

Break Away from Spit Tobacco

*Quit the Spit for Good!*

*Your Tobacco-Free Path Starts Here.*





## QUIT THE SPIT FOR GOOD! YOUR TOBACCO-FREE PATH STARTS HERE.

*Quit the Spit*, part of the American Cancer Society’s *Break Away* series, has been especially written to help you stop using spit tobacco, for good. No matter what you call it—smokeless, spit, chew, or dip—it’s time to quit, and this 3-part guide can help. Here’s where your path to a tobacco-free life will lead:

### **PART 1 YOU KNOW YOU SHOULD QUIT THE SPIT. WE KNOW YOU CAN!**

Reminds you why it’s a good idea to quit and describes new medicines to make it easier.

### **PART 2 FREEDOM IS AROUND THE CORNER!**

Helps you get ready to stop, pick a day to quit, and get support for quitting. Guides you through your quit day and the first week without dipping or chewing

### **PART 3 CONGRATULATIONS! YOU MADE THE BREAK!**

Shows you how to stay off tobacco for good. Helps you handle stress and urges to dip or chew. Points out danger signs and ways to prevent a slip. Gives tips on how to reward yourself for staying away from tobacco.

### **To get the most out of *Quit the Spit*:**

1. Work through Part 1 carefully, even if you are ready to quit right away.
2. Read the whole booklet now, if you wish. But when you are ready to get to work, read a section and go back with a pen or pencil to answer questions, fill out checklists, and take notes.
3. Keep in mind that there’s never been a better time to quit.

**GOOD LUCK AND GOOD HEALTH TO YOU!**

*Special thanks to Janet Van Ness of JSI Research and Training Institute, Inc., and Lisa Hochstein Graphic Design for the writing and design of Break Away from Spit Tobacco.*

*Stories and quotes are taken from real experiences of spit tobacco users. Those who appear in the photos are models.*

# *There's Never Been a Better Time to Stop*

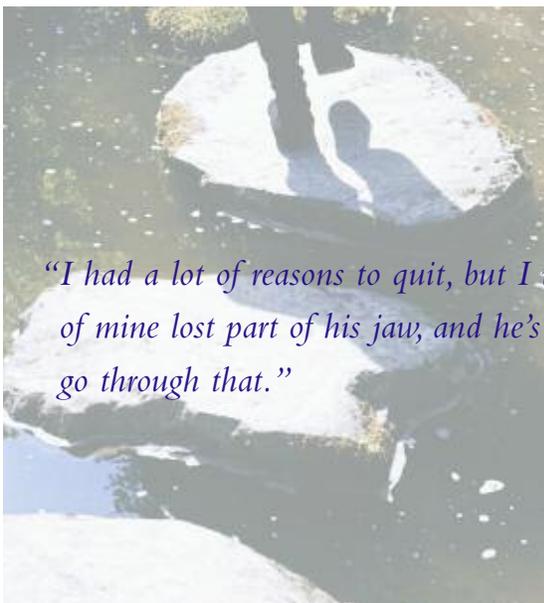
## **You can do it!**

If you're reading this guide, you're already thinking about quitting. Every year thousands of Americans stop using spit tobacco for good. You can join them. Of all the changes you could make in your life, stopping tobacco is one of the best things you can do for your health. Now is the time to do it. Here's why:

- **Face facts.** The word is out. Everybody knows the risks of smoking, but many think dipping is safer. It's just not true. Cancer and heart disease, along with tooth and gum problems, are all brought on by spit tobacco. The good news is, even if you've been dipping for years, your health starts to get better as soon as you quit.
- **There's help for cravings.** New medicines help cut cravings. They can double your chances of quitting.
- **You're not alone.** Many people have already quit. When those around you don't dip it's easier to stay quit yourself.

So take a step in the right direction. Decide when and how you're going to break away from spit tobacco. We'll show you what works and what doesn't. We'll walk you through it every step of the way.

**You know you should stop using tobacco.  
We know you can!**



*"I had a lot of reasons to quit, but I was worried most about my health. A friend of mine lost part of his jaw, and he's only 32 years old! There's no way I want to go through that."*



*"Stop dipping? Why not ask me to stop breathing?" That's what I used to think. But I read up, talked to some people, made plans. Then, I kicked that can into the trash and out of my life for good! Trust me, if I can quit, you can too!"*

# *You Know You Should Quit the Spit*



“I didn’t want my son to see me dipping. So I used to slip out to the street to do it. Then he started following me out there, and I saw him spitting into a soda can. That’s when I knew I had to quit. That boy is my best friend, and I hope he never dips like I did.”

## **Take the facts to heart.**

The link between dipping and getting a disease is clear. Do you know the risks?

- Cancers of the mouth and throat cause early death for thousands of spit tobacco users every year. Dippers are at least ten times more likely to get a cancer of the lip, mouth, or throat.
- Dipping can cause white sores or patches to form in the mouth. These are called *leukoplakia*, and they can turn into cancer. The longer you chew, the more likely you are to have leukoplakia.
- Tobacco irritates and destroys the tissue around teeth. This can cause gum disease and bone loss around your teeth. Roots of teeth may hurt where gums have drawn back.
- The nicotine in spit tobacco raises your risk of high blood pressure and heart disease.

## **What’s the good news?**

No matter how long you have used tobacco, quitting will help you right away! Mouth sores and patches that are not yet cancer often go away a few weeks after you quit. Your teeth and gums start to feel better. Your risk of heart disease and cancer go down.

Some people quit on the first try, but no one can say how long it will take for you. It often takes 5 to 7 tries to break free. Every time you try, you have a better chance of quitting than the time before.

**Quitting sooner is better than quitting later.**

**It’s never too late to stop.**

*“One morning, my girlfriend dropped in on me at work. As I leaned over to kiss her, I turned away to spit into my can. I wish you could have seen her face! I can tell you that I didn’t get a kiss that day.”*

### There are other good reasons to quit.

- **People don't like it.** Bad breath, gum disease, and stains on your teeth from chewing or dipping are a turn-off to everyone—especially to spouses and partners. Spitting is offensive and unclean as well.
- **Chewing sets a bad example.** If you have kids, or nieces and nephews who look up to you, you want to set a good example. Most people who chew say they don't want their children to chew or dip. You can be a good role model by quitting now.
- **Dip costs a lot.** What could you do with the money you spend on tobacco? Do you want to waste money with nothing to show for it but health problems?

