

NJWELL Tobacco Cessation Coaching Program



Getting help quitting tobacco can improve a smoker's likelihood of success in breaking the habit for good. Horizon Blue Cross Blue Shield of New Jersey offers our NJWELL participants a variety of tools and resources so they can get individualized support.

Telephonic Coaching

Based on your responses to the online health assessment, you may be eligible for tobacco cessation coaching over the phone. If you are eligible, you'll be prompted to schedule a call with a health coach and given instructions on how to take the next steps.

The program combines coaching over the phone, nicotine replacement and online resources to help you successfully quit smoking. Coaching takes a whole-person approach to lifestyle management and is tailored to meet your needs and schedule.

The number of calls you'll get from the coach can vary, but you can call your coach whenever you need to. With one-on-one phone support and useful online tools, you'll have the support you need to be tobacco free. Plus, you will earn NJWELL points* after completing the program.

Online Coaching

Powered by WebMD®, this interactive, personalized program guides you through specific, practical tasks on a self-paced schedule. Easy-to-use tools help you:

- Track your progress and customize your upcoming tasks to help you quit smoking.
- View smoking-cessation activities and participate in activities specific to you.

Online message boards and a personalized goal planner support your progress toward quitting.

For details on NJWELL, visit HorizonBlue.com/shbp or nj.gov/njwell.

Prescription and Over-the-Counter Products**

The following prescription medications may be covered under your prescription drug program to help you quit smoking:

- Chantix® (varenicline)
- Nicotrol® NS (nicotine)
- Nicotrol® Inhaler (nicotine)
- Zyban® (bupropion)

The following over-the-counter nicotine-replacement therapy medications are not typically covered by prescription drug programs:

- Skin patches known as transdermal nicotine patches. These patches are affixed to the skin, similar to how you would apply an adhesive bandage.
- Chewing gum (also known as nicotine gum).
- Lozenges (also known as nicotine lozenges).

** Please check your pharmacy member handbook for covered services.

* A maximum of 100 points can be earned through the NJWELL coaching, combining online and over-the-phone coaching.

National Smoking Cessation Resources

- **1-877-44U-QUIT (1-877-448-7848):** This free, telephone-based service is available Monday through Friday, between 8 a.m. and 8 p.m., Eastern Time (ET). Speak with counselors from the National Cancer Institute who can answer smoking-related questions in English and Spanish.
- **LiveHelp:** This free, text-to-computer messaging service is available Monday through Friday, between 8 a.m. and 11 p.m., ET. National Cancer Institute information specialists can give you factual, objective information about cancer. However, they are not health care professionals and do not provide medical advice. Visit cancer.gov and select *LiveChat*.
- **QuitGuide App:** QuitGuide is a free smartphone app developed by MMG, Inc., for the Tobacco Control Research Branch of the National Cancer Institute. The app is designed to help you prepare to quit smoking and support you in the days and weeks after you quit.

The app allows you to search for content using keywords, save specific pages as favorites and share information you are reading via Facebook®, Twitter™ and email. It also provides insight into what to expect when you quit, and how to deal with problems that may come up in your journey to be smoke-free. Download the app at smokefree.gov/apps.

- **1-800-QUITNOW (1-800-784-8669):** This toll-free number connects you to state-specific counseling and information about quitting smoking. This free service will provide you with educational materials, coaches, a quit plan and referrals to local resources.
- **QuitSTART App:** This free app was designed for teens who want to quit smoking, but adults can use it, too. It takes the information you provide about your smoking history and gives you tailored tips, motivational messages, the ability to share your progress and favorite tips through social media, and challenges to help you become smoke-free and live a healthier life. The mobile app is available from the App StoreSM and Google PlayTM.

You cannot earn NJWELL points for participating in these national programs.

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Spanish (Español): Para ayuda en español, llame al **1-800-414-SHBP (7427)**.

Chinese (中文): 如需中文協助, 請致電**1-800-414-SHBP (7427)**。

Rates from your wireless provider may apply when downloading the QuitGuide and QuitSTART apps.

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