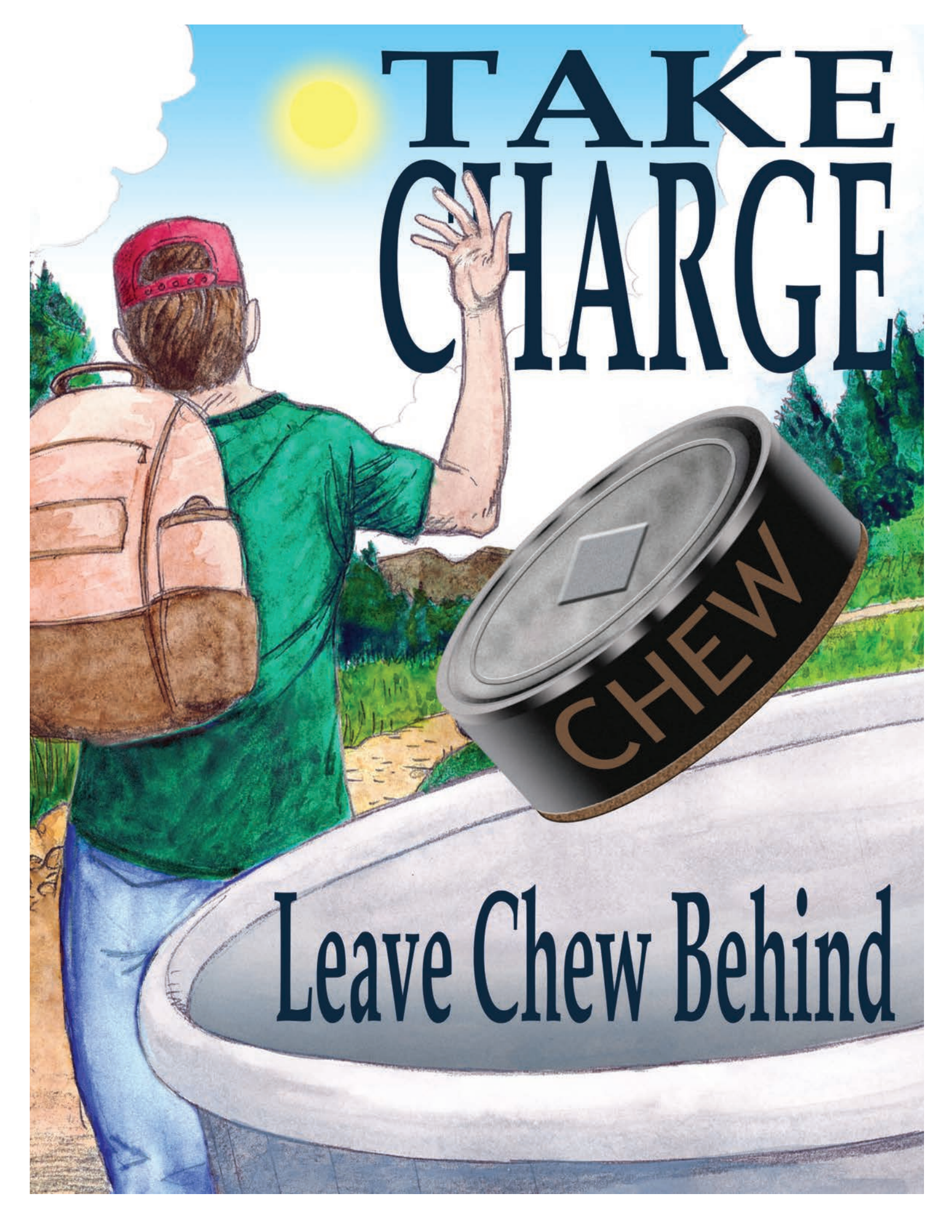


An illustration of a hiker from behind, wearing a green t-shirt, blue jeans, and a red baseball cap. They have a large tan backpack and are waving their right hand towards a bright sun in a blue sky. In the foreground, a large, dark, cylindrical object resembling a coin or a can is tilted, with the word 'CHEW' written on its side in gold letters. The background shows a green landscape with trees and a path.

TAKE CHARGE

Leave Chew Behind

Ready to Quit Chewing?

If you want to quit chewing, this booklet is for you.

“Take Charge: Leave Chew Behind” was produced by the California Tobacco Chewers’ Helpline, a service of the California Smokers’ Helpline. The Helplines are operated by the University of California, San Diego, and have served hundreds of thousands of people since 1992. We’ve learned a lot about what motivates people to quit using tobacco and what helps them stay quit. This booklet draws from that experience.

So how do you quit? It starts with learning how to take charge of the chew, instead of letting the chew take charge of you. It’s true that nicotine is addictive and that quitting isn’t easy. But with motivation and a plan, you can do it. This booklet will help you take charge.



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QUESTIONS OFTEN ASKED

Here are some answers to questions often asked about quitting chew.

Is it hard?

It can be tough. But with planning you can do it. You need to look at why you chew, and then plan what to change. A solid plan gives you an edge.

What about withdrawal?

You may feel irritated and have strong cravings for chew. These symptoms may last for a couple of days or a couple of weeks. There are many ways to beat withdrawal. This booklet will help you find what works best for you. (For more about withdrawal, see page 8.)

Sometimes I get white spots in my mouth. What are these?

