

A photograph of a man and a woman standing side-by-side against a white background. The man, on the left, is wearing a grey t-shirt and has his arms crossed. The woman, on the right, has dark hair and is wearing a red patterned blouse, also with her arms crossed.

Now may be my time  
to quit smoking.

A **step-by-step** guide  
to help you quit.

[www.ItsCanadasTime.com](http://www.ItsCanadasTime.com)



# This time, I'm going to do something different.

Congratulations! You have taken an important first step towards quitting smoking. Now, we'd like to help you with the next step. And whether or not you've ever tried to quit smoking, you'll find important information in this brochure that can help you understand why quitting is so hard. It can also help you prepare for a successful quit and help you "stay quit".

## Quitting smoking can begin with a plan.

This time, you'll know the steps to take before you quit. And you'll learn about what to do to help you "stay quit". In this brochure, you'll find information on:

- 1. Nicotine addiction and smoking routines.** Find out about nicotine addiction and how it works. Discover how your triggers and smoking routine also make it hard to quit.
- 2. Getting ready to quit.** Getting ready to quit can make all the difference. So see how making a plan can be one of the most important things you can do.
- 3. Tools and tips to help "stay quit".** Get useful tips and tools to help you stick with your plan. After all, "staying quit" is the ultimate goal.

By making a plan and staying with it, you're heading in the right direction towards quitting.

## Speaking to your doctor or other healthcare provider is a good idea.

Smoking is more than a habit — it's a nicotine addiction. Speak to your doctor about available treatment options and support that may be right for you.

## To help you succeed, get all the information you can.

Remember, the more you know, the more successful your quit may be.

Sincerely,

**The "It's Canada's Time" Team**



# 1. Nicotine addiction and smoking routines.

*Why has quitting smoking always been so hard?*

## **Understanding nicotine addiction.**

Smoking is more than a habit. It's a nicotine addiction. And that's why you may feel irritable or anxious when you don't have a cigarette. **Here's why:**

- When you smoke, nicotine goes right to your brain in seconds.
- When nicotine is in the brain, it causes the release of a chemical called dopamine which gives you a feeling of pleasure and calm.
- Your body doesn't want that feeling to stop. But when you're between cigarettes, the level of dopamine drops. That gives you the feeling of nicotine withdrawal. So you may get crabby or jumpy.
- Even if you want to quit, your body craves nicotine. And you keep smoking.

Quitting smoking is hard, but it is possible. Speak to your doctor or other healthcare provider about ways that may help you quit. And be sure to ask about available treatment options and support plans that may be right for you.

## **Understanding that smoking is a routine.**

For most people, smoking becomes part of a routine. That's because certain things called "triggers" are linked with smoking. For instance, a trigger can be drinking a cup of coffee, talking on the phone, or seeing a friend who smokes.

Whatever your triggers are, it's important to know that you've probably linked them with smoking for some time. That's why it's important to prepare for how you'll handle your triggers without smoking. The next few pages will help you do that.

**Speak to your doctor about your triggers. And see if a treatment plan and a support program can help you.**

## 2. Getting ready to quit.

*What can I do to have a successful quit?*

### **Make a plan to quit.**

Now that you understand how nicotine addiction and the routine of smoking make quitting so hard, you can start doing things to prepare to quit. **Here are some ways to start a plan:**

- Make a personal commitment to yourself. Use the section below to list your reasons for wanting to quit. Then, tell your friends and family about the importance of their support. Talk about your reasons for quitting with them, too.
- Speak to your doctor about available treatment options and support; then decide on a quit date.
- Be aware of your triggers so you can understand why you get the urge to smoke.

Make a plan of things to do before you quit. Being ready may help you succeed.

### **My “Getting Ready” List. Complete the following to help you prepare to quit.**

- Make an appointment to see your doctor.
- Write a list of your most important reasons to quit (i.e., “I want to stay healthy for my family”, “I don’t want to get cancer or have a heart attack”). Then, refer to it for inspiration.

I want to quit because: \_\_\_\_\_

- Pick a “quit date”: Pick a day within 2 or 3 weeks and mark it on your calendar.

My quit date is: \_\_\_\_\_

Write down your triggers and how you can change your habits.

My triggers are: \_\_\_\_\_

From now on: \_\_\_\_\_



# My “Staying Quit” List.

Use this page to help stay on track.

Now that you have set a quit date, try to stay with your plan as best as you can. If you slip and have a cigarette, don't be discouraged; quit again right away. And use this list to help you understand your urge to smoke:

Date: \_\_\_\_\_

No. of cigarettes: \_\_\_\_\_

Reason for smoking: \_\_\_\_\_

Next time, I'll: \_\_\_\_\_  
\_\_\_\_\_

## Manage your triggers and “stay quit”.

Continue to avoid the smell and routine of smoking with the following suggestions:

- Go for walks to avoid places that make you want to smoke.
- Drink plenty of water.
- Exercise (check with your doctor before starting a new activity).
- Take up a new hobby.
- Chew sugar-free gum instead of taking cigarette breaks.

