work out ways of dealing with stress?
- Put on weight?

What do I do if I have a cigarette?

- Remind yourself why you want to quit
- Bin any cigarettes you've got
- Avoid the situation that made you start again – go outside or go to a different room next time
- Call a friend or **Smokefree** on **0800 169 0 169**
- Think positively and remind yourself that you can do it

Use this space to make any useful notes



Well done.
You did it!



Once you've quit smoking for good, you'll look back and just won't believe all the time, money and life you've wasted on the habit.

1 2 3 4 steps and I'm in control of my life for good.



Local NHS Stop Smoking Services

For one-to-one or group-based advice,
text **QUIT** plus your postcode to **88088**

For advice, help and support:

Go to **www.nhs.uk/smokefree** or
www.facebook.com/nhssmokefree

Call Smokefree on **0800 169 0 169**
(Weekdays 9am – 8pm. Weekend 11am – 5pm)

Or **textphone 0800 169 0 171**

Because life's better smokefree.



SMOKEFREE