### Of all the reasons to quit, YOURS matter the most.

Think of all the reasons for quitting you have heard. What makes YOU want to quit? Mark your reasons here. Now write them down on the *I Quit the Spit Because* card on the last page of this booklet. Tear out the card, carry it with you and read it every so often during the day.

- I want to lower my chance of getting cancer.
- I want a healthy mouth and gums.
- I want nice breath and whiter teeth.
- I don't want to get sick from high blood pressure or heart disease.
- I don't want to be addicted anymore.
- I want more money for \_\_\_\_\_.
- I want my family to be proud of me.
- I don't want tobacco to rule my life.
- Other reasons:

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**Do your reasons to quit matter more than your reasons to dip?**

### HOW MUCH DO YOU SPEND EVERY YEAR ON TOBACCO? Grab a calculator and figure it out!

1. How much do you spend every day on tobacco?
2. Multiply this by 365 days in the year.

$$\begin{array}{r} \text{Cost per day: } \$ \underline{\hspace{2cm}} \\ \phantom{\text{Cost per day: } \$} \phantom{\hspace{1.5cm}} \times 365 \\ \hline = \$ \underline{\hspace{2cm}} \end{array}$$

**YOU SPEND THIS EACH YEAR!**

Does the number surprise you? Multiply it by the number of years you have been dipping and you will probably be shocked.

### HOW MUCH WILL YOU SAVE?

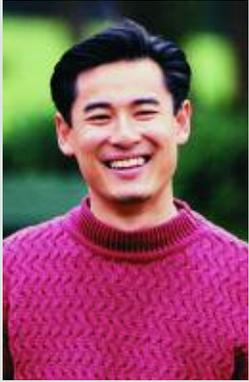
3. Multiply what you spend a year by 10 (for the next 10 tobacco-free years):

$$\begin{array}{r} \text{Cost per year: } \$ \underline{\hspace{2cm}} \\ \phantom{\text{Cost per year: } \$} \phantom{\hspace{1.5cm}} \times 10 \\ \hline = \$ \underline{\hspace{2cm}} \end{array}$$

**10 YEARS OF SAVING!**

**WHAT WOULD YOU RATHER DO WITH THE MONEY?**

# How Will You Quit?



“I always said I could quit the snuff anytime I wanted to. But it took a couple of tries for me to realize that even though I wanted to, I needed some serious help with cravings.”

## WHICH OF THESE ARE TRUE FOR YOU?

- Most days I dip in the first 20 minutes after I get up in the morning.
- I dip even when I am sick.
- I feel withdrawal when I go without tobacco.
- I dip more than 10 times a day (including evening).

**The more items you check, the more addicted you probably are.**

## You chew for a reason.

You know there are risks, but you still reach for that pouch. Take a minute now to think about whether addiction, habit, or BOTH have a grip on you.

## Are you hooked on nicotine?

Spit tobacco has a high dose of nicotine, an addictive drug. When you feel like you’ve gone too long without chewing, your body has a physical need for nicotine. During the day, the level of nicotine in the blood of smokers and of chewers is just about the same. When you stop, you may have the same withdrawal that smokers have when they quit.

Take a look at the box on the left to see if you are addicted. If you chew during most of each day or if you swallow your spit, you are most likely addicted to nicotine. If even one of the items is true for you, think about using a medicine to cut down withdrawal symptoms when you quit.

## Addiction is only part of the story.

If your need to dip were only physical, you could just quit and wait for withdrawal to be over. You’d be done with it for good. But, for most people, it’s not that simple. Usually, dipping has become a strong habit.

Which of these describe you?

- Dipping makes me feel better when I’m worried or stressed.
- I dip when I watch or play sports.
- I dip when I’m bored.
- I dip when I’m relaxing.
- Tobacco helps me concentrate.
- I dip when I socialize with other dippers.
- I use dip when I’m happy or when I want to celebrate.
- Other reasons I dip are:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- I use tobacco to reward myself.
- I dip to stay awake.

Every time you dip or chew, come up with a different way—a healthy way—that you could get the same benefit without tobacco. We’ll ask you to think more about this later.

## The best way to quit is the one that feels right for you.

There are new ways to quit, and millions of people are using them to break away from tobacco for good. You can do it too.

**QUIT “cold turkey.”** This means you pick a Quit Day. When it comes, you just stop dipping. You may feel cravings at first, but they get better. Stay calm. Plan ahead. Find new things to do. If this is your first time, it’s worth a try to quit cold turkey.

**QUIT by “tapering down.”** If you’re a heavy dipper, tapering may help a bit with cravings. Pick a day to stop—maybe a week or two from now—and cut out one or two dips each day. Once you’re down to 5 to 7 dips a day, it’s time to take the plunge and quit. Tapering to less than 5 is not a good idea, because you start to look forward to dipping, and that can make your habit stronger.

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**ADD a nicotine substitute.** If you’re hooked on nicotine, or if withdrawal gave you problems when you quit before, think about using a nicotine substitute. This is called Nicotine Replacement Therapy—NRT for short.

NRT has a low dose of nicotine to cut down on cravings once you quit. NRT has a cleaner form of nicotine without the additives and poisons of tobacco, and without the cancer risk.

**ADD a stop-tobacco medicine.** Prescription pills like Zyban® have no nicotine, but they can keep cravings and weight gain down. You would need to start the medicine a week or two before you quit. It’s ok to combine it with NRT, but not everyone can take Zyban®. You need to talk with your doctor about the risks along with the benefits.

**Medicines help ONLY if you study your habit and do things differently once you quit.**

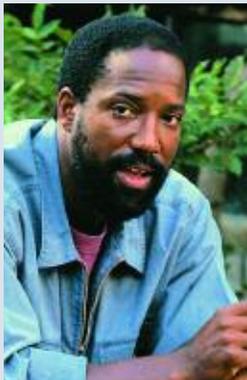


“I always dipped after lunch to help me focus on my carpentry. I quit cold turkey and used the nicotine gum for the first couple of weeks. Later I used the patch and stepped the dose down to nothing. I’m not fumbling with the snuff anymore, and I have to say the quality of my work is better than ever.”

