

Smoking related diseases



Smoking causes damage to the human body – from head to toe. It is the number one cause of preventable death and disease in the U.S., yet 21% of adult Americans continue to smoke – nearly 50 million people.

Smoking causes:

- Chronic lung disease
- Emphysema & chronic bronchitis
- Cancer
- Coronary heart disease
- Stroke
- Disease in nearly every organ of the body

Smoking-related diseases claim an estimated 438,000 American lives each year.

It's not too late, let us help you quit. Call **1-800-442-8904**

Get started today

It's FREE!
1-800-442-8904

Become one of the thousands of people who have successfully quit. Call the Quit For Life Program today at **1-800-442-8904** for more information. TTY is available at 1-877-777-6534. Quit Coaches are available from 8:00 am to midnight (Eastern time), seven days a week.

There is no better time than now to quit tobacco.

excellusbcb.com/national

The Quit For Life Program is FREE to all eligible Excellus BlueCross BlueShield members 18 years or older.



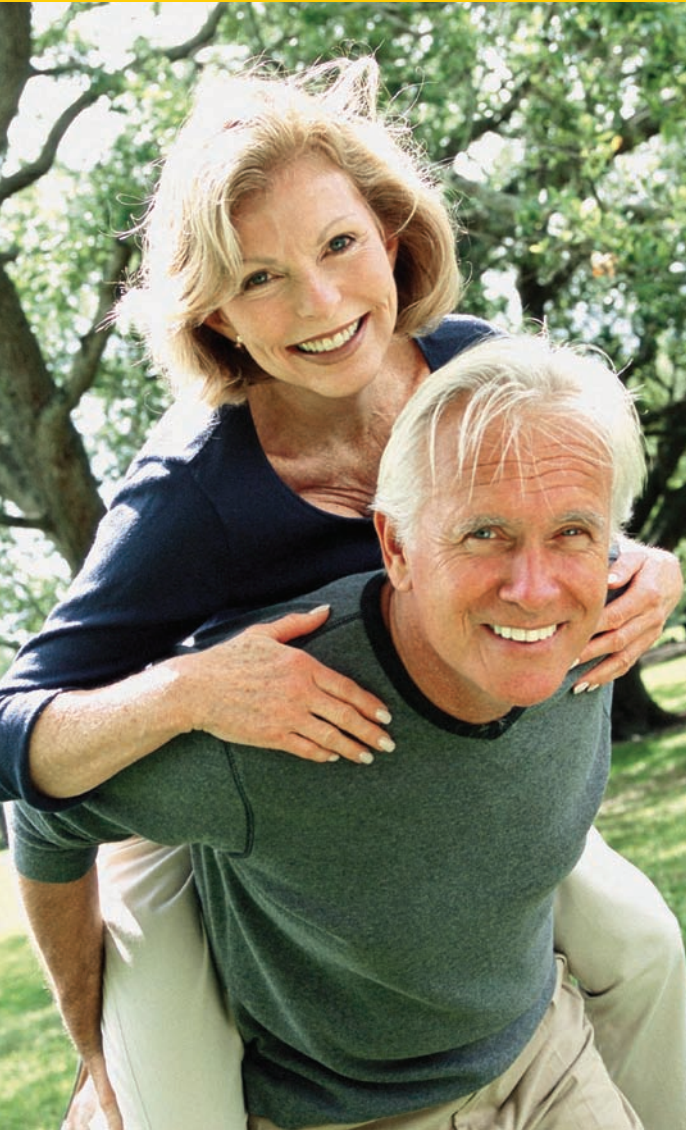
Finally – A Quit Tobacco Program that Works!
It's the Quit For Life™ Program.

A nonprofit independent licensee of the BlueCross BlueShield Association

Excellus

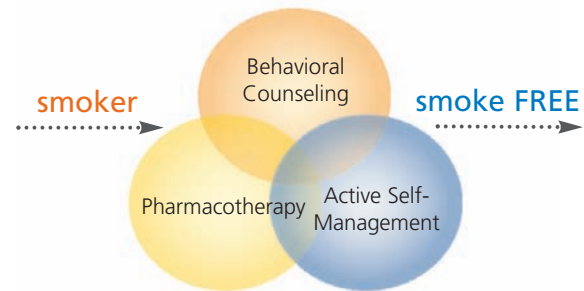
With the Quit For Life Program,

you'll work with a professional Quit Coach via the phone and receive unlimited access to online discussion forums. Receive the personal support you need to quit successfully!



This FREE program includes:

- One-on-one counseling with a professional Quit Coach
- Medication recommendations, if appropriate
- Free nicotine replacement products (patch, lozenges or gum) delivered to your home, if recommended
- Easy-to-use "Quit Guides" for support between sessions
- Online interactive discussion forums available 24/7
- Help guide for family and friends



Quit tobacco for your health, your family, and your wallet

For your health:

- Cut your risk of dying from a heart attack by 50%
- Greatly reduce your risk of lung cancer and stroke
- Add 5-10 years to your life

For your family:

Secondhand smoke contains over 250 chemicals known to be toxic or cancer causing. It causes disease and premature death in children and adults who do not smoke. Bring fresh air back into your house, car, clothes, hair, skin, and most importantly, your life.

For your wallet:

What you spend on tobacco can really add up.

\$140.00	\$1,680.00	\$16,800.00
One Month	One Year	Ten Years

Note: These savings are based on purchasing 1 pack per day at \$5.00.

It's not too late to stop!

Within the first 20 minutes of quitting, the healing process begins. Quit smoking benefits will continue to improve your health and quality of life for years.

Time Since Last Cigarette	Health Benefit
20 Minutes	Pulse rate drops; Blood pressure decreases; body temperature of hands and feet return to normal
12 hours	Carbon monoxide level in bloodstream drops to normal
Two weeks to three months	Circulation improves Walking becomes easier Lung function increases
One to nine months	Coughing, sinus congestion, fatigue, and shortness of breath decreases
One year	Added risk of coronary heart disease is half that of a smoker's
Five to 15 years	Stroke risk is reduced to that of a non-smoker's
10 years	Lung cancer death rate is about half that of a smoker's; risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decreases
15 years	Risk of coronary heart disease is back to that of a non-smoker's