**It may take some work, but you're on your way to a smoke-free life.**

**Congratulations!**



### 3. Tools and tips to help “stay quit”.

*What can I do to make sure I “stay quit”?*

#### **Quitting.**

You've taken steps to get ready, and now it's time to quit. Here's what to do on your quit day:

- Throw out your cigarettes, ashtrays and lighters at home, at work and in your car.
- Enroll in a program to help as you go about changing your smoking routine into a non-smoking routine.
- Ask your friends and family for support, they can help you manage your triggers.
- Be sure to follow your doctor's treatment advice.

#### **“Staying quit”.**

- Keep practicing your non-smoking routine. Avoid the places and triggers that make you want to smoke.
- Follow your quit plan to help you get through the urge to smoke.
- Remember, you may feel an urge to smoke some time after you have quit, but do not give in. Even one puff can make you relapse. Speak to your doctor to help you **“stay quit”**.

**“Staying quit” means changing your routine of smoking. Let your friends and family help you follow your plan.**

# You're not alone.

## Canadian smoking cessation resources<sup>†</sup>

Within Canada, there are many national, provincial and local organizations and support services that specialize in helping smokers quit and "stay quit". In fact, your doctor may recommend smoking cessation support to help increase your likelihood of success.

See these resources for more information and advice. You should also speak to your doctor about available treatment options, support and other resources that may be in your area.

Location	Websites	Toll-free Quittlines
National	<a href="http://www.gosmokefree.ca">www.gosmokefree.ca</a> <a href="http://www.smokershelplineworks.ca">www.smokershelplineworks.ca</a>	
British Columbia	<a href="http://www.quitnow.ca">www.quitnow.ca</a>	1-877-455-2233
Alberta	<a href="http://www.albertaquits.ca">www.albertaquits.ca</a>	1-866-33-AADAC 1-866-332-2322
Saskatchewan		1-877-513-5333
Manitoba		1-877-513-5333
Ontario	<a href="http://www.smokershelpline.ca">www.smokershelpline.ca</a> <a href="http://www.teleassistancepourfumeurs.ca">www.teleassistancepourfumeurs.ca</a> <a href="http://www.CNSH.ca">www.CNSH.ca</a>	1-877-513-5333
Quebec	<a href="http://www.jarrete.qc.ca">www.jarrete.qc.ca</a>	1-866-JARRETE 1-866-527-7383
Newfoundland & Labrador	<a href="http://www.smokershelp.net">www.smokershelp.net</a>	1-800-363-5864
New Brunswick		1-877-513-5333
Nova Scotia		1-877-513-5333
Prince Edward Island		1-888-818-6300

<sup>†</sup> The organizations and websites listed are provided for informational purposes only. The listing does not indicate the existence of any partnership, affiliation, product endorsement, or sponsorship relationship of any party.

**Remember, quitting smoking is a challenge, but it's one of the most important steps you can take towards a healthier lifestyle. Speak to your doctor today!**

# Once you've quit, reap the rewards.

Within 8 hours of quitting:	Within 48 hours of quitting:	Within 72 hours of quitting:	Within 2 weeks to 3 months of quitting:	Within 6 months of quitting:	Within 1 year of quitting:	Within 10 years of quitting:	Within 15 years of quitting:
Carbon monoxide levels drop, oxygen levels go back to normal.	The chances of having a heart attack start decreasing, and the senses of taste and smell start improving.	Bronchial tubes relax, which makes breathing easier, and lung capacity increases.	Blood circulation gets better, and lung function improves by as much as 30%.	Coughing, tiredness, sinus congestion, and shortness of breath all improve.	The risk of heart attack due to smoking falls to half that of someone who still smokes.	The risk of dying from lung cancer falls to half that of someone who still smokes.	The risk of dying from a heart attack becomes the same as for someone who has never smoked.

Source: Health Canada

## And right from the start:

- Your food may taste better.
- You may have more energy.
- Your breath, clothes, and hair won't smell like smoke.
- You may save about \$2,150 per year<sup>‡</sup>.
- You may feel more in control, now that you're not dependent on cigarettes.

<sup>‡</sup> Based on an online national survey conducted by Leger Marketing between August 30 and September 20, 2006. 1440 randomly selected respondents aged between 18 and 65 answered the question: "On average, how much money do you spend per week on cigarettes, rounded to the nearest dollar?" The weekly average was \$41.50.



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