### WHAT ABOUT TOBACCO SUBSTITUTES?

Some people swear by tobacco substitutes like mint pouches and other non-tobacco snuff. They look and feel like tobacco, but they don’t have nicotine or tobacco poisons. These products have their own drawbacks and we don’t know how much of a difference they make in the long run. Most important, never use cigarettes as a substitute for dip!

# The Pros and Cons of Nicotine Replacement Therapy



“Right after the World Series, Pop and I thought we’d quit together. We decided to quit cold turkey, but I picked up a box of those nicotine patches just in case. By the second day, withdrawal had us pinned against the wall. Pop slapped a patch on his left arm, and I slapped one on my right!”

## Does NRT Substitute One Addiction for Another?

About one in five nicotine gum users who stop tobacco continue on the gum for a year or more. This is probably safer than going back to tobacco, but not enough is known about the effects of long-term nicotine gum use. NRT isn’t meant to be used for much more than six months. You may have to pick a Quit Date and plan for cravings when the time comes to be completely free of nicotine.

## NRT has a good track record.

Of all the medicines you can use to stop tobacco, NRT is easiest to get and the most popular. Using it can *double* your chance of success by making withdrawal easier to handle.

## What are your NRT choices?

Nicotine gum and skin patches are sold over the counter at the drug store. For the nicotine nasal spray or inhaler you need a doctor’s prescription. NRT has side effects, and not everyone can use it. Talk to your doctor or pharmacist about your own situation. Read the directions that come in the package.

- **Nicotine patches** give a set daily dose of nicotine through the skin. One type lowers the dose over several weeks to get you completely off the nicotine. This 24-hour patch gives a steady dose that works around the clock, but it may have more side effects. Another type has one dose of nicotine, but you take the patch off at night. This may be a good choice if you are a light or medium dipper, but watch out for withdrawal symptoms when you wake up.
- **Nicotine gum** works fast because the nicotine gets right into the blood through the mucous membrane of your mouth as you chew it. You can chew the gum as you need it during a craving, or you can set up a schedule during the day.
- **Nicotine nasal sprays and nicotine inhalers** can help very addicted dippers who have not been able to quit with the patch or the gum. Both deliver nicotine to the bloodstream right away through the nose (spray) and the lungs (inhaler).

**Don’t use NRT along with tobacco.  
This can be dangerous to your health.**

## Which kinds of NRT might be right for you?

### How many of these are true for you?

- I use tobacco on and off (such as, more in the evening).
- I want relief for cravings as they happen during the day.
- I want something to chew or something keep my hands busy.

If you marked two or three of these, then the nicotine gum, inhaler, or nasal spray may be your best choice.

### If you did not mark more than one above, how many of these are true for you?

- I use tobacco at regular times, at least every hour or so.
- I want a very easy way to use a nicotine substitute.
- I prefer not to chew gum.

If you marked two or more of these, then the nicotine patch may be your best choice. Nicotine patches deliver a steady dose. They only need to be changed once a day.

## What is the down side to using NRT?

Most adults can safely use NRT, but it is not recommended for people under age 18. If you have heart disease, high blood pressure, or stomach ulcers, you need to talk with your doctor before you use any kind of NRT. Few pregnant or breastfeeding women dip, but those who want to quit shouldn't use it.

Like all medicines, NRT can have side effects. The box on the right shows the most common ones. Usually side effects are mild. But, if they really bother you, you may be able to switch to another kind of NRT. Your doctor or pharmacist can give you advice.

## Possible Side Effects of NRT

### THE PATCH

skin irritations, racing heartbeat, sleep problems, headache, and early morning withdrawal on the 16-hour patch.

### THE GUM

bad taste, throat irritation, mouth ulcers, hiccups, nausea, sore jaw, and racing heartbeat.

### NASAL SPRAY

runny nose, nose and throat irritation, sneezing, and cough.

### INHALER

mouth and throat irritation, nausea, irritation of the nose and throat, watering eyes, sneezing, and cough.

*These side effects do not happen to everyone.*

*“I couldn’t get the hang of chewing the nicotine gum. I kept chomping on the inside of my cheek, and I was getting nowhere. Then I got smart and read the instructions that came in the box!*

*“First you chew the gum until it gets a peppery taste. Then, you ‘park it’ against your cheek for a bit. Chew it and park it, off and on for 20 or 30 minutes. I picked up a few other tips, too. So, take my advice. Read the directions before you start the NRT!”*

# Freedom Is Around the Corner!



“I’m ready. I know why I want to quit—for my family and for my health. I know how I’ll do it—cold turkey and keep taking the Zyban® that I started last week. I’ve got some nicotine gum in my pocket—just in case. I’m going to do it this time!”

## Now that you’ve thought long and hard about quitting...

Organize your thoughts here:

- These facts about spit tobacco worry me most:

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- These are my most important reasons for quitting:

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- Am I hooked on nicotine?  Yes, most likely.  No, probably not.

- These are the quit methods I will try (I’ll choose one or more):

- Cold turkey (choose a date and stop)
- Taper down (cut back for a bit, then stop)
- Nicotine patch or gum (get these at a drug store—some need a prescription)
- Non-nicotine medicine (get a prescription—start 1-2 weeks before Quit Day)

- Here’s what I will do differently when I quit this time:

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## ... it’s time to pick a Quit Day.

Choose a day in the next two weeks to be your Quit Day. If you can, pick one when you’ll have a little less stress. Or pick one when you won’t be around too many dippers.

Maybe your road ahead is full of stress. Maybe there are demands on you that you can’t change. And maybe dippers are all around you. Pick your Quit Day anyway. You can deal with it. Just give yourself a week or two to get ready.

**My Quit Day Is:**

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**Congratulations!**

**You’re heading in the right direction.**

## Planning for your Quit Day is the next step.

You're taking your first steps to freedom from tobacco. But, if you don't spend some time to get ready, you'll go right back. Start a countdown to your Quit Day—the day when you put that tin in the trash for good. Spend a few minutes a day to get ready.

## Don't let stress push you off the track.

Everyone has stress of one kind or another. Money, job, or family problems are everyday worries. You'll never be free of all of them. Don't talk yourself into waiting for a less stressful time to stop dipping.

With planning, you can manage the stress that quitting may bring. Only a major change in your life or a tragedy should make you consider putting off the Quit Day you've set.