They are called leukoplakia. Over half of all chewers get them within their first 3 years of use. Leukoplakia can turn into mouth cancer, so it's important to have a dentist or doctor check these spots.

leukoplakia

leathery, white patches in the mouth. This condition is caused by irritants, such as the chemicals in chewing tobacco and snuff.

CHEMICALS IN CHEW

- FORMALDEHYDE (EMBALMING FLUID)
- CADMIUM (USED IN CAR BATTERIES)
- LEAD (NERVE POISON)
- NITROSAMINES (CANCER-CAUSING SUBSTANCES)
- ARSENIC (POISON)
- CYANIDE (POISON)
- POLONIUM 210 (FROM NUCLEAR WASTE)

John Smith, D.D.S.
and Oral Surgeon



I also smoke cigarettes. Should I quit smoking first?

The goal is to get completely tobacco-free. Give some thought to quitting both at once. It will be hard at first, but easier in the long run, since you won't drag out the quitting process. If you would rather quit one at a time, start with the one that seems easier to quit. (For more about quitting smoking and chew, see page 9.)

What is the best way to quit?

The best way is to make a strong plan and follow it. This booklet takes you through the steps needed to make your plan and quit for good. (For more about making your plan, see pages 10–13.)

What should I expect when I quit?

- Everyone's experience is different. You may notice:
- Good days and bad days
 - Withdrawal symptoms, like irritability
 - Times that challenge your will to keep going
 - Cravings that are strong at first, but weaker with time
 - A cleaner mouth and fresher breath
 - A growing sense of accomplishment
 - A feeling of being in charge

Trivia

How many carcinogens (cancer causing agents) are there in chewing tobacco and snuff?

- a) 5
- b) 20
- c) 28

True or False

Mouth cancer is the only health problem linked to chew.

False.

Cavities, tooth loss, gum disease, high blood pressure, and heart disease can also result from using chew.



“Telling myself I could quit for a day seemed okay. So I did it. I held out for a day. The next week I quit for good.”

Darcy, 47

“I chew and smoke, so I’m at higher risk for cancer. But this makes me want to quit even more. I know it’s going to be hard, but I’m used to doing things differently and going against the flow. I can handle this.”

James, 32

“When my coach quit, he would go for a run or grab some beef jerky if he wanted a dip. So I tried those things too.”

Merle, 19

BUILD YOUR CONFIDENCE

Before you get going, ask yourself, “Can I quit?” Confidence that you can quit is important. If you don’t think you can do it, this lack of confidence can stop you from really trying. It’s natural to be unsure about quitting chew. Here are some things you can do to build your confidence right from the start:

- **Find your main reason to quit**

Why do you want to quit now? The stronger your reason, the more likely you will be to stick it out if quitting gets tough. Being firm in your reason to quit can actually raise your confidence.

- **Set small goals**

Set goals you know you can reach. A set of smaller goals is easier than one huge goal. For example, quitting forever may be too huge a goal. A set of smaller goals—like quitting for a day at a time—is easier. You might try quitting or cutting down for just one day, as practice.

- **Talk positively about being able to quit**

Listen to what you say to others and to yourself about quitting. Do you hear yourself saying, “I can’t do it”? Make yourself say, “I can quit. I have good reasons and a good plan. I can do it.”



- **Gather information**

Find out all you can about quitting. Talk to others who have quit. How did they do it? Did they go cold turkey? Use herbal chew? Talk with a counselor? Go to a group? How did they stay quit? Maybe the same things will work for you. Check bookstores and libraries. If you use the Internet, visit websites on quitting.

- **Make a plan**

You can beat low confidence by making a solid plan. Knowing exactly what you'll do when you quit can help raise your confidence. Follow the steps in this booklet to make the strongest plan possible.

Trivia

In the U.S. how many people dip or chew regularly?

- a) 8 million
- b) 12 million**
- c) 120 million



Chew Promotion and Marketing

Beautiful, clean countryside. Strong, independent cowboys. Healthy, victorious sports heroes. These are what you see in chew ads. What the ads don't tell you is how hard it is to quit. Or how irritable and angry you may feel after a few hours without chew. Tobacco companies would like you to think chew is a safe alternative to smoking—but it's NOT. The health effects of chew can be deadly. Smokeless does not mean harmless.

Fast Fact

In 1999, tobacco companies spent \$170 million on advertising and promotion for chew and snuff.



STEP 1: DECIDE TO QUIT

What will quitting mean to you? This section will help you look at your reasons and make decisions.

LOOK AT YOUR REASONS

Mixed feelings about quitting are common. Maybe you want to quit for your health—or you're just tired of the habit. Then again, you like to chew. It picks you up or helps you handle stress. Mixed feelings like these can weaken your motivation. So it's important to weigh the pros and cons of chew before you move on. Try listing them here:

What I like about chew:

Why I want to quit:



It's not how many things you have on each side, but how much they mean to you. Which side comes out ahead? If it's the chew side, you may want to give it more thought. Talk with a friend who used to chew, and ask why he or she quit. Or check out other people's reasons on page 7. See if any of them motivate you. One strong reason could tip the balance.

Once you know you want to quit, pick your most important reason.

My main reason to quit is:



Want help with your reason to quit? Look at some things others have said:

Health Reasons

"When I found those white patches in my mouth, it scared me. My dentist told me I should quit. When I did, they went away."

Mike, 21

"I've realized there's a pretty good chance that I will get cancer if I keep going at this rate."

Scott, 42

"I HAVE A NEW SON. I WANT TO BE AROUND FOR HIM."

