



Smart Move!

A guide to help you stop
tobacco use

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India Cancer Initiative



This guide belongs to:



A future ex-tobacco user!

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Tobacco use in India

Almost 30% of the Indian population older than age 15 uses some form of tobacco. Men use more smoked tobacco than smokeless tobacco. Women are more likely to use smokeless (chewed) tobacco. Beedis, a form of tobacco, are smoked more than cigarettes. Tobacco comes in many forms and can be chewed or sucked as a quid, applied to the gums, or inhaled. Common forms of smoked tobacco in India include beedis, cigarettes, cigars, chillum, hookah, and chutta. Common forms of smokeless tobacco in India include khaini, gutkha, paan with tobacco, paan masala, dry snuff mawa, mishri, qudakhu, and toothpastes. People believe that the tobacco in toothpastes is a germicidal chemical that helps clean teeth, but this is not true. It is tobacco and does nothing to clean teeth.

“I always thought it would be impossible to stop. Anyone can do it if they set their minds to it – a positive attitude helps.”

Are you ready to quit?

To find out if you're ready to quit tobacco, take this short quiz.

Do you want to quit?

Yes No

Are you ready to make some changes in your daily life?

Yes No

Are you ready to deal with some tough moments after stopping?

Yes No

If you answered yes to all 3 questions, you can quit! Quitting will probably be hard, but it's one of the best things you can do for yourself.

There are many great reasons to quit tobacco use.
Quitting helps you:

- Breathe better.
- Avoid health problems caused by tobacco.
- Create a healthier place for your family to live.
- Keep your clothes, car, and house from smelling like tobacco or tobacco smoke.
- Save money.
- Feel good about yourself and the fact that you gave up a bad habit.

To quit, there are 4 things you need to think about:

- Deciding to quit
- Setting a Quit Day and choosing a plan to quit
- Dealing with withdrawal
- Staying quit

Deciding to quit

Why do you use tobacco?

The reasons for using any form of tobacco that first time may not be the same reasons you still use it. Some people chew or smoke to feel good or to deal with stress. Two things, though, often keep people using tobacco:

- Nicotine – a drug in all forms of tobacco that causes an addiction to chewing or smoking
- Being hooked on tobacco

Is being addicted hard for you? Or, do you find it harder to do daily tasks and handle stress without tobacco? You may find that both situations keep you using tobacco. Think about which one fits you so you can decide which to attack first.

Why do you want to stop?

Of all the reasons to quit chewing or smoking, the ones that are important to you matter the most. Are you worried about your health? Are you “sick” of using tobacco? Are you worried about your children’s health when you smoke around them? Are you worried about your unborn baby? Is tobacco getting expensive?

Write your reasons for quitting in the space below. Once you have prepared your list, always keep it with you. Memorize it. Every time you want to chew or smoke, look at your reasons for stopping.

“You have to make up your mind to stop. There were some relapses and some weight gain, but you can’t let those get in your way. The important thing is to stop.”



“It’s not hard to stop smoking. I had such a dread of stopping. I’d tell myself, ‘I’m nervous; I have a lot of pressures; I’m not up to this.’ It just seemed so overwhelming to tackle. But once I tried it, it was not what I had built it up to be in my mind.”

Setting a date and choosing a quit plan

What is your Quit Day?

Now that you’re ready to quit, you can pick a Quit Day. This is an important step, and you should give yourself time to prepare for it. Pick a date that gives you 1 to 2 weeks to get ready. Don’t pick a date too far in advance – for example, no more than a month away. Too much time allows you to change your mind or think about too many reasons not to quit.

Write your Quit Day here.

How do you plan to quit?

There are many ways to quit, and no one way is the only right way. Some methods, though, do work better than others. The most common ways to quit are on the pages that follow.

Use a nicotine replacement. If you're hooked on nicotine or if you've tried quitting before, you might talk to your doctor about using nicotine replacement therapy (NRT). This method gives you a small dose of nicotine to help cut down the urge to chew or smoke once you quit. These products are to be used only to help you stop nicotine – they are not an alternative for your daily dose of nicotine. NRT comes in different forms – gum and the patch are the most common. The cost of NRT can be rather expensive, but you will use replacement therapy only for a short period of time – no more than 3 months.

Use support or counseling. You may have a better chance of quitting for good if you have someone help you. You may find help by:

- Talking to your doctor, dentist, or a smoking counselor about quitting
- Calling your local hospital or community health center to ask about stop-tobacco programs

“The most important thing is to really make the commitment and decision to stop – no program can benefit you until the decision to stop is made.”



