

# Stop smoking today.



## **Quitting smoking is hard. Iowa Total Care can help.**

Iowa Total Care wants to help you break free from tobacco. Quitting smoking can have immediate as well as long-term benefits for you and your loved ones. Within one to two years after quitting, your risk of heart attack drops dramatically and can also add as much as 10 years to your life compared to if you continue to smoke.<sup>1</sup>

Quitting tobacco is hard. You may have tried to quit several times before—two, three, four or more times—and you're still hooked. Don't give up! Each quit attempt moves you closer toward success. Take advantage of the resources available through Iowa Total Care along with talking with your doctor about which options are best for you.

### **Coaching Services Are Available**

The Iowa Tobacco Quitline Program is a counseling program that offers one-on-one coaching to tobacco users who are ready to make a change. Members can choose between three different quit programs: sessions over the phone, online or both.

### **Quit Aids**

Iowa Total Care will pay for quit aids like nicotine gum, lozenges and patches as part of your health coverage.<sup>2</sup>

### **Earn Rewards**

Iowa Total Care members can earn up to \$60 in My Health Pays<sup>®</sup> rewards per calendar year. You can use reward dollars to help pay for everyday items at Walmart, utilities, telecommunications (cell phone bill), childcare services, education and rent.

| <b>Iowa Total Care My Health Pays<sup>®</sup> Rewards for Smoking Cessation</b> |             |
|---|-------------|
| Enroll in the Iowa Tobacco Quitline Program and complete FIVE coaching sessions | \$30        |
| Fill one quit aid prescription  | \$30        |
| <b>Total Possible Rewards</b>   | <b>\$60</b> |

### **Smoking and Pregnancy**

Are you pregnant? Do you smoke? It's never too late to quit! Quitting now can make a big difference in your baby's life. The Quitline has a special program for helping women during pregnancy. Call 1-800-QUIT-NOW.

## Ready to break free? Call 1-800-QUIT-NOW.

1. <https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html>

2. Quit aid benefit limits may apply.

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