Jason, 30

"My gums were starting to recede. I didn't want to lose my teeth."

Art, 40

Social Reasons

"One day my wife handed me my spit can and told me to drink it. She said that was what it was like kissing me. I got the message."

Kevin, 28

"I'm a corporate lawyer and one day I ran into my boss at the zoo. I had a big dip in and had to introduce him to my kids. It wasn't the image I wanted to project."

Sean, 30

"All the spitting has grossed out more than one of my girlfriends. It's a real romance-killer."

Drew, 38

Cost

"I didn't realize how much money I was spending until I quit. Now I can pay some of my monthly car payment with what I used to spend on chew."

Dan, 33

"I walked into the convenience store and saw that chew had gone up an extra buck and a half a can. I bought a pack of nicotine gum and quit that day."

Tom, 36

Everyone has a gross story

"I was driving with my girlfriend, with my spit can on the dashboard. I had to brake hard, and her white shirt got covered with dark brown spit. She's not my girlfriend anymore."

Trent, 24

"My friend and I were walking and his mom stopped to pick us up. I got into the car without thinking. Then I couldn't spit or take out my chew, so I swallowed. I just about threw up."

Rob, 18

"I use a Big Gulp cup to spit in when I chew. Once my 3-year-old niece grabbed the cup and took a swig before I could stop her. It was awful."

Tim, 37

How much money do you spend on chew each week?

\$16

\$32

\$48

\$64

\$80

\$96

This is how much you are spending every year.

\$832

\$1,664

\$2,496

\$3,328

\$4,160

\$4,992



UNDERSTAND WITHDRAWAL

Withdrawal is the discomfort that people feel when they try to quit something addictive, like nicotine. Withdrawal is mostly a good thing. It's a sign that your body is getting free of toxins.

Common withdrawal symptoms

Cravings	Tiredness	Trouble sleeping	Constipation	Headache
Irritability	Hunger	Trouble thinking	Jumpiness	Depression

Do you chew more than two cans or pouches a week? Do you start chewing within half an hour after getting up in the morning? If so, you may feel strong withdrawal symptoms when you quit. They aren't harmful, though. After a while they go away completely. Many people who have quit say the hardest part was over in a week.

The key is to understand withdrawal and plan for it. A solid plan will let you take charge and quit for good.

WHAT ABOUT QUITTING AIDS?

Quitting aids relieve withdrawal symptoms for some chewers. If you want to use a quitting aid, see your doctor a week or so before your quit day.

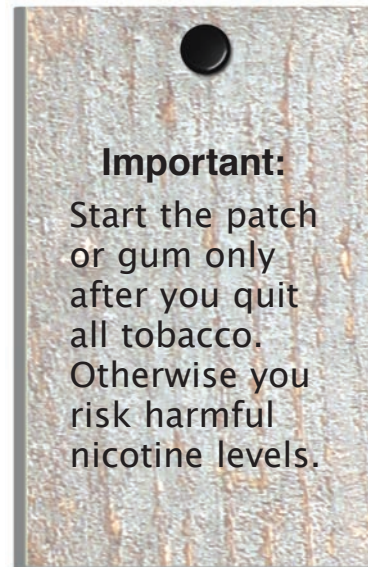
Zyban® and other antidepressant pills like it are used to help people quit smoking. They contain no nicotine. You start taking them 1–2 weeks before your quit day. You can get them only by prescription.

Nicotine patches look like adhesive bandages. They give you nicotine through your skin. Over 4–12 weeks, you adjust to less and less nicotine. You can buy patches either by prescription or over the counter at a drug store or grocery store.

Nicotine gum, when chewed and “parked” correctly, gives you nicotine through the lining of your mouth. The gum, like the patch, helps you wean your body off nicotine over 4–12 weeks. You can buy nicotine gum over the counter or by prescription.

Important:

Start the patch or gum only after you quit all tobacco. Otherwise you risk harmful nicotine levels.



SET A QUIT DAY

To decide when you will quit, use the tips below. Then find a calendar and look at the next couple of weeks. Mark your calendar and commit to your quit day.

1. **Allow enough time.** Set your quit day at least a week away. You need time to make a solid plan and stock up on supplies.
2. **Think about stress.** Choose a low-stress time for your first week of quitting. Some people quit on a weekend for less stress.

My Quit Day Is:

If You Also Smoke

When you smoke and chew, your body gets used to high levels of nicotine. If you quit both at once, you may have strong withdrawal symptoms. If you quit one at a time, the one you still use may trigger cravings for the other. Here's how you can beat these challenges.

1. **Decide** if you want to quit both at once, or one at a time. Look at some self-help materials for smokers to help you decide.
To quit one at a time, start with the one you feel most confident giving up. This will help you build coping skills to quit the other. Be careful not to use more of one while quitting the other.
To quit both at once, allow about 2-4 weeks for the whole process. It's quicker than quitting one at a time, and it gets rid of the chance that one will trigger cravings for the other.
2. **Think** about using a quitting aid. These may curb the physical withdrawal and make quitting easier.
3. **Plan** carefully. The next pages in this booklet walk you through each step. Put your plan in writing, and pay extra attention to your strongest triggers. Have several strategies for each.

“I sat down with my kids and we picked a day together. My youngest drew a big smiley face on that day on the kitchen calendar.”

Anton, 31

“I chose October 7 as a quit date, because it was my mother's birthday. She would be so happy that I was quitting.”

