



Quitting Tobacco Takes Work...But You Can Do It

Improve your chance of success with Craving to Quit[®]

You don't have to quit alone, you have support

Tobacco use is the leading cause of preventable death and disease in the United States. But quitting can be easier than you think with the Craving to Quit tobacco cessation program. Using proven methods including the Craving to Quit app, phone-based support and online education, the program has helped thousands of people quit tobacco products for good. You can choose the support that works best for you, as well as when and how you receive it. This voluntary, confidential program is included with your health benefits and has no additional cost.

Discover the proven way to quit

The 21-day program is based on the practice of mindfulness—a state of heightened or complete awareness of one's thoughts, emotions and experiences—to teach participants how to recognize and avoid tobacco cravings and habits. Developed and tested alongside leading research universities, the program will help you master techniques to control cravings and change your smoking habits.

Achieve the tobacco-free life you want

Whether you've already experienced the struggle to quit for good or need a jump start, Craving to Quit uses the science of behavior change to help you approach and react to your tobacco cravings differently. You'll also get encouragement from a supportive online community of people like you who are on the same journey toward living tobacco-free.

In addition, you'll have the opportunity to:

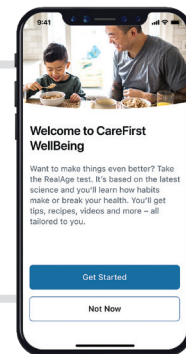
- **Participate** in the program using your smartphone, tablet or computer.
- **Create** a personal profile and meet other community members.
- **Connect** with certified tobacco cessation coaches via digital chat.
- **Track** cigarette usage and savings.
- **Set** quit goals with your Quit Pact.
- **Receive** support messages and helpful emails to reinforce behavior changes.

Is my information protected?

Yes, CareFirst BlueCross BlueShield (CareFirst) has partnered with Sharecare, Inc. to provide you with well-being improvement resources. Both CareFirst and Sharecare are committed to protecting the confidentiality of your information. We do not share individual data with your employer and will never sell your data. However, due to the public nature of Craving to Quit's online community, the information you share on the forums can be seen by others. For further details, please read the privacy policy during registration.

Begin your journey today

Visit carefirst.com/wellbeing to download the CareFirst WellBeing app and register for your account. Once you've logged in, navigate to the *Achieve* section, select *Programs*, then click *Craving to Quit*.



If you have any questions, please call
well-being support at 877-260-3253.

This well-being program is administered by Sharecare, Inc., an independent company that provides health improvement management services to CareFirst members. Sharecare, Inc. does not provide CareFirst BlueCross BlueShield products or services and is solely responsible for the health improvement management services it provides.

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