

KICK THE SMOKING HABIT FOR LIFE

The American Cancer Society's
Great American Smokeout®
November 20, 2008

MHN's **Smoking Cessation Coaching Program**, which helps you identify triggers that fuel your habit and teaches you strategies for fighting the urge to smoke, is designed to help you achieve *lasting* behavior change so you can be tobacco-free for life.

The Smoking Cessation Coaching program is:

FREE to all employees and their family members (regardless of medical plan enrollment), and to retirees enrolled in the retiree health plan and their covered family members

CONVENIENT – you can dial in toll-free from any location, and early morning, lunch-time and evening sessions are all available

EFFECTIVE – Based on the American Lung Association's (ALA) highly successful Freedom From Smoking Program®, in combination with the MHN-pioneered telephonic group coaching method:

- » Seven one-hour telephonic group coaching sessions over a six-week period
- » Conducted by ALA-certified addiction specialists
- » Includes materials to promote smoking cessation success: the ALA's Freedom from Smoking Workbook, informational pamphlets and MHN's Relaxation CD for Smoking Cessation

Call MHN today to reserve a spot in the next available group!

WE'RE ON YOUR SIDE

Your Employer & PEBC support your efforts to quit smoking and improve your health! In addition to providing MHN's Smoking Cessation Coaching Program free of charge:

- » All PEBC medical plans now cover certain smoking cessation prescription drugs. Check your medical plan information for details.
- » Employees who have completed MHN's Smoking Cessation Coaching Program are eligible for reimbursement for the cost of over-the-counter nicotine replacement therapy (such as nicotine patches, lozenges or gum) up to a maximum of \$125 per year. Contact your benefits administrator for details.



SMOKING CESSATION COACHING PROGRAM

Ready to quit?

Call (888) 779-2225 today to reserve a spot in the next available group.

To participate, you must:

- » Have access to a land-line telephone (not a cell phone) to call in for your sessions.
- » Have access to a CD player to listen to the program-provided CD.
- » Commit to attending all seven telephonic group meetings.

For more information on quitting, visit:

MHN

www.members.mhn.com

(Enter access code **pebc** and click 'Quit Smoking')

The American Cancer Society

www.cancer.org

The American Lung Association

www.lungusa.org