Ginny, 45

“July 4th was my quit day. Independence Day. I knew I'd be at a picnic with all my nieces and nephews, and that would be a good distraction.”

Ralph, 36

Fast Fact

In a recent study of adult chewers, 25% or more also smoked cigarettes.



STEP 2: MAKE YOUR PLAN

Planning ahead of time will help you with the challenges of quitting. In this section you'll find out how to set up a solid plan.

ALL AT ONCE, OR EASE INTO IT?

There are different ways to quit. You might:

- **Go cold turkey:** set a quit date and quit entirely on that day.
- **Switch** to a lower-nicotine brand (like Hawken, Skoal Bandits or Happy Days). Be careful not to use more or leave it in your mouth longer. Use that brand for two weeks. Then quit entirely.
- **Mix** your usual brand with a non-nicotine herbal chew. Over two weeks, adjust the mix until you are using only herbal chew.
- **Taper.** Schedule dips at set times instead of when you crave them. Keep chew size and duration the same. Each week, schedule dips farther apart until you quit entirely.

Choose the way that's best for you. Then, look at your triggers.



PREDICT YOUR TRIGGERS

“Before I quit, I wrapped a piece of paper around my chew pouch. Each time I chewed, I wrote the situation and amount. That made it pretty clear what my triggers were.”

Greg, 25

Look ahead to your first week of quitting. What might trigger your urge to chew? Weekday and weekend triggers differ, so look at both. If you can handle a whole week's triggers, you'll be well on your way to quitting for good. List your triggers in the space on the next page.

EXAMPLE	
TRIGGERS (Times I'll want to chew)	STRATEGIES (What I'll do instead of chewing)
1. Right after breakfast (every day)	1. Brush teeth right after breakfast Use strong mouth wash.
2. Tues. at work (deadline stress)	2. Drink water. Deep breathe. Chew gum.
3. Driving home-boredom (weekdays)	3. Use herbal chew. Listen to loud music. Sing.
4. Softball practice on Sat.	4. Ask Rick and Kellen not to offer me any. Have sunflower seeds.
5. Playing computer games (at night)	5. Have super strong mints.



PLAN YOUR STRATEGIES

Plan for each trigger. What purpose does the chew serve? Does it fill time? Reduce stress? Wake you up? Think of other things to serve the same purpose. For each trigger write two or more strategies, and commit to using them. To get you started, here are strategies others have used.

Give your mouth something to do:

Chew gum	Eat carrots	Chew a cinnamon stick
Eat jerky	Brush your teeth	Have a hard candy/mint
Drink water	Eat sunflower seeds	Chew a mint toothpick

Distract yourself:

Take a shower	Play music or sing	Go for a walk or run
Work out	Read the paper	Work in the yard
Volunteer	Read to your kids	Get your teeth cleaned
Shoot hoops	Walk the dog	Organize your tools
Go to the park	Call a friend	Look through a catalog
Detail the car	Barbecue	Play a computer game
Play cards	Rent a movie	Wash the dishes

Change things around:

Go to another room	Switch chore times	Sleep 10 more minutes
Bike to work	Take a weekend trip	Watch TV in another chair
Walk after meals	Play a different sport	Be with non-chewers

Take time to think things over:

Be by yourself	Try deep breathing	Look at family photos
Talk to someone	Spend time with pets	List benefits of quitting
Watch a sunset	Say, "I can do this"	Relax with some tunes

FILL IN:

TRIGGERS (Times I'll want to chew)	STRATEGIES (What I'll do instead of chewing)
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____
_____	_____
_____	_____

“When I got the urge to chew, I would put a whole clove in my mouth—it really helped.”

Jo, 44

“I used a tea bag as a substitute for chew. It was a little large, but it worked.”

Ned, 32



“My wife was a big help. She would call me during the day and give me pep talks.”

Luis, 30

“My friends at work offered to go for a run with me during lunch break.”

Mark, 34

GET SUPPORT

Quitting can be easier when others help. Some people like a lot of support, while some prefer just one or two others to encourage them. What kind of support do you want? Do you want people to make sure there is no chew around? To tell you they're proud of you?

Now, think of the people in your life. Who can give you the kind of support you need? Ask them if they'll help you out. Be specific about what you want them to do.

Having a good support network can make quitting a lot easier. But remember, you are your own best support. Get in the habit of being good to yourself. You are doing something important and worthwhile—so pat yourself on the back for every step you take toward quitting. At the end of each day, give yourself credit for a job well done.

BREAK THE BONDS

Alcohol and Chewing

Many people find alcohol a strong trigger to chew. Alcohol can lower your inhibitions and make you more likely to ignore planned strategies. Try to avoid alcohol for your first few weeks of quitting. Later, be careful when you're drinking alcohol, especially when others are chewing.

Once you know what triggers you to chew, begin to break the bonds even before you quit. Throw a wrench in your tobacco routine—break the tie between chew and certain situations. This is particularly important if you plan to quit cold turkey.

