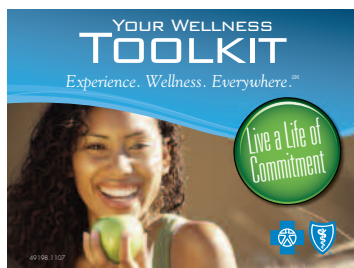


Tobacco Cessation Motivational Toolkit

Quitting smoking takes desire, determination and support. That's why Blue Cross and Blue Shield has developed a motivational toolkit that can help members who are ready to take steps toward this major lifestyle change.



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Enrollment in the Tobacco Cessation program begins when a member talks to a Blue Care Advisor, who will evaluate their readiness to stop smoking. In some instances, a Blue Care Advisor will contact a member, while in other situations the

member may initiate the call with the Advisor. If members are identified as motivated and ready to stop smoking, they will be assigned to a Wellness Coach and receive a welcome letter and motivational toolkit. The toolkit includes a program guide, a Bounce-Back Ball, a meditation CD, sugar-free gum, a wallet card with tips for quitting smoking without gaining weight, and *The Little Book of Quitting* by Allen Carr.

Contact your Blue Cross and Blue Shield representative for more information.



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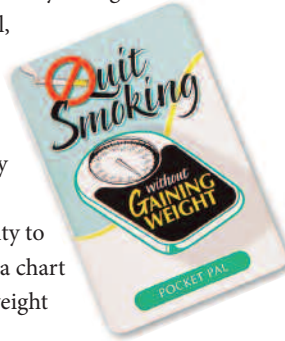
The toolkit includes:



Sugar-Free Gum – Helps members curb the need to smoke by managing their new smokeless lifestyle with gum! Members can choose to keep those cigarettes at bay by chewing their way through nicotine cravings. Sugar-free gum or other alternatives will help to avoid excess calories.

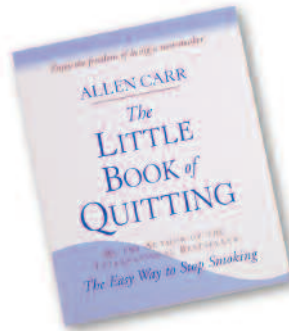
Quit Smoking Without Gaining Weight

Wallet Card – This card provides encouragement and practical tips to help members manage their weight while quitting smoking. The card includes weight control tips, healthy eating for weight control, managing stress without food or cigarettes, easy ways to add physical activity to each day, and a chart for tracking weight gain and loss.



Meditation CD – This guided meditation will help members relax while focusing on a strong intention – quitting smoking. This CD gives members the gift of reprogramming their smoking habit by helping them to exercise the strength of their own will.

The Little Book of Quitting by Allen Carr – This book distills the basic principles of Allen Carr's EASYWAY method in easily digestible paragraphs. The EASYWAY method has helped millions of people quit smoking.



Bounce-Back Ball – The Bounce-Back Ball helps to shift focus from smoking to doing something challenging and fun. Members can improve hand/eye coordination by throwing the Bounce-Back Ball downward or outward, and then trying to catch it. The activity is fun and can be played just about anywhere. Plus, it helps relieve stress!



Program Guide – This booklet serves as an overview of the Tobacco Cessation program and outlines Blue Cross and Blue Shield resources and tools that can help members on their journey to a healthier life.



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