

LIKE THE TASTE OF  
**TOBACCO?**

**FREEDOM?**

HOW ABOUT THE  
TASTE OF



WHEN YOU'RE THROUGH WITH CHEW, CALL THE SOUTH DAKOTA QUITLINE 1-866-SD-QUITS



## IN THE BEGINNING, it's about **freedom** and **INDEPENDENCE**.

Then it's a way to relax or relieve stress. But it doesn't take long for tobacco to become a deadly habit. The good news is there are services, medication, and a whole support system ready to help you quit.

***It's tough, but so are you.*** If you are ready to quit, thinking about quitting, or know someone who wants to quit, here are a few facts to keep in mind:

### **It's Addictive.**

A pinch of tobacco held in your mouth for 30 minutes delivers as much nicotine as three to four cigarettes. Nicotine has been shown to be as addictive as heroin or cocaine.

If spit tobacco wasn't highly addictive, it'd be easy to quit. The good news is, people who use a phone coach are 2x as likely to quit and stay quit. In fact, when used in combination with cessation medication, over one half of spit tobacco users report no tobacco use after 7 months.\*

Tobacco addiction can control your life and it leaves a bad taste in everyone's mouth... and there's no freedom in that.

\* QUIT RATE (30 DPP) BY REQUESTED SERVICES, 2008 TO 2015.

## Not a safe alternative

Spit tobacco is not safer than smoking. Less than 50% of individuals diagnosed with oral cancer are alive 5 years later.

And, smokeless tobacco users have an 80% higher risk of developing oral cancer and a 60% higher risk of developing pancreatic and esophageal cancer.

## Nothing pretty about it

Good oral care does not offset the harmful effects of spit tobacco use.

Spit tobacco users can brush and brush, but those yellow stains won't go away. Spit tobacco juice can stain clothing, furniture and upholstery too.

In addition to bad breath and gum disease, spit tobacco use can lead to leukoplakia (a condition identified by leathery white patches, red sores and/or pre-cancerous lesions of the mouth). It's an ugly combination... just ask your dentist.

## Deadly Ingredients

Just like cigarettes, spit tobacco contains ingredients known to cause cancer. Some of the 28 deadly ingredients include:

- Formaldehyde (embalming fluid)
- Nickel
- Nitrosamines
- Radioactive Polonium-210
- Arsenic (poison)
- Cadmium (car batteries)
- Benzopyrene

## Definitely not harmless

Spit tobacco use increases your chance of:

- Cancer of the mouth, throat, tongue and lip
- Cancer of the stomach and pancreas
- Gum disease and tooth loss
- Stained teeth
- Bad breath

## Ready to break free from spit tobacco addiction?

We're ready to help. The South Dakota QuitLine offers a number of distinct services designed to help you kick the habit for good. They are all free and we recommend using as many as you need to... as often as you need to.

South Dakota tobacco users are eligible to receive QuitLine services. If you have quit within the past 30 days and you need help to prevent a relapse you can also use QuitLine services.

## Coaching Really Works

People who use a phone coach are 2x as likely to quit and stay quit. In fact, when used in combination with cessation medication, over one half of spit tobacco users report no tobacco use after 7 months.





“They helped me throughout the whole deal. It made my health insurance go down. I have been trying to recommend it to all my friends at work who chew or smoke, and a few of them have called already.” **(Ft. Pierre)**

“This is one of the best programs we have and it's free—works for smokeless too.” **(Huron)**

## Here's what some of the folks who've used a coach have to say:

“The people I spoke with were very positive and that helped me.” **(Sioux Falls)**

“I think it was awesome and it gave me what I needed to quit and it was easier than I thought.” **(Belle Fourche)**

“Through my experience with Adam and the way he counseled and followed up, I was able to finally quit, and I am so very happy to be tobacco-free. Adam did just what he said he would...” **(Sioux Falls)**

“My coach did a wonderful job. She didn't pull any punches... I tell anybody who wants to quit about it. Of course, you have to want to quit, but I did and I was really satisfied with the help I got.” **(Webster)**

“I thought it was great. I was very appreciative of all the help, and my coach was very good about answering any questions and getting back to me. I had to call her a few times with questions, and she was very good about answering them.” **(Brandon)**

“They kept a nice balance between being curious and not taking too much time. The schedule was good; even though I missed a couple of calls, they were eager to reschedule me.” **(Rapid City)**

# Ways to Start Quitting

## PHONE COACHING

A phone call is all it takes. When you call, a trained coach will walk you through a brief set of questions to get you registered. As soon as you are registered, your coaching sessions will begin. You will receive up to four scheduled phone sessions with your coach and extra support as needed. Here's what to expect:

### Coaching Sessions 1 & 2

- You'll work together to design a personalized quit plan.
- You'll set a quit date.
- Your quit coach will:
  - Guide you through triggers, cravings, and managing stress
  - Offer coping strategies and discuss withdrawal symptoms
  - Motivate you to succeed and become tobacco-free
  - Discuss medications available

### Coaching Session 3

- This session is scheduled on your quit date.
- Your coach will:
  - Provide support and encouragement
  - Provide additional information on medication

### Coaching Session 4

- This session is scheduled as a follow up after your quit date.
- Your coach will:
  - Review your quit strategies
  - Address relapses

### Coaching Session 5

- This is your graduation session!
- Your coach will:
  - Review your contact information for follow up purposes
  - Issue a graduation letter
  - Review any additional suggestions
  - Answer any questions



## YOU CALL US

- 1-866-SD-QUITS (1-866-737-8487)
- Open Monday - Friday 7am-11pm Saturday 8am - 5pm CT
- Free personal live quit coach
- **Free cessation medication**
- Enrollment takes approximately 10-15 minutes



## WE CALL YOU

- Go to [SDQuitLine.com/enroll](http://SDQuitLine.com/enroll)
- Tell us the best time to call you
- A QuitLine coach will contact you



## DO IT YOURSELF

- Free tools, services, and information
- Options to help you kickstart your quit attempt
- Go to [SDQuitLine.com](http://SDQuitLine.com)



# KILLER.

**FACT:** Spit tobacco causes cancer of the mouth, intestines and stomach.

**FACT:** One half of spit tobacco users will develop leukoplakia... scaly white sores that can turn into cancer.

**FACT:** Gum disease is just one of the common side effects from using spit tobacco products.

**FACT: All tobacco products** have been linked to heart disease, cancer and other killer diseases. Tobacco is deadly. **Don't buy it.**



TOBACCO  
**RETHINK IT**  
(SERIOUSLY.)

[RETHINKTOBACCO.COM](http://RETHINKTOBACCO.COM)

**We're READY when you are. Here are a few tips to help you get started:**

**Call the toll-free South Dakota QuitLine at 1-866-SD-QUITS (1-866-737-8487).**

**List your reasons to quit.**

Keep them in mind through tough times.

**Build a quit team.**

Your friends, family, doctor, dentist. Let them know you're quitting so they can support you.

**Set a quit date.**

Mark your calendar and let everyone know.

**TOBACCO  
THERE'S NO  
FREEDOM  
IN IT.**



**Make your Quit Day different and special.**

Change your routine, exercise. Drink lots of water and do something special for yourself.

**Tune in to your triggers.**

Plan other things you can do at those times.

**Don't give in to cravings.**

These usually last for only 3-5 minutes.

**Be prepared for a slip or relapse.**

It's not a sign of failure.

**But don't give up!**

**facebook.com/SDQuitLine  
SDQuitLine.com**