- Calling the human resources office where you work (Many companies have information about stop-tobacco programs for their employees.)
- Contacting a telephone-counseling quit support line

Tell your family, friends, and co-workers that you're quitting. Ask for their help.

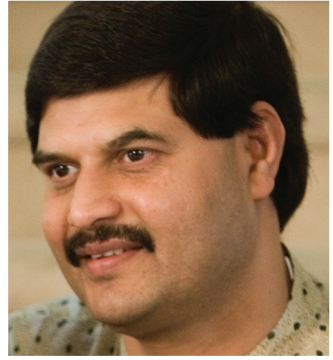
Nicotine replacement therapy and counseling have been shown to work well. Using the 2 together has been shown to work even better.

Quit “cold turkey.” This means you stop using tobacco completely on your Quit Day. You may have cravings at first, but they go away. This method usually doesn't work as well as nicotine replacement and/or counseling, but some people do give it a try. This works better for people who smoke fewer than 10 cigarettes a day.

Quit by tapering off. For some heavy users, using less tobacco day by day can help. For each day leading up to your Quit Day, reduce your tobacco use. For example, smoke 1 to 2 fewer cigarettes per day. On your Quit Day, you should quit altogether.

Use non-nicotine medicines. There are other prescription medicines that can help with withdrawal symptoms and lower your urge to chew or smoke.

“I feel so much better about myself. I really felt that something was overpowering me, and I didn’t have control of it.”



These drugs do not have nicotine in them. Ask your doctor about these medicines. Two examples are bupropion (Zyban®) or varenicline (Chantix®).

Do you need to make some changes in your daily life?

Over time, using tobacco becomes a strong habit. Often daily events, like waking up in the morning, finishing a meal, drinking coffee, or taking a break at work, trigger your urge to chew or smoke. Breaking the link between the trigger and using tobacco will help you stop. Be prepared to feel the urge to chew or smoke. It will pass whether you use tobacco or not. Use the 4 Ds to fight the urge:

Delay for 10 minutes. Repeat if needed.

Deep breathe. Close your eyes, and slowly breathe in through your nose and out through your mouth. Picture your lungs filling with fresh, clean air.

Drink water slowly, sip by sip.

Do something else. Some activities trigger cravings. Get up and move around.



“The house stays much cleaner. You don’t have smoke sticking to the windows, walls, and wallpaper.”

What should you do on your Quit Day?

On your Quit Day, go down this list.

- Do not smoke or chew.
- Get rid of all tobacco and anything associated with tobacco, such as lighters, ashtrays, and any other items that remind you of tobacco.
- Follow the 4 Ds (delay, deep breathe, drink water, and do something else) to fight cravings.
- Begin using nicotine replacement if that is your choice.
- Go to a stop-smoking class or follow a self-help plan.
- Stay away from all situations where the urge to chew or smoke is strong.
- Don’t drink alcohol, or if you do, drink less.
- Spend time with family or friends who can help you get through the day.

Dealing with withdrawal

How do you get over chewing or smoking?

The nicotine in all forms of tobacco is addictive. As a tobacco user, your body is used to a certain level of nicotine. After you stop using tobacco, you may feel some body and mood changes. As your body adjusts to doing without nicotine, you may have some of the symptoms listed on the next page.

Remember:

- You may not have any of these symptoms.
- If you do, don't worry – it's normal.
- You may not feel the same as others who are quitting.
- Hang in there. *You can do it!* These symptoms often reach their peak in 3 days and then fade. Give yourself time to get over smoking.



“Keep smoking if you have the guts to sit in front of your doctor as he tells you that you have lung cancer. I personally didn't have the guts.”

Symptom	Action
Headache	Take a headache reliever. Take a warm bath.
Dizziness	Close your eyes and breathe slowly. Get some fresh air. Change positions slowly.
Cough, dry mouth/throat	Suck on a cough drop or sugar-free candy. Drink a lot of liquids. Chew sugar-free gum.
Sleeplessness	Cut down on caffeine. Take a warm, relaxing bath. Read a book at bedtime.
Constipation	Eat more fruit and fiber. Drink more fluids. Exercise.
Irritability or nervousness	Cut down on caffeine. Close your eyes and breathe slowly. Take walks.
Cannot focus	Make a “to do” list; look at it often. Take time to relax. Change activities.

“My friends helped me a lot when I quit smoking. They always kept me busy so I did not think about wanting to smoke.”



Staying quit

How will you cope with stress?