## Step back and take a deep breath.

What lowers stress, relaxes you, and helps you cope? Did you think the answer was your tin of snuff? Actually, it's deep breathing. It's easy to do anytime, anywhere. Sitting quietly and breathing in this way for just a couple of minutes can replace the dip that used to calm you down. Try it now:

- Breathe deeply in through your nose, as you slowly count to five.
- Pause. Then count to five as you breathe out slowly, gently blowing air through your mouth.
- Repeat this breathing for 1 or 2 minutes, three or four times a day.

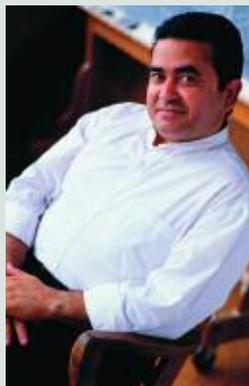
**Every day before you quit,  
practice deep breathing.**

*“If something was going to pull me back to snuff, it would be stress. When my wife saw a flyer for a stress management class at our health center, she signed me up.”*

### **MAKE A DETOUR TO THE DENTIST**

Make an appointment to have your teeth cleaned on your Quit Day or soon after. Tell your dentist and dental assistant that you just quit the spit. Get ready to enjoy a fresher and healthier mouth.

# When and Why Do You Dip?



“After 5 years of dipping, I thought I had a pretty good handle on what was going on with my habit. Then I pulled out that Tobacco Tracker and started filling it out.

“By lunch break, I couldn’t believe it. Every time I dipped, I was feeling bored. I picked up the pace boxing orders after lunch, and I hardly thought about tobacco.”

## Study your habit and change your routines.

You have regular tobacco habits. What are they? Do you usually chew on work breaks? Do you dip at your daughter’s soccer games, or when you’re out with friends after work? Do you dip when you’re tense or angry? Do you reach for a pouch to relax after a long day, or to celebrate your team’s big win?

## Track your tobacco today.

To really understand your habit, use the Tobacco Tracker on the inside back cover of this book. Starting with your first dip or chew tomorrow, jot down these facts: the time of day, where you are, who you’re with, what you’re doing, and how you’re feeling. Ask yourself, “How much do I need to dip right now?” Decide whether the craving is “high,” “medium,” or “low.”

Track your tobacco on at least two days—a weekday and a weekend day. Go over the record and study when you wanted a dip the most. What do they have in common? How can you handle them without dipping?

Tobacco Tracker			
Time	What was I doing? Where? With whom?	How was I feeling?	My need was: High/Medium/Low
10:30	having coffee/at work/ with Pat and Chris	tense—busy day	medium
5:15	Kenny’s Little League game	relaxed	high

## The sports connection can be a strong one.

How often do you dip when you play or watch a sport? Is your tin on the table when you’re working on a hobby? Dippers’ habits are often tied to enjoyable activities like golf, softball, fishing, hunting, and home projects. If that’s true for you, make special plans to get by in those situations. Any healthy activity or substitute for tobacco can help.

The main thing is to be prepared. Just as important, get that tobacco out of your golf bag, tackle box, and workshop!

## Think about changing your routines.

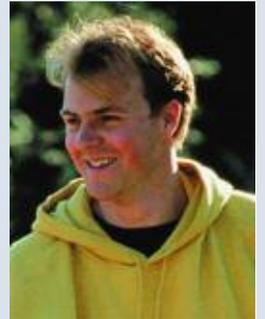
To be ready to quit, you'll need plans—lots of them! For the times below, mark down some things you can do instead of dipping. Each of these ideas has been used by someone who quit.

<p>When I'm bored, I'll:</p> <ul style="list-style-type: none"><li>• carry a book to read.</li><li>• strike up a conversation with somebody.</li><li>• take a mental vacation.</li><li>• My other ideas:</li></ul> <hr/> <hr/>	<p>When I'm angry, I'll:</p> <ul style="list-style-type: none"><li>• count to ten.</li><li>• slowly squeeze a rubber ball.</li><li>• walk away.</li><li>• My other ideas:</li></ul> <hr/> <hr/>
<p>When I want to celebrate, I'll:</p> <ul style="list-style-type: none"><li>• treat myself to a special dinner, snack or dessert.</li><li>• go to a movie.</li><li>• give myself a present.</li><li>• My other ideas:</li></ul> <hr/> <hr/>	<p>When I need to concentrate on something, I'll:</p> <ul style="list-style-type: none"><li>• close my eyes and imagine what I am about to do.</li><li>• slow my breathing way down.</li><li>• say a little prayer before I start.</li><li>• My other ideas:</li></ul> <hr/> <hr/>
<p>When I need to deal with stress, I'll:</p> <ul style="list-style-type: none"><li>• do slow, deep breathing.</li><li>• go for a walk.</li><li>• talk it out.</li><li>• My other ideas:</li></ul> <hr/> <hr/>	<p>When I'm discouraged about quitting, I'll:</p> <ul style="list-style-type: none"><li>• call a buddy who's been there.</li><li>• read over my reasons for quitting.</li><li>• get some exercise to perk me up.</li><li>• My other ideas:</li></ul> <hr/> <hr/>

## Your mouth may need new routines too.

You're probably going to miss having something in your mouth a lot of the time. Nicotine gum can help at first, but, at some point, you'll need to get off it. If you're not using NRT or you're cutting back, sugarless gums or hard candy are pretty good substitutes. There are other things to chew—like cinnamon sticks, beef jerky, or sunflower seeds. If you don't want to substitute food, grab a couple of toothpicks or plastic stirrers every time you leave the coffee shop.

If you make a switch to the tobacco-free mint or herbal pouches, be careful! They have the look and feel of the “real thing.” It can be easy to drift back to tobacco.



“I used to chew for something to do when I was waiting for the fish to bite. Don't laugh at me, but now I'm chewing on cinnamon sticks.”

# What Can Make Quitting Easier?



“As a foreman, I dipped snuff all day at work. Then I got a sore under my lip and my doctor said I had to quit. That same week I got kicked up to the front office with a big raise and a lot of stress. I figured there was no way I could quit now.

“But my wife asked if I really thought I’d be better off dipping in the office and spitting in the bathroom. So I picked a date about a week away, and got ready. My friends said I’d never make it. They were wrong.”

