

## **Q&A:**

### **What Makes The Quit For Life Program Right For You?**

#### **What is the Quit For Life Program?**

The Quit For Life Program is brought to you by the American Cancer Society® and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. The program integrates free medication, web-based learning and confidential phone-based support from expert Quit Coaches®.

#### **What does the Quit For Life Program include?**

When you join the program, they will help you create an easy-to-follow Quitting Plan that shows you how to get ready, take action and live the rest of your life as a nonsmoker. The program may include:

- Access to Web Coach®, a private, online community where you can complete activities, watch videos, track your progress and join in discussions with others in the program.
- An easy-to-use printed workbook that you can reference in any situation to help stick with your Quitting Plan.
- Recommendations on type, dose and duration of nicotine replacement if appropriate (including patch or gum)
- Free nicotine replacement therapy (patch or gum) mailed directly to your home if appropriate.
- Unlimited toll-free access to Quit Coaches, who offer as much or as little support as you need.
- Access to Text2Quit<sup>SM</sup>, a text message feature enabling a participant to connect with a Quit Coach, interact with Web Coach, use medications correctly, manage urges and avoid relapse – all from a supported mobile phone.

#### **Who is eligible For the program?**

All employees, non-Medicare eligible retirees and dependents (age 19 and older) who are enrolled in PEBTF/REHP benefits.

#### **How much does it cost to participate in the Quit For Life Program?**

The program is offered at no cost. Even the cost of nicotine patches and gums is fully covered.

#### **Why is the PEBTF/REHP subsidizing this program?**

We believe that quitting tobacco is an important step to improving one's health. The health benefits of quitting tobacco start almost immediately and continue for a lifetime. On average, people who don't use tobacco have lower medical expenses than those who do. Our members will enjoy better health, live longer and save money on health care.

### **Is there evidence that the Quit For Life Program works?**

The American Cancer Society and Alere Wellbeing have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users.

The program was first validated in 1989 through a randomized clinical trial funded by the National Cancer Institute and the University of North Carolina. The study demonstrated the combination of self-help materials and telephone counseling boosted quit rates by 50 percent. The program has continued to conduct large, randomized trials to prove its methods and effectiveness over the years and also has received six consecutive awards from America's Health Insurance Plans for achievements in tobacco control initiatives.

### **Is participation in the Quit For Life Program confidential?**

Under federal law, all employees of Alere Wellbeing and the American Cancer Society are required to protect the confidentiality of participant's personal health information. Your participation in the program will not be shared with the commonwealth.

### **How do I enroll in the Quit For Life Program?**

Enrollment is easy – just call 1-866-QUIT-4-LIFE (1-866-784-8454) to get started. A registration specialist will verify eligibility to enroll and transfer you to a Quit Coach to get started.

### **Can I enroll again if I start using tobacco again?**

Yes. We recognize that it often takes several attempts to quit tobacco for good, and that participants may start using tobacco during the program. The Quit For Life Program was designed to support participants through all phases of quitting, including relapse.

### **I'm not quite ready to quit. Will information be available in the future?**

Information on the Quit For Life Program will always be available on the PEBTF website. Also, we'll include articles in future newsletters to serve as reminders about the program.