At Aetna, we believe there is nothing more important than your health. That’s why we’re pleased to bring you information to help you take an active role in the management of your health. Read on to learn more.

For longtime smokers, particularly those who puff 20 or more cigarettes a day, quitting isn’t easy. Studies have demonstrated that it may take several tries before many smokers are able to finally quit. Stress, habit and cigarette cravings are common reasons for people to resume smoking.

The Best Ways to Quit

Even though many smokers quit cold turkey, the success rate is only about 5 percent per attempt, which is lower than other methods. If you are a heavy smoker — smoking more than one pack per day or needing to light a cigarette within 30 minutes of waking up in the morning — you may have a more difficult time quitting and should consider trying the more effective methods. Research shows that these methods increase the rate of success in smoking cessation:

- **Nicotine replacement with counseling.** The success rate for most counseling/nicotine replacement programs is about 20 percent but can range up to 40 percent at some of the best university-based smoking-cessation programs.

- **Smoking-cessation programs.** If you’re looking for counseling, try local hospitals, health plans, your employer, the American Cancer Society or other health associations.

- **Nicotine replacement alone.** In the absence of counseling, nicotine replacement doubles the normal cold turkey success rate to about 10 percent.

- **Prescription medications.** The prescription drug Zyban (bupropion), which aids in the control of cravings for nicotine, is another effective therapy to help smokers quit.

Visit Aetna Navigator online at www.aetna.com!

The Aetna Navigator™ online member self-service website is available 24 hours a day, 7 days a week. Use it to perform common transactions involving your Aetna medical, dental, prescription drug or flexible spending account (FSA) plans. You can send an online message to Aetna Member Services, access claims, coverage, and general health information as well as decision-support tools. Log on to Aetna Navigator at www.aetna.com.

For Your Health

**Smoking Cessation**


Additional information is available on Aetna’s consumer health information website, Aetna InteliHealth, at www.intelihealth.com/IH/htIH/WIIHW000/22017/29585/201427.html?d=dmtContent

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