## Get ready for withdrawal.

As soon as you stop dipping, nicotine and tobacco poisons will start to leave your body. If you’re hooked on nicotine, your body tells your brain—with withdrawal symptoms—that it needs to get the nicotine back to a comfortable level. Withdrawal can be unpleasant, and if you’re not ready for it, you could ‘slip’ or give up on quitting. If you tried to quit before, you may have to handle the same withdrawal symptoms you had last time. Or you may have others.

## What will make you feel better?

We’ve talked about how medicines can help. Time and home remedies also make withdrawal easier.

- **Give yourself time.** When withdrawal is strong, or when cravings come one after another, it’s hard to think of anything but the “quick fix”—tobacco. But a withdrawal symptom will fade in about 20 minutes whether you dip or not.

If you have a craving, follow the Four Ds in the box below. These work so well that they’re printed on a tear-off card at the back of this book. Keep the card in your pocket you once your Quit Day comes.

- **Take care of yourself.** Over-the-counter and home remedies do help. The box on the next page has some suggestions for dealing with common withdrawal symptoms. Add your own ideas. Get what you need in the next few days.

### THE FOUR Ds

When you crave tobacco, try **the Four Ds** to buy yourself time.

1. Try **DEEP** breathing. *Close your eyes, breathe in slowly through your nose, and breathe out slowly through your mouth.*
2. Get a **DRINK** of water. *Drink it slowly, sip by sip.*
3. **DO** something else. *Some activities trigger cravings. Get up and move around.*
4. **DELAY** for 10 minutes. *Repeat if needed. Remember cravings last only about 20 minutes at most.*

## New attitudes will help.

Here are three important ideas to keep in mind:

- 1. This is a learning process.** Quitting is like learning to drive a car. If you were a new driver you would study driving carefully before you got behind the wheel. Take the time to study how to quit.
- 2. You can quit even if you have mixed feelings.** You know you should stop, and you want to be tobacco-free. Your head says it's good. Your heart may feel like you are losing a friend. Feeling sad, worried, or angry is normal. Once you really quit, your heart will say, "That was a good thing to do!"
- 3. Believe in yourself.** Expect some problems. Be ready for them. You CAN do this!

## Last minute doubts are normal.

As your Quit Day gets closer, you may try to talk yourself out of quitting. Whenever you have thoughts like these, you need to "turn them around" with an upbeat spin to keep yourself on track. Here are three common negative thoughts, along with ways to talk back:

If you think...	Turn it around and think...
I can't quit, I'm not strong enough. ➤	If anyone else said that I would be mad. I can do it. It won't be easy, but I have done plenty of things that weren't easy.
I tried before, and I'm a fool to think this will be different. ➤	If I start out thinking like that I am setting myself up to fail. Last time I tried, I learned a lot about what NOT to do. This time IS different.
I can't live without the dip. ➤	I wasn't born with a tin in my pocket. It will be hard but not impossible.

What thought might get in your way? Write one down and then answer it.

If you think...	Turn it around and think...
	➤

## I WILL TAKE CARE OF MYSELF DURING WITHDRAWAL

### HEADACHE

- Tylenol® or usual headache reliever
- rest
- warm baths
- relaxation techniques
- \_\_\_\_\_

### FEELING DIZZY OR LIGHTEADED

- close your eyes for a moment and breathe slowly
- \_\_\_\_\_

### SORE THROAT

- sore throat lozenges, hard candies
- drink plenty of liquids
- \_\_\_\_\_

### TROUBLE SLEEPING

- cut down on caffeine
- read a dull book
- \_\_\_\_\_

### CONSTIPATION

- increase fruit, fiber, fluids
- exercise
- \_\_\_\_\_

### FEELING NERVOUS AND IRRITABLE

- cut down on caffeine
- deep breathing
- \_\_\_\_\_

### LOW CONCENTRATION

- make a "to do" list; look at it often
- take extra time to get things done
- \_\_\_\_\_

# Your Quit Day Is Near!



“My buddy quit dipping about a year ago. He kind of showed me the way. Whenever I’m worrying about how to get by without tobacco, we sit down and talk about how he does it. It sure helps me, and I think it helps him too.”

## Should you tell the world you’re quitting?

Quitting is a big step, and it’s natural to want to talk about it. Think about the people at home or at work who will be thrilled to find out you are quitting. Getting support from them can inspire you.

## Talk about it with people who care.

Tell people how they can help you. Think of two close friends or family members that you can call. Write their names below. Now write down what you want them to say or do if you need help. Maybe they can remind you why you are quitting, tell you a joke, or just listen while you complain about the hassles of quitting.

**Name:** \_\_\_\_\_

**The type of help I want is:** \_\_\_\_\_

\_\_\_\_\_

**Name:** \_\_\_\_\_

**The type of help I want is:** \_\_\_\_\_

\_\_\_\_\_

Call them now. Tell them what you’d like them to do.

## A special challenge: Do you live with a dipper?

It’s easier to quit and stay quit if no one is dipping or smoking at home. Consider these options if you live with a tobacco user:

- Quitting together might be an option. But, unless you are both sure about quitting, going solo is a better idea.
- Will the person agree to dip or smoke outside or in only one room?
- If not, will the person agree to keep all tobacco out of sight?
- Most important, will the person support your quitting by not offering dip or cigarettes and by saying “no” even if you ask for some?

## You have FOUR things to do the day and night before you quit.

- 1 Pick up your medicine and other supplies.** If you are going to use NRT or home remedies to help with cravings, have them on hand for tomorrow.
- 2 Rehearse the day.** Where will you be? What will you do? Who will you be with? Start in the morning and think about what you will do at every step of the day. What times and situations will make you want to dip or chew? Make a simple plan to deal with each one.
- 3 Get rid of the dip.** Throw away your tobacco, all of it. Check your hiding places, your desk drawers, coat pockets, the tool box. If you'll be using NRT, put the patch or the package where you usually keep your pouch.
- 4 Think about why you're quitting.** Go back to the beginning of this guide. Look at the plans you've made so far. Tomorrow you get to put them in motion. And it's about time.



"I didn't want to get rid of Grandad's big brass spittoon. I cleaned it up so my wife could put pinecones in it. But then I had a better idea!