You are doing fine until something happens, and you think you need a cigarette or chew to calm down. Wrong! There are ways to manage stress without using tobacco. Find the ones that work for you.

- Use the 4 Ds.
- Take a warm shower.
- Go for a walk.
- Call a friend.
- Ask yourself, “Will using tobacco solve this problem?”

Are you worried about gaining weight?

Many smokers gain a few pounds after quitting. Sometimes, the tobacco user eats instead of smoking or chewing. For some, a concern about gaining weight may lead to a decision not to quit or stay quit. But the weight you may gain after quitting is usually very small. It's more harmful to keep using tobacco in any form than it is to gain a little weight. Besides, you don't have to gain weight at all!

- Plan your meals.
- Avoid eating too much sugar.
- Drink extra water.
- Stay active.
- Try eating low-calorie snacks, such as raw vegetables, fruits, pretzels, or popcorn.
- Don't panic if you gain a few pounds.

What is good about quitting?

Now that you have quit, your mind and your body will begin to feel better. Think of the good things that have happened to you since quitting. Can you breathe more easily? Do your clothes smell better? Do you have more energy? Do you feel good about what you've done?

What are the benefits of quitting smoking over time?

20 minutes after quitting: Your heart rate and blood pressure drop.

12 hours after quitting: The carbon monoxide level in your blood drops to normal.

2 weeks to 3 months after quitting: Your circulation improves, and your lung function increases.

1 to 9 months after quitting: Coughing and shortness of breath decrease; cilia (tiny hair-like structures that move mucus out of the lungs) regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs, and reduce the risk of infection.

1 year after quitting: The excess risk of coronary heart disease is half that of a smoker's.

5 years after quitting: Your stroke risk is reduced to that of a non-smoker 5 to 15 years after quitting.

10 years after quitting: The lung cancer death rate is about half that of a person who continues smoking. The risk of cancer of the mouth, throat, esophagus, bladder, cervix, and pancreas decrease, too.

15 years after quitting: The risk of coronary heart disease is the same as a non-smoker's.

What are the risks of using smokeless (or oral) tobacco?

Smokeless tobacco products are not a safe substitute for tobacco smoking. Harmful health effects include:

- Oral (mouth) and throat cancer, stomach cancer, pancreatic cancer, and cancer in the esophagus
- Increased risk of heart disease, heart attacks, and stroke
- Addiction to nicotine
- Leukoplakia (white sores in the mouth that can become cancer)
- Receding gums (gums slowly shrink from around the teeth)
- Bone loss around the roots of the teeth
- Abrasions (scratching and wearing down) of teeth
- Tooth loss, stained teeth, and bad breath

Use the space below to list the good things about not using tobacco – they're important! Carry them with you. Look at them whenever you have the urge to smoke or chew.

Did you use tobacco in any form?

Something went wrong. You had a bad day. You smoked a cigarette. You put in a chew. Don't get upset. Most people who have tried to quit have faced this moment. Many go back to using tobacco. You don't have to be one of them.

Remember this:

- If you slip, it doesn't mean you're a tobacco user again.
- Don't go buy tobacco just because you've slipped and used tobacco.
- Learn from experience: What caused you to use tobacco? Boredom? Stress? How will you cope next time?
- Feeling guilty won't help. Tell yourself, "I'm not going to let this effort go to waste. I'm still not a tobacco user!"

"For all those years, I used cigarettes as my crutch. At first, I wasn't sure I could get through hard times. But I made it through the death of a friend without smoking. If I could do that, I can do anything. I like being free of cigarettes."

“I took walks, chewed on swizzle sticks, hung out with non-smokers.”

How do you stay quit for good?

- Never, never forget why you stopped using tobacco. We tend to remember the good parts of using tobacco and forget why we stopped. You may miss the tobacco, but don't kid yourself. It's not worth it. Using tobacco in any form can kill.
- Don't give in to the thoughts of “just 1.” One of the worst things about tobacco is its ability to snag its victims again.
- Keep busy. Boredom is not good for new ex-tobacco users. Take up a new hobby, clean your closets, or paint the bathroom. Plan to be busy. Don't sit around waiting for the tobacco urge to grab you.
- Reward yourself. Save the money you would have spent on tobacco. Buy yourself a treat.
- Feel proud. By stopping, you have done a great thing for yourself and for your future. Think about all the ways your life is better now.

If you're thinking about reaching for a chew or a cigarette, don't. Instead, call a friend.

Where can you get more help?

This booklet helps you go through each step. But quitting can be hard. You may need more help and information to quit for good. Talk to your doctor about where you can get more help.