For example:

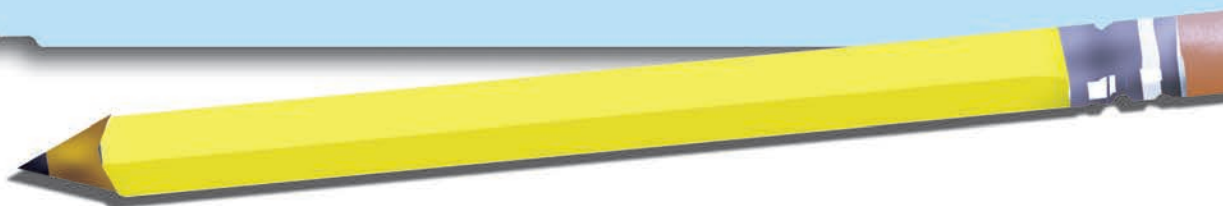
- Switch brands (to one with less nicotine) a few days before your quit day.
- If you chew mostly when watching TV, change your habit to chew only when standing up.
- Put your can or pouch in a different place, where it's not so easy to reach into it.
- If you always use your right hand to dip, switch and use only your left hand.

Anything you can do to break your bond with chew will help when your quit day arrives.



CHECKLIST FOR QUITTING

- ☐ Stock up on quit-chewing supplies: non-nicotine herbal chew, carrots, gum, a water bottle, new hobby supplies—whatever your strategies call for.
- ☐ Practice your coping strategies. Try them out to make sure they work. Come up with a backup plan in case one doesn't work.
- ☐ Tell people you are quitting. Get support and have others agree not to use chew around you or offer you any.
- ☐ Get rid of your chew stuff, such as left-over chew, spittoons, posters, hats, etc.
- ☐ If you're using the nicotine patch, gum or other medicine to quit, arrange to have them before you quit (buy them over the counter, or talk to your doctor or insurance company).
- ☐ Review your plan the day before you quit.
- ☐ Consider how and when you will reward yourself. Mark your calendar.
- ☐ Put a reminder (a photo, note, or other small object to help you remember why you want to quit) in your pocket or wallet.
- ☐ Tell yourself again why you're doing this (your main reason to quit). Get excited!
- ☐ _____



FIVE THINGS TO DO WHEN YOU QUIT

When you wake up on your quit day, go right into your plan. Don't let yourself even think about putting it off. As triggers come up, use your strategies. You have a better chance of quitting for good if you actively use them—taking action works better than just white-knuckling it.

At least once a day for the first week, take a good look at your plan. Did the triggers you predicted come up? Did you use your strategies? Ask yourself how they're working. If you need to change them, write the changes into your plan.



Look at the days to come. Are any new situations coming up that might make you want to chew? If so, plan strategies for them. Write your new strategies into your plan too.



4. Remind yourself why you're quitting.

When you're dealing with triggers and withdrawal symptoms, it's easy to lose sight of why you're quitting. Keep your motivation up by repeating your main reason, over and over. Look at the reminder that you put in your pocket or wallet.



5. Reward yourself!

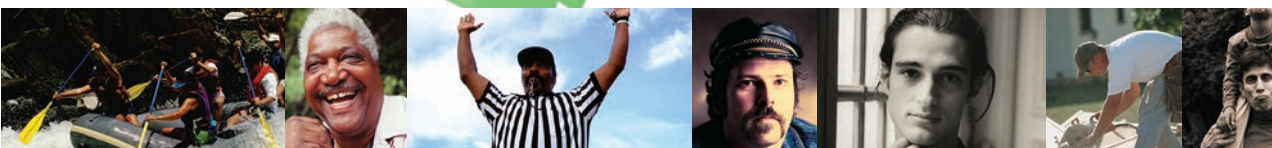
Give yourself a reward every day. It can be big or small. It just needs to be meaningful to you. What kind of reward will help you feel proud of yourself for quitting? For each milestone you pass, give yourself something extra. Treat yourself well so you don't feel deprived.

"At the end of each day, my husband would watch the kids and I'd go on a long walk." **Shawna, 36**

"My girlfriend took me out to dinner on my one-week anniversary." **Brent, 21**

"All the money I saved on chew went into a glass jar, so I could watch it mount up. I used to chew a lot. Four weeks after I quit, I had enough for a digital camera." **Tyrone, 24**

"After two months, I took a three-day golfing trip." **Joe, 53**



“Any time I felt the urge to chew I would say to myself, ‘I don’t want to go through this again and again,’ and just move past it.”
Ben, 37

TAKE CHARGE OF YOUR FIRST DAY

Your first day off chew will bring new challenges. Here are some examples.

Challenges	Suggestions
You have less patience than usual, or you get angry more easily.	Ask friends and family to be patient with you. If need be, walk away from conflict.
You’re always hungry.	Have fruit (dried or fresh), gum, mints, sunflower seeds, popcorn, jerky, or sports drinks. If you’re worried about weight gain, try sugarless candy, gum, and beverages.
Your head aches. You feel shaky.	Try some exercise (mild is OK). Go to bed early if you need to.
You have strong cravings for chew.	Wait it out. Whether or not you give in, a craving is gone after 3–10 minutes.
You have a hard time focusing.	Give your body time to adjust. Remember, you’ll think better again in a few days.



TIPS TO REMEMBER

When the going gets rough, these three tips can help.

If your motivation falters, use the 2 R's.



Remind

Why do you want to quit? Go over your reasons.

Refuse

Tell yourself chewing is not an option. Say to yourself, "I've come this far; I'm not going to blow it now!"

For tough triggers, use the 4 D's.



Delay

Put it off for 10 minutes—by then, the craving will have passed.

Distract

Get busy.

Drink water

Works on the craving.

Deep breathe

Sit up straight and breathe into your abdomen; helps relieve tension.