"Starting with Day One, I dropped the money I would have spent on a pouch right in. It feels pretty good to start the day knowing I'm saving money...and my life!"

### REALITY CHECKLIST

- I know the facts about dip, and I have a firm grip on my reasons for quitting.
- I tracked how I dip for at least two days. I made a list of tricky situations. I know what to do.
- I have a plan to take care of myself during withdrawal. I want to have an easy time, but I am prepared for strong cravings.
- I have told two people who are willing to help me if I need them to.

**If you checked at least two of these,  
you're ready to quit!**

*"I was sitting on the back steps, taking my last dip the night before I quit. My teenage son came out, sat beside me, and said, 'I always knew you'd finally decide to quit.' I spit into that cup for the last time, and we went inside together."*

# Every Journey Starts with the First Step



“That first morning, I knew that quitting was a big mistake! My chew was gone. I was a bear. I hopped into the truck to pick up a pouch, and there was a note on the steering wheel. ‘Daddy I’m so proud of you. Love, Amy.’

“Well sir, I put that note in my wallet, where it has stayed to this day. It hasn’t been easy. But how could I disappoint that little angel?”

## Rise and shine on quit day!

This is the day you planned for. No matter what your state of mind is, when you wake up on Quit Day, you are now officially tobacco-free.

- 1. Is all tobacco gone?** Double check to be sure.
- 2. Go over your reasons for quitting one more time.** Find your copy of the *I Quit the Spit Because* card or just write them down. Carry your reasons with you for the next few days.
- 3. Pack a bag.** Put your chew substitutes—your gum, toothpicks, lozenges—into a small bag and carry it where you usually carried your pouch. Keep your NRT gum, spray or inhaler in there too.
- 4. Remember, you have a plan.** You’ve rehearsed the day in your mind. Stick with your plans.

## A daily checklist will keep you on track.

Go over this checklist every morning and evening for the next 7 days.

### DAILY CHECKLIST

*For the first week without tobacco, go over this checklist every morning and every night.*

- I have medicine I need to help me quit.
- I know how to use the **FOUR Ds**:
  - Deep breathing.**
  - Drink water.**
  - Do something else.**
  - Delay for ten minutes.**
- I know when I will want tobacco and how to cope.
- I can talk myself out of using tobacco.
- Tomorrow, I’ll avoid situations that will make me crave tobacco.
- I’ll watch out for surprises—unexpected situations that start a craving.
- I’ll ask my friends and family to help keep me on track.
- I’ll go easy on myself because I just quit.
- Tomorrow, I’ll use this checklist again.

## Things will get better!

The first 2 or 3 days are the hardest. You may have cravings, even if you're using the patch or gum. They usually peak in the third day and start to fade after that. Still, you'll want to stay on guard. A week or even a month after you quit, you may get a sudden craving for dip. Just remember it's normal. You can deal with it for the 20 minutes or so that it lasts.

## Stick to your Daily Checklist.

Every day without tobacco is a good day. Take care of yourself and learn to live life as it should be—tobacco-free.

- Use the *Daily Checklist* on page 16.
- Keep your bag of chew substitutes with you at all times.  
Fill it up every night.
- Get extra rest.
- When you feel withdrawal, it means you are breaking free from nicotine addiction. That's a good thing.

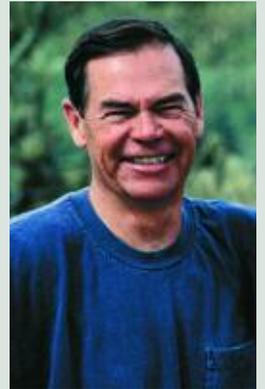
## If you slip, get right back on track.

Many people have a slip—or two or more—in the first few weeks. If it happens to you, just toss the tin as soon as you can and start over the next day. Before you go to bed, figure out what made you slip and make a plan to deal with it next time. If a friend gave you a dip, you'll need to firm up the way you say “no.”

## Remember, quitting is a process.

Quitting can seem like a long hike up a steep and rocky mountain slope. You slip. You almost fall. But you catch yourself and go on. Imagine the view you'll have once you reach the top! On the other side, there will be a smooth, gentle slope to freedom.

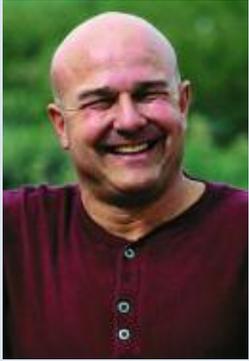
**Keep up the good work.  
We know you can do it!**



“I play pool every Saturday night with three army buddies. We used to dip all night, and we made bets on just about everything. Who will make the best shot? Miss the easiest one?”

“When Joe had a cancer scare, we decided to quit together. So, now we have another bet: Who will stay quit the longest? There's a chunk of change waiting for the winner. So far, we're all in the running!”

# Congratulations! You Made the Break!



“When I quit the dip I changed my whole lifestyle. Instead of sitting on the deck spitting in a can, I got off my duff and headed to the track at the high school. At first I just walked. But now I can jog at a pretty good pace for almost three miles. I’ve lost weight and I feel great!”

## You’ve gone a week without tobacco! How did you do it?

- You made the decision to quit and picked the day.
- You got ready for your Quit Day by learning about your habit and changing your routines.
- With planning, you got through the worst of the nicotine cravings and withdrawal symptoms.

You made it through the hardest week. It’s getting easier to deal with everyday situations in new ways. Now that’s something to celebrate!

What will you do to mark your first week of freedom? Go out to dinner? Buy yourself a gift? Go away for a long weekend?

### My reward for the first week without tobacco:

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## One week down, a healthy lifetime to go!

To stay quit for the long-term, you need to be alert. After withdrawal and cravings fade, you’ll find that old habits and difficult times will make you want to chew. Your tobacco-free life will get easier, as long as you:

- watch out for tempting situations.
- practice the quitting skills you’ve learned.
- think of yourself as someone who doesn’t dip.

## Remember why you quit!

On page 5, you checked off your reasons for quitting, and you may have written them down on the *I Quit the Spit Because* card. Go over this list at least once a week for the first month or two after you quit.

## Once you have new routines, you'll miss tobacco less.

By now, you have new habits to replace dipping. Maybe you chew plastic coffee stirrers during breaks. Or you may have a pocket full of gum, hard candy, or lozenges. If these help, and don't hurt your teeth, use them for as long as you want.

