



**NO MATTER HOW LONG
YOU HAVE SMOKED, YOU
WILL BREATHE EASIER THE
MINUTE YOU CALL.**



Call today for one-on-one phone support from an expert Quit Coach®. Our trained professionals know exactly what you are going through. With the **FREE** Quit For Life® Program, your chances of quitting successfully are 6 times better than quitting on your own.

BREATHE HEALTHY. BREATHE FREE.

1-800-442-8904

Visit ExcellusBCBS.com/sebf for more information

A nonprofit independent licensee of the Blue Cross Blue Shield Association



Service Employees
Benefit Fund



IT'S YOUR LINK TO QUITTING TOBACCO. IT'S THE QUIT FOR LIFE[®] PROGRAM.

What is the Quit For Life Program?

The Excellus BlueCross BlueShield Quit For Life Program is an award-winning support program to help you quit using tobacco. The program offers one-on-one coaching from our highly trained Quit Coaches, Quit Guides to help you stay on track between calls, and nicotine replacement products such as the patch, gum or lozenges, if recommended.

How does the Quit For Life Program work?

Once you're in the program, you and your Quit Coach will develop a personalized quit plan and schedule a series of phone calls that will carry you from preparing to quit until you quit for good. You will learn new skills to help you deal with the cravings associated with tobacco use, manage stress, and handle high-risk trigger situations. In addition, you will get a printed Quit Guide filled with information relevant to where you are in the quit cycle. We also provide an Ally Guide to assist your family and friends in helping you through the quit process.

After you quit, your Quit Coach will continue providing you with support. They'll stick with you even after you've quit, checking in routinely to insure you don't go back to using tobacco. Before you know it, you'll lose the urge to smoke or chew and you'll be quit for life.

How much does the Quit For Life Program cost?

The Quit for Life Program is **FREE** to all eligible Excellus BlueCross BlueShield members 18 years or older. SEBF pays for the cost of the program.

I have quit many times before. How can the Quit for Life program help me quit for good?

Quitting tobacco can take many attempts. Your Quit Coach will provide support and help you understand what's worked for you before and use that information to design a new personalized quit plan. While you're in the program, you'll have unlimited toll-free access to a Quit Coach whenever you need extra support.

What if I start using tobacco again while I'm enrolled in the program?

Quit Coaches are available by phone 7 days a week 24 hours a day. Just as they helped you quit initially, they will help you get back on track.

Can I use nicotine replacement products such as the patch, gum or lozenges while in the Quit For Life Program?

Your Quit Coach can help you decide if one of these products is right for you. If nicotine replacement products are recommended, they will be supplied and delivered to your home **FREE** of charge.

Typically, how long are phone sessions?

Your first session will take 25 to 30 minutes. Ongoing sessions may last 10 to 15 minutes each. During the first call, your Quit Coach will review your tobacco usage history and help you develop a plan, including a recommendation on medication type, dose, and duration, if appropriate.

What kind of training do Quit Coaches receive?

Quit Coaches are qualified professionals with a range of educational backgrounds, including psychology, sociology, community health, counseling and social work.

Get started today — It's **FREE**

There is no better time than now to quit tobacco.

Join the thousands of people who have successfully quit and enroll in the Quit For Life Program now by calling **1-800-442-8904**. TTY is available at **1-877-777-6534**. It's **FREE**.



Visit our
web site at

ExcellusBCBS.com/sebf
for more information

Note: Service Employees Benefit Fund (SEBF) allows a \$500 lifetime allowance towards smoking cessation. Please contact SEBF at **315-218-6513** for additional information.