



Re-learn **Life** Without Cigarettes

**March 5, 2009**

# BecomeAnEX.org

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- **BecomeAnEX.org** is a project of the National Alliance for Tobacco Cessation to help people quit smoking
  - English ([BecomeAnEX.org](http://BecomeAnEX.org))
  - Spanish ([ConvierteteEnUnEX.org](http://ConvierteteEnUnEX.org))
- Offers **free, comprehensive personalized quit plans** as well as resources and tools to help smokers re-learn life without cigarettes
- More than **1 million** visits to date

# The *EX* Plan

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## Re-learn **Habit**

A look at smoking behaviors, or those things smokers pair with cigarettes. Practice separating cigarettes from those behaviors BEFORE quitting.

## Re-learn **Addiction**

How the nicotine in cigarettes changes a smokers brain chemistry making it physically harder to quit.

## Re-learn **Support**

The importance of getting the type of support needed from friends and family.

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# BecomeAnEX.org Resources

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- **State and National Resources**

- 1-800-QUIT NOW
- Web sites



- **Printout Library**

- Quit manuals
- Cigarette tracker, napkin origami
- Nicotine and medication overviews



- **EX Community**

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# Promoting BecomeAnEX.org

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- **Opportunities to promote BecomeAnEX.org**
  - Mention in media interviews
  - List as a consumer resource (*with permission*)
    - Press materials, fact sheets, web sites, hyperlinks
- **Include this credit** (*where possible*)
  - BecomeAnEX.org is a project of the National Alliance for Tobacco Cessation to help people quit smoking.
- **Use this description** (*as needed*)
  - BecomeAnEX.org is a web site with tips and tools for quitting including personalized quit plans, and a virtual community where smokers can share stories and strategies about their experiences quitting.

# For Information / Permissions

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