When you used tobacco, you were able to fit it into your day. You took a break to dip at work. You ran to the store to pick up a tin. You stepped outside for a chew after dinner. As cravings ease up, you'll be able to fill your time in a more satisfying way.

- If you dipped on a work or school break, try reading the newspaper or playing cards. Go to the rest room and brush your teeth.
- If you dipped sitting at the computer, surf over to your American Cancer Society's Web site ([www.cancer.org](http://www.cancer.org)).
- If you dipped right after dinner, clear the table and start washing the dishes.

## Take a walk along your tobacco-free path.

To help you stay off tobacco, there's nothing like a good walk around the block! Walking helps keep your weight down and lowers stress. It peps you up and gives you a break. What's more, you already know how to do it. You don't need special equipment. You can walk almost anywhere, even at the mall on a hot summer day.

### TAKE THESE TIPS TO HEART

- Try to walk 30 minutes or more, 3 or more times each week.
- Walk briskly and swing your arms. Wear comfortable walking shoes.
- Walk with a friend. You'll both be more likely to keep it up.
- Walk during your lunch hour or when you used to take a break to dip.
- Take a walk the first thing every morning.
- Walk in the evening before or after dinner.

**Pay attention to the things that help.  
Keep doing them.**



"I used to take a dip in the golf cart after every couple of holes. I love golf, so that habit was hard to kill. Finally, I stopped renting the cart and started walking between holes. I lost some weight, and put the money I saved toward a new set of clubs. I hardly ever think about dipping now."

# Be Prepared for Bumps in the Road



“I was always saying, ‘Next week I’m quitting for good.’ But I never lasted more than a day or two. This time I worked up a battle plan. I made a list of every excuse I ever had for chewing. Then I made another list of everything I could do instead. I’m just following that list every day.”

## You can handle risky situations without dipping.

For a few months after quitting, life with no tobacco will take some getting used to. Here are some situations when you could feel yourself being pulled back to tobacco. If you are ready for them, you’ll do fine.

Risky Situation	Ways To Handle It
<p><b>PHASING OUT NRT.</b> You’ll lower your dose of NRT or use it less often. After a time you’ll stop it completely.</p>	<p>▶ Follow the instructions for stepping down your medicines. Don’t go too fast or too slow.</p>
<p><b>TIME OF CRISIS.</b> Trouble like money problems or family stress can bring on a strong urge to use tobacco.</p>	<p>▶ Say to yourself: “Dip won’t make this problem go away.” Take a walk to think it over. Talk to someone about what is happening.</p>
<p><b>CELEBRATIONS.</b> Good times can trip you up as easily as bad ones. For many dippers and chewers, alcohol and tobacco go hand in hand.</p>	<p>▶ Stay away from alcohol for a while. Don’t fall into this trap: “I deserve a treat. I’ll just dip tonight.” Get up and dance instead!</p>
<p><b>WHEN YOU ARE DOWN.</b> You may have chewed for relief when you were lonely, depressed, or bored.</p>	<p>▶ Everyone has down times. Do something active. Clean out the garage. Go for a walk. Watch a funny movie. Take up a hobby. Pick up the phone and call an old friend.</p>
<p><b>WITH TOBACCO USERS.</b> It’s hard when others are dipping right in front of you. Some will try to pressure you to have “just one.”</p>	<p>▶ Spend less time with people who use tobacco. If you can’t, find a firm way to say, “Thanks, I don’t dip.”</p>

Now think ahead to times when the urge to chew will be very strong. Make a plan right now. What will you do? What will you say? Be prepared!

Risky Situation for Me	How I Will Handle It Without Tobacco
	▶

## Stress can wear you down.

For many people the greatest threat to staying tobacco-free is the steady stream of stress that flows day after day—things like missing the bus, arguing with kids, facing a deadline at work, or having no milk for coffee. To stay on track you need to learn new ways to manage stress.

- **Think positive.** It does help to “look on the bright side” and “keep things in perspective.” For things you can’t do much about, acceptance goes a long way.
- **Have some fun.** Find something that you enjoy doing every day and make time for it every day. Build in time to relax.
- **Spend time with people** who care about you.
- **Take care of yourself.** Try to eat well and get enough sleep. When your body is strong it is easier to handle stress.
- **Get moving.** Research proves that regular exercise (in any form) improves your mood and calms you down.
- **Do deep breathing.** When you’re under stress you may take shallow, rapid breaths without even knowing it. For relief in a hurry, try deep breathing.

## Take a deep breath and relax.

Deep breathing helps you let go of tension, anytime and anywhere. We describe a way to do it on page 9. Here’s another way.

- Breathe in deeply and slowly through your nose, filling your lungs from the bottom up. As you breathe in, silently say the first part of the word *relax*: “r-e-e-e-e”
- Pause.
- Breathe out slowly, and silently say the second half of the word *relax*: “l-a-a-a-a-x”
- Repeat 4 to 7 times as needed. Ree-ee-laaaax.



“A big print run got messed up at the plant, and I got bawled out for something that was not my fault. In the old days, I would’ve stormed out to get a can of snuff and a six-pack. But I was ready to handle the stress.

“After work I took a long walk and thought it over. Then I went home and wrote out a letter with my side of the story. My boss read it the next day and he apologized for losing his temper. We’re getting along great again, and I’m still off the snuff.”

# Stay on the Tobacco-Free Path



“If you think that only guys dip, think again! I was on my college swim team and some of us tried it to keep our weight down. Four years later I wasn’t competing, but I was still hooked on dip. It took two tries and two months of NRT, but last summer I made it! I was worried about my weight, but I only gained a few pounds.”

## Weigh the good with the bad.

Some people gain weight when they quit dipping. Why is that? You don’t burn calories as fast as you used to when nicotine was revving up your system. You may be used to having dip in your mouth, so now you use food instead. You may snack more because you feel bored, angry, lonely, or stressed.

## There is good news.

Many people don’t gain weight, and the average gain is somewhere around 7 to 10 pounds. What can you do to keep weight gain down?

