



## BE A QUITTER! TOBACCO CESSATION TIPS FROM NEW WEST PHYSICIANS

The 30<sup>th</sup> annual Great American Smokeout is Thursday, Nov. 15, 2007, and New West Physicians is encouraging Denver-area residents to participate and commit to stop smoking or using smokeless tobacco for one day – and hopefully for a lifetime.

Colorado has made significant gains in reducing the smoking rates among adults and high school youth, and New West Physicians, a primary care physicians' group serving the Denver metro area, is urging local residents to maintain this momentum by participating in the Smokeout and living a tobacco-free life.

As a key partner in patient health, New West works to support people who are breaking the tobacco addiction. Through a grant from the Colorado Clinical Guidelines Collaborative (CCGC) on behalf of Colorado's State Tobacco Education and Prevention Partnership, New West is combining proven tobacco-cessation resources into a model program to help patients stop using tobacco. They are documenting the program's effectiveness and sharing the resources with other providers.

New West Physicians is offering the following tips to help local residents stop using tobacco:

- **Get support.** Studies have demonstrated that those who have support from friends, family, co-workers and other key people are more successful than those who go it alone when quitting tobacco. Resources like the Colorado QuitLine (1-800-QUIT-NOW or [coquitline.org](http://coquitline.org)) can connect you with trained coaches, online support and quit buddies. Through the QuitLine telephone service, tobacco users also can receive free supplies of the nicotine patch.
- **Work with your primary care physician.** As a partner in health, your physician can provide resources, including medications when appropriate, and support to help you stop using tobacco and reduce weight gain.
- **Change your environment.** Change your routine to reduce situations where you would be smoking – for instance sitting inside a restaurant rather than on the patio – and get rid of all cigarettes and ashtrays.
- **Exercise.** Exercise is a great way to work off anxiety about quitting, build a healthy habit into your routine and reduce weight gain.
- **Pick a quit day...and stick with it!** Plan ahead and commit to quitting on a set day. Give yourself the best chances of success by avoiding quitting at an unusually stressful time.
- **Drink lots of water and avoid alcohol.** Staying hydrated helps flush tobacco from your system and ease withdrawal symptoms. Drinking alcohol while trying to quit smoking lowers your chance of achieving a smoke-free lifestyle.
- **Commit to being a quitter.** Once you've stopped using tobacco, don't smoke or use tobacco at all. Not even casually.
- **Use multiple resources and methods.** Studies show that combining several approaches – professional coaching, medications, individual and group meetings and on-line support – create the best opportunities for success.
- **If at first you don't succeed...keep quitting!** According to the Colorado QuitLine, many people quit three to seven times before they quit for good, so use your past experience to help you with your challenges and how to be successful.

### About New West Physicians

New West Physicians is a primary care physician group and medical management company serving more than 250,000 patients at 13 Denver-area offices. New West's internal medicine and family practice professionals strive to be our patients' medical home, coordinating care and working with each person and family to help create and maintain long-term healthy lifestyles. New West regularly conducts its own internal research to ensure consistent delivery of high-quality care reflecting the best and most current medical research. For additional information and office locations, please visit [www.nwphysicians.com](http://www.nwphysicians.com).