For help with stress, try 4 by 4 breathing.



1. Breathe in slowly, counting to four.
2. Hold for four.
3. Slowly release, counting to four.
4. Pause for four. Repeat until the urge to chew is gone.



stress

The body's natural reaction to danger or to a demand. High stress may cause muscle tension, a fast heart rate, or an anxious feeling.

TAKE CHARGE OF YOUR FIRST WEEK

Three top triggers in your first week are *stress*, former *chew routines*, and being around chewers. Read on for ways to get past these triggers.

Stress

A little stress is not always bad. It keeps you alert and makes life interesting. But too much stress can be a problem. You may feel stress from challenges or changes (even good ones) at home and at work. You may feel it from money issues or from hard decisions. By working with your day-to-day stress, you can manage it without chew.

To beat stress:

- Pinpoint what's causing it
- Plan how to handle problems, and take action
- Buy time: postpone hard decisions until you can think
- Remember that the stress will pass
- Ask for help
- Get active: stretch, move
- Phone or e-mail a friend
- Set small, realistic goals
- Take a mental vacation: imagine being in your favorite place

Chew Routines

Big challenges to quitting come at times when you would usually chew:

- Tackling a project or hobby
- Camping, fishing, or hunting
- Getting going in the morning
- Watching TV
- Relaxing after a meal
- Handling tasks at work
- Doing yard work
- Playing sports
- Running errands



Here are some ideas for coping with your old chew routines:

Take a break: For now, avoid routines that trigger chewing. Swap yard work for a partner's chore. Put off a camping trip. Try a different sport with non-chewing friends. These changes don't have to be forever. Most people who quit go back to regular routines after the cravings have passed.

Change the details: If you can't avoid a routine, change it just enough that chew won't fit in automatically. Switch the sequence of your morning tasks. Drive a new route. Reorganize your work area. Eat a lighter lunch so you don't feel so full. Take breaks in a different place. Move the TV, or do a puzzle while you watch. Make time for an evening walk or run.

Being Around Chewers

Being around chewers can be hard. Your quitting may not be as important to them as to you. They may offer you a chew, leave cans out, or chew around you without thinking. Here are some things you can do:

- **Have something else to put in your mouth.** Options: strong mints, cinnamon candies, or licorice; sunflower seeds; suckers; jerky; gum; water; non-nicotine herbal chew.
- **Avoid chewers.** For your first week or two, stay away from chewers when you can.
- **Picture success.** If you can't avoid chewers, imagine the scene ahead of time. Picture yourself around chewers and not chewing.
- **Make agreements.** Ask friends not to chew around you, not to leave chew out, and not to give you any, even if you ask.
- **Remind yourself why you're quitting.** Tell other people you're quitting. Tell yourself over and over why you're quitting. Look at the reminder you carry with you.
- **Assert yourself.** Stand by your decision not to chew. Don't let others question it. If they offer a dip, say "NO" like you mean it.
- **Walk away.** If you get cravings around chewers, walk away until the cravings pass.

“ I never used to chew around my daughter. So when I was quitting, I spent more time with her, doing fun stuff. Now that I've quit, I still spend more time with her. I feel like a good role model.”

Barry, 31

“ I wasn't sure I could deal with the temptation to buy a can. So any time I needed to get gas or go to the store, I would take only the amount of money I needed for gas or food.”

Jake, 23



STEP 4: STAY QUIT FOR GOOD

In this section you'll learn how to stay quit over the long haul.

BE READY FOR LONG-TERM TRIGGERS

After you've quit for a couple of weeks, you'll start to feel more confident. This means that all your planning and hard work are paying off. You're well on your way to being a non-chewer.

Still, no matter how long you've been off chew, triggers may still come up. Your best defense is to spot them fast.

RED FLAGS

Often, strong emotions act as triggers. Watch out for the following:

Arguments or fights

Money problems

Serious illness

Getting bad news

Relationship breakups

Losing something important

You can't always predict these. But you can plan ahead to handle them. Think of an emotional time in the past. Imagine going through it now, without chewing. Tell yourself you can handle this without chew.

- Focus on what you need to do.
- Talk with someone you trust.
- Let yourself get angry or sad if need be.
- If you're tempted to chew, ask yourself, "What do I expect to get from chewing?" Think of other ways to get what you need.
- Take care of yourself. Eat right and get enough sleep.
- Don't get blindsided. Each night, plan ahead for the next day.
- Enjoy life's small pleasures—a sunset, a hot shower, a good joke.

“At first, going through a hard time without my chew seemed strange. But now it just seems natural.”

Joshua, 27

“I knew chew wouldn't make the problem go away. And feeling bad about chewing again would just make things worse. I bought some herbal chew and toughed it out.”

Walker, 19



MEET NEW CHALLENGES

Stress, former chew routines, and being around chewers are always top triggers. But other challenges may not come up until weeks or months after you quit. Don't let events and changes like these throw you:

- A slow period at work
- An exciting competition
- A vacation
- An injury that leads to boredom or inactivity
- A seasonal change, like the opening of a new sports season

For new challenges:

- Stick with the strategies that have worked best for you.
- Tell yourself, "I've stayed off chew for ___ weeks, and I can stay off for good."
- Go over the benefits of quitting: food tastes better; your mouth and breath feel fresher; you feel healthier; you're in charge of your life.
- Plan new rewards for beating new challenges.



