

Be Tobacco-Free

**TALK TO A WELLNESS COACH ABOUT A
PERSONALIZED PLAN TO QUIT TOBACCO.**

What can quitting do for you?

- Improve health for yourself and those around you
- Lower your risk of cancer, heart attack, stroke, emphysema, chronic bronchitis, and cataracts
- Help you be a positive role model for your family
- Increase energy and mental focus
- Save you money



Prepare to quit, get support while you quit, and look forward to a tobacco-free lifestyle.

The How to Be Tobacco-Free program was developed with the help of ex-tobacco users and tobacco cessation experts. You'll learn important strategies to:

- Identify and meet your nicotine triggers head-on.
- Anticipate and plan for challenges.
- Reduce withdrawal symptoms.
- Combat cravings.
- Cope with stress.
- Set and reach your goals.
- Plan for success.

**Call 1-800-650-8442 to get connected with a coach,
Monday – Friday, 8:30 a.m. – 7:30 p.m. ET,
or visit HighmarkHealthCoachBCBS.com to learn more.**

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ATENCIÓN: Si usted habla español, servicios de asistencia lingüística, de forma gratuita, están disponibles para usted. Llame al número en la parte posterior de su tarjeta de identificación (TTY: 711).

请注意：如果您说中文，可向您提供免费语言协助服务。请拨打您的身份证背面的号码（TTY：711）。

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