



## Tobacco cessation support from Dean Health Plan

### Isn't it time to quit?

Smoking or chewing tobacco is a powerful addiction. It may seem impossible to kick the habit, but thousands quit every year and you can, too.

Once you make the decision to quit, Dean Health Plan can help you move along the path to success.

### How Dean can help

As part of your health benefits, Dean Health Plan offers two different tobacco cessation programs, **Freedom from Smoking®** and **Quit For Life®**.

Discuss the most appropriate treatment option with your primary care provider.



### What is Freedom from Smoking®?

Dean Health Plan offers both an on-site and virtual no-cost tobacco program, **Freedom from Smoking**. This small group program includes eight one-hour sessions led by a certified Freedom from Smoking facilitator. The program features a step-by-step plan for quitting tobacco. Each session is designed to help tobacco users understand their triggers and urges, and develop coping strategies to stay committed to quitting. This engaging program uses a variety of evidence-based techniques to personalize and address individual needs along with the benefits of support from the group.

Freedom from Smoking is open to Dean Health Plan members and community members, regardless of insurance.

For the schedule of upcoming dates and locations visit [deancare.com/quitnow](https://deancare.com/quitnow).



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Supporting all tobacco users, including cigarettes, smokeless, e-cigarette and vaping product users, in breaking free from their addiction for good.  
[deancare.com/quitnow](https://deancare.com/quitnow)

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### What is Quit For Life®?

Dean Health Plan offers the **Quit For Life** Program, at no cost to members 18 years and older. The program can help you quit tobacco use and overcome physical, psychological and behavioral addictions using a seamlessly integrated mix of medication, one-on-one coaching, group video sessions and digital tools for support.

A highly trained Quit Coach® can help you gain the knowledge, skills and behavioral strategies to quit for life. All complimentary, you'll receive three coaching interactions (call, text or chat), two group video sessions, plus 24/7 support through unlimited access to a Quit Coach® for the duration of the program.

### Quit For Life®

**Quit For Life uses five essential practices:**

- 1. Set a quit date:** Select a quit date and succeed with the right combination of support.
- 2. Manage urges to use tobacco:** Learn how to cope with urges to use, which may help you quit for good.
- 3. Use cessation medications effectively:** Learn how to enhance your quit attempt with the proper use of NRT and other medications.
- 4. Tobacco-proof the environment:** Learn why getting rid of tobacco products around your home can help you quit and stay quit.
- 5. Use social support:** Understand why it is important to ask family and friends for support, and how to ask.

Call **866-QUIT4LIFE** (1-866-784-8454) or enroll online at [deancare.com/quitnow](https://deancare.com/quitnow).



## Medications that **really** help!

Many prescription medications can help with cravings and stress related to quitting tobacco—plus, they can double your chances of quitting and staying tobacco-free.

Nicotine replacement therapy (NRT), such as gum or patches, can also be a great way to help you stop tobacco use for good. NRTs allow you to get the nicotine your body craves without the harmful chemicals, helping to decrease withdrawal symptoms and allowing you to focus on quitting.

Dean Health Plan members can receive cessation medications through a prescription from their primary care provider at \$0 copay. Once enrolled in one of our programs, members can also receive up to 12-weeks of NRT either mailed to their home (**Quit for Life**) or through a prescription from their primary care provider (**Freedom from Smoking**) at no cost to them.



## Get the help that is **right** for you

Talk with your primary care provider to determine which tobacco cessation aid could work for you.



## Questions?

If you have questions about Dean Health Plan's tobacco cessation programs, visit [deancare.com/quitnow](https://deancare.com/quitnow). Our Customer Care Center is available at **800-279-1301**.

Dean Health Plan members who receive benefits through state employment, the federal government or the Medicaid/BadgerCare Plus program may have different tobacco cessation benefits.



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## Tobacco Cessation



**You can quit.**  
**We can help!**