- **Drink more water.** 6 to 8 glasses a day. This flushes nicotine out of your body and cuts your cravings for sweets.
- **Keep moving to burn more calories.** Small things—taking the stairs, carrying boxes, gardening, or strolling around the block—make a difference.
- **Keep low-calorie, low-fat foods on hand.** At home and at work, stock up on slim snacks like the ones in the box on this page. Cut back on red meat, cheese, chips, store-bought cookies, and pastries.
- **Reward yourself ... but not with food.** Using food as a reward for staying quit can tip the scales quickly if you do it too often.

### SLIM SNACKS

Here are a few low-calorie snack ideas, some salty, some crunchy, some sweet. Write in your own ideas and add them to your grocery list.

- Pretzels
- 1/2 bagel with jam
- 1 cup blueberries or strawberries
- An orange or a banana
- 1/2 cup of your favorite cereal
- Thin chocolate wafers

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## Don’t let a few pounds set you back.

You may worry that gaining a few pounds will change the way you look. Remember what the chew does: It destroys your gums as it stains and ruins your teeth. And your breath...well, let’s just change the subject. Worst of all, the mouth and throat cancer that can develop will ruin the way you look and shorten your life.

If you gain weight, the same skills that helped you stop dipping can help you lose it, too. But make one change at a time. Give yourself at least 6 months before starting a weight-loss program.

## One slip doesn't lead to another.

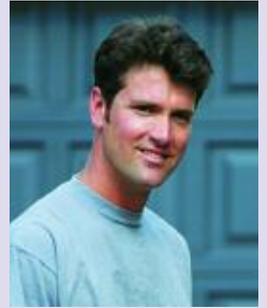
You may go weeks without tobacco. Then you suddenly find yourself dipping or chewing again. Will this undo all your hard work? NO! If you dip once, or even several times, take these steps to get back on track.

- 1. If you bought tobacco, throw it away.**
- 2. Figure out why you slipped.** Then you can figure out what to do next time. Ask: Where was I? Who was I with? What time of day was it? What mood was I in? What will I do differently next time?
- 3. Don't fool yourself.** Don't downplay the slip by saying, "I only took a couple of dips and that won't hurt." Instead you should tell yourself, "It's too easy to get hooked again. I can't let it happen."
- 4. Use your new coping skills.** Brush up on the Four D's: Deep breathing, drink water, do something else, delay.
- 5. Talk to somebody.** A friend or family member who has quit can help you talk yourself out of going back to tobacco.

## In an emergency you can prevent a slip.

If you think that you're not going to make it through the next day without using tobacco, get a nicotine substitute from the store. The NRT gum or patch can blunt your cravings for a few days, while you figure out how to deal with what's making you want to dip. Once you can handle the cravings, or when they pass, you can step down from the nicotine.

*"I was in the ER worrying about Dad and craving a dip. I said something to my brother, who said, 'I have just what you need.' He pulled out 6 pieces of the nicotine gum and gave me three. We sat there for three hours chewing and parking that gum. Turns out, the Old Man was OK. Dad wasn't the only one who got first aid that night!"*



"We had a big game and our team lost. After a couple of beers, somebody passed around a log. I was in a rotten mood so, I thought 'Why not? One little slice won't matter.'

Later, I stopped on the way home to buy some more. Just outside the store, I saw a pay phone and decided to call my girlfriend instead. She said skip the spit and come on over. I picked up some breath freshener and soda instead. An hour later, I put that game and the slip behind me."

# Stay Quit for Good



“I knew I was saving some money, so after a month I bought myself a used mountain bike. Whenever I wanted to take a dip I’d ride around the neighborhood for about 15 minutes until the feeling passed. As I got into better shape, the rides got longer and longer.

“After I quit for three months, a friend from work and I signed up for a weekend trip. We got hauled up to the mountains and blasted down! I felt great!”

## The benefits of quitting add up quickly.

Quitting tobacco is hard work. You’ll collect many benefits over time, but you should reward yourself right now. You deserve it! Find a way to do something for yourself every day. It might be as simple as staying in bed an extra 10 minutes or picking up a gadget at the hardware store.

- **Notice your new mouth.** After a few weeks without tobacco you’re sure to notice a change in your mouth. It will feel cleaner and fresher. Your sense of taste will get better. You’ll enjoy food more. If you had mouth sores or patches, they are probably going away. Take good care of your new mouth by brushing well, flossing every day, and seeing your dentist regularly.
- **Count your savings.** For every day you go without tobacco, you save money. Most dippers and chewers spend about 10 dollars a week or more on tobacco. At that rate, you’ll save at least \$500 a year. What will you do with that money?
- **Big milestones deserve big rewards!** “Anniversaries” of your Quit Day should be celebrated! But don’t celebrate with dip or chew. What will you do for yourself on these red-letter days?

### ★ BIG REWARDS ★

**One Month** \_\_\_\_\_

**Three Months** \_\_\_\_\_

**Six Months** \_\_\_\_\_

**One Year** \_\_\_\_\_

## You did it!

You worked hard to quit the spit. If you made it this far, you’re on your way to staying quit for good. Don’t lower your guard though. Remember, it gets easier to stay tobacco-free with every day that passes. Keep this book handy. Come back to it to review the tips and information. It will give you an extra dose of the best medicine of all: confidence that you will succeed!

**Enjoy your tobacco-free life.  
We know you can!**

# I Quit The Spit Because...

1. \_\_\_\_\_  
 \_\_\_\_\_

2. \_\_\_\_\_  
 \_\_\_\_\_

3. \_\_\_\_\_  
 \_\_\_\_\_

4. \_\_\_\_\_  
 \_\_\_\_\_

5. \_\_\_\_\_  
 \_\_\_\_\_

FOLD HERE

## Tobacco Tracker

Time	What was I doing? Where? With whom?	How was I feeling?	My need was: High/Medium/Low
		FOLD HERE	

## The Four Ds

When you crave tobacco, try **the Four Ds** to buy yourself time.

.....

- 1. Try DEEP breathing.**  
Close your eyes, breathe in slowly through your nose, and breathe out slowly through your mouth.
- 2. Get a DRINK of water.**  
Drink it slowly, sip by sip.
- 3. Do something else.**  
Some activities trigger cravings. Get up and move around.
- 4. DELAY for 10 minutes.**  
Repeat if needed. Remember cravings last only about 20 minutes at most.



**For more information call 1-800-ACS-2345  
or visit [www.cancer.org](http://www.cancer.org) on the Internet.**