

A man and a woman are hugging outdoors at a park. The man is wearing an orange polo shirt and the woman is wearing a pink patterned top. They are both smiling. In the background, there are other people and a large green umbrella.

# Say goodbye to nicotine

## Quitting nicotine isn't an easy thing to do.

Whether you smoke, use e-cigarettes or smokeless tobacco stopping smoking can be tough for anyone. But deciding to put it behind you is a good first step. Many people try to quit more than once, and that's ok. Every time you try, you learn more about what works for you and what doesn't.

### **Rely on friends and family for support**

When you're ready to quit, know that you're not alone. Tell people you're trying to quit. And ask them to help you stay on track, Support comes in many forms, so let people know what you need.

- Tell them if you want gentle reminders and encouragement.
- Find a quit buddy to whom you can give and get support.
- Ask people to kindly not smoke around you.
- Talk to your health care provider about whether nicotine replacement might be right for you.



## Did you know?

Every year more than  
**half of smokers**  
try to quit'

<https://www.nami.org/mhstats>

# 3 tips to set yourself for success

Now that you've got your support team, try the **ACE Strategy** to help you quit.  
That's **Avoid, Cope, Escape**.



## **Avoid.**

Think about what triggers or situations make you want to use tobacco and how you can avoid them.



## **Cope.**

Decide you'll cope with those triggers or situations.



## **Escape.**

Remember why you want to quit in the first place. Give yourself permission to leave if you need to.

**Here's an example.** You're planning to go to a family get together.  
How can ACE strategy help you prepare?

## **Avoid:**

Think about what triggers or situations make you want to use tobacco and how you can avoid them.

## **Cope:**

Keep gum or mints close by to keep your mouth busy. Don't be shy about saying you're having a craving.

## **Escape:**

Take yourself out of the situation if you need to.

**Aetna® is the brand name used for products and services provided by one or more of the Aetna group of companies, including Aetna Life Insurance Company and its affiliates (Aetna).**

This material is for information only. Not all health services are covered. See plan documents for a complete description of benefits, exclusions, limitations and conditions of coverage. Plan features and availability may vary by location and are subject to change. Health benefits and health insurance plans contain exclusions and limitations. Health information programs provide general health information and are not a substitute for diagnosis or treatment by a physician or other health care professional. Information is believed to be accurate as of the production date; however, it is subject to change. Refer to [Aetna.com](https://www.aetna.com) for more information about Aetna® plans.

Visit [Aetna.com/individuals-families/member-rights-resources/rights/disclosure-information.html](https://www.aetna.com/individuals-families/member-rights-resources/rights/disclosure-information.html) to view or print your medical, dental or vision plan disclosures. Here, you can also find state requirements and information on the Women's Health and Cancer Rights Act.

**Policy forms issued in Oklahoma include:** HMO OK COC-5 09/07, HMO/OK GA-3 11/01, HMO OK POS RIDER 08/07, GR-23 and/or GR-29N.

**Policy forms issued in Idaho by Aetna Life Insurance Company include:** GR-23, GR-29/GR-29N, GR-9/GR-9N, AL HGrpPol 04.

**Policy forms issued in Idaho by Aetna Health of Utah Inc. include:** HI HGrpAg 04.

**Policy forms issued in Missouri include:** AL HGrpPol 01R5, HI HGrpAg 05, HO HGrpPol 04.