Quitting and Weight Gain

Some people gain no weight when quitting chew. Others gain a little. If you're worried about weight gain, plan to get more exercise while you're quitting. (This will help with stress as well.) If you tend to substitute food for chew, stick with lower-calorie foods like carrots, peppers, celery, breadsticks, or unbuttered popcorn. Sunflower seeds with the shells on are a good option—it's hard to overeat when you have to shell each one. If you like sweet snacks or sodas, switch to sugarless.

Some people don't worry about the weight gain until they have successfully quit.

Trivia

Of 141 Major League players who volunteered for mouth exams during spring training, what percentage had sores from chewing tobacco?

- a) 23%
- b) 41%
- c) 59%

“I gained weight when quitting. But quitting was too important, so I didn't worry about it until I'd stopped chewing. That's when I focused on my weight and lost the extra pounds.”

Jerry, 31



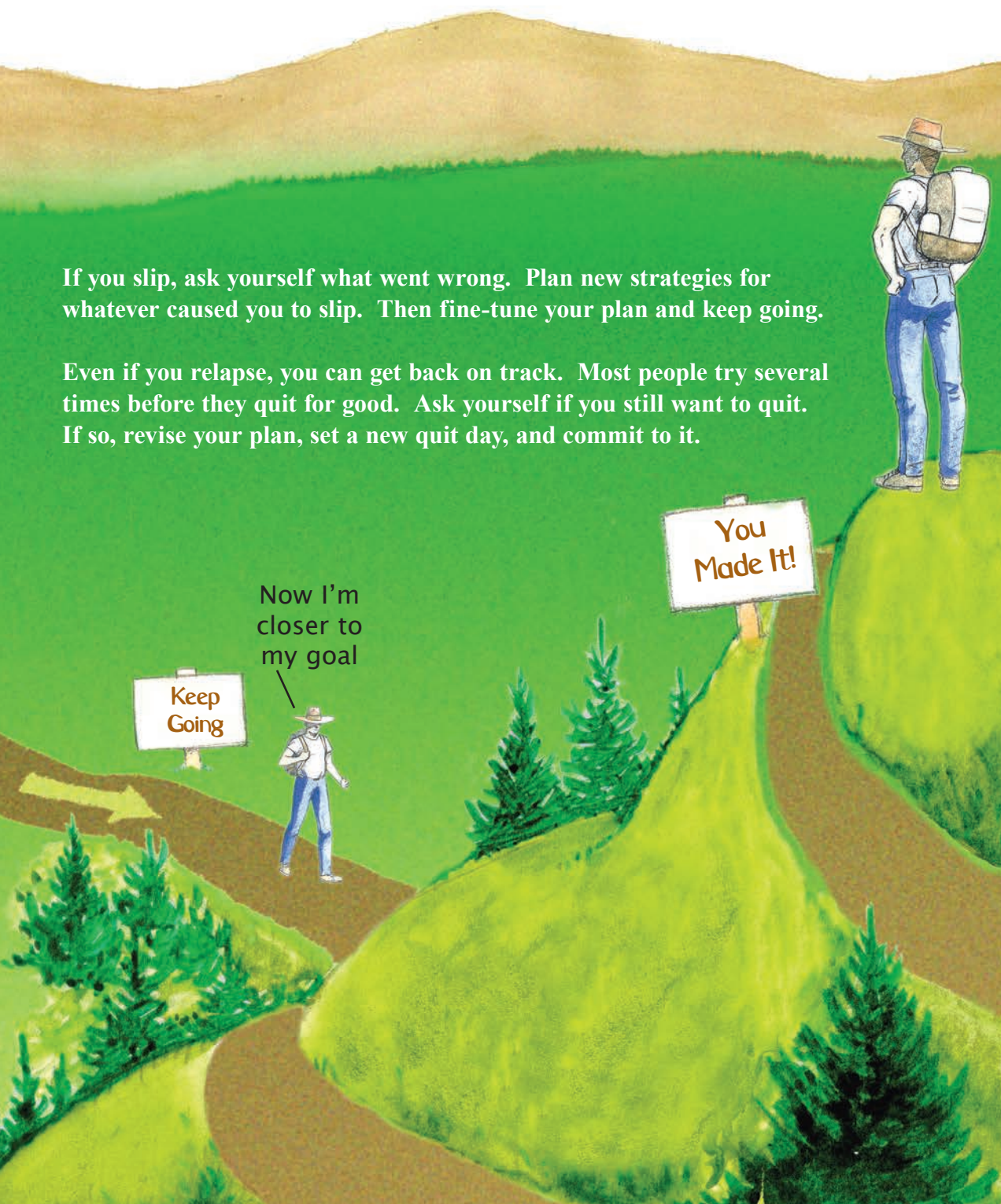
IS IT A RELAPSE, OR JUST A SLIP?

Staying quit isn't easy. It's possible that you'll slip and chew again after you quit. It's a good idea to be prepared for this, whether you think it will happen or not. When you know how to handle a slip, you can keep it from becoming a relapse (a return to regular chewing). Here's an overview of the whole process.



If you slip, ask yourself what went wrong. Plan new strategies for whatever caused you to slip. Then fine-tune your plan and keep going.

Even if you relapse, you can get back on track. Most people try several times before they quit for good. Ask yourself if you still want to quit. If so, revise your plan, set a new quit day, and commit to it.



Fast Fact

Tobacco companies claim they don't market to kids. But 90% of chewers start before age 19.

To quote a former tobacco sales rep, *"Cherry Skoal is for someone who likes the taste of candy, if you know what I'm saying."*

IS CHEW A PART OF YOU?

Staying quit for good is easier if you think of yourself as a non-chewer. What does this mean? When you quit, you can see yourself as either:

- A chewer who is just not chewing at the moment, or
- A non-chewer, who doesn't see tobacco as an option in any situation.

Without realizing it, through the years you've probably come to see yourself as a chewer, part of a group of people who dip or chew.

Ask yourself some questions:

- Do you think you have the "personality" of a chewer?
- Do you enjoy chewing so much that nothing could take its place?
- Does quitting chew feel like giving up part of yourself?
- Is it hard to imagine never chewing again?

Just one "yes" may mean you have a strong chewer identity. How you decide to see yourself now can make the difference between staying quit for good or going back to chew. Your view of yourself won't change right away. But you can start to change it.

Remember other times when your view of yourself shifted: for instance, when you left school, got your first job, or got married. Each shift took some time to get used to. Becoming a non-chewer will, too.

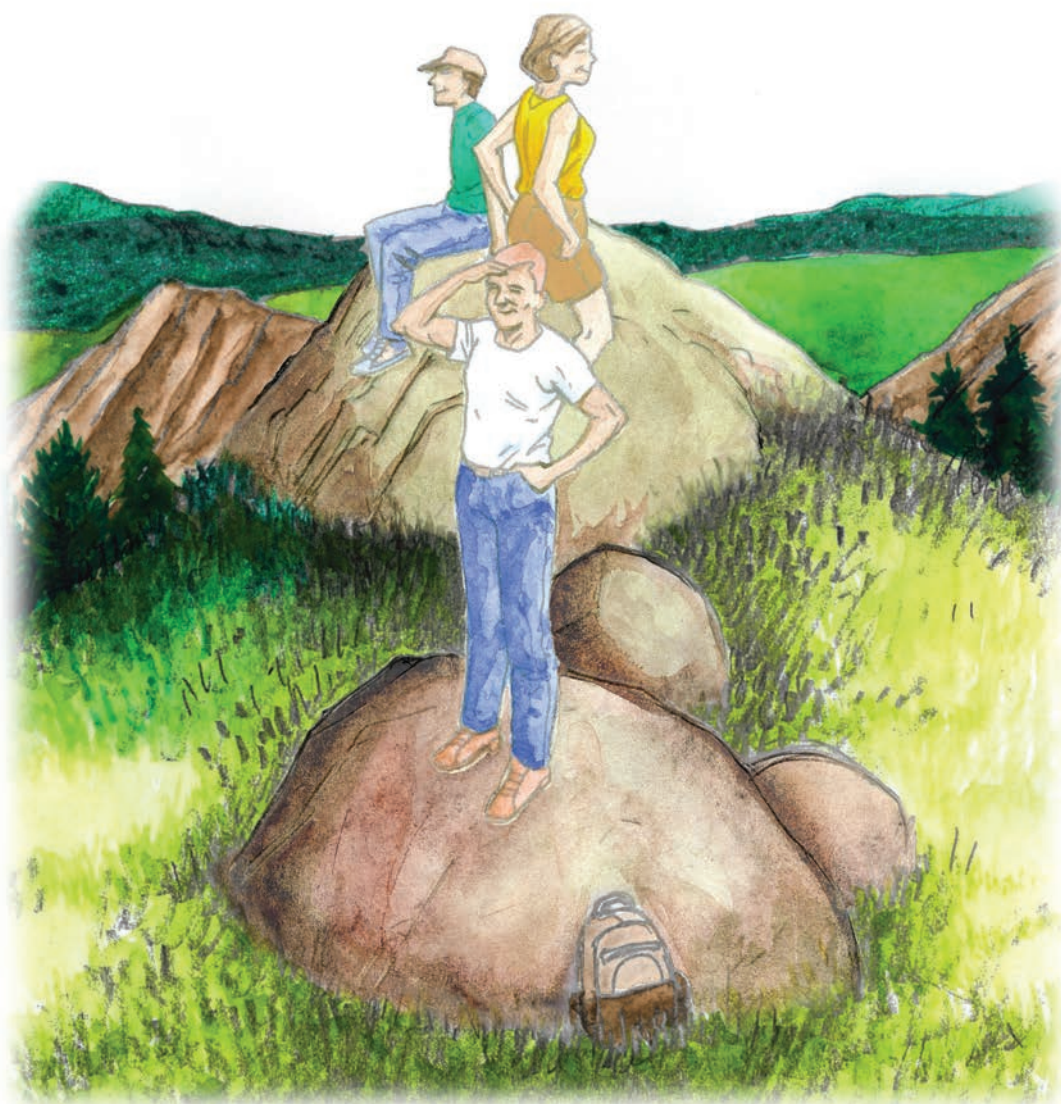
Start seeing yourself as a non-chewer:

- Remember that being without chew is your natural state. You didn't start out as a chewer, and you can get back to that place again.
- Make a list of things in your life that don't go with being a chewer.
- Make it a given that chewing is not an option, no matter what.
- Refer to yourself regularly as someone who does not chew.
- Picture yourself five or ten years from now, free of chew. Hold on to that positive image.



A FINAL WORD ON YOUR NEW LIFESTYLE

Quitting chew is a big change. Maybe it's the only change you want in your life right now—just getting free of chew is enough to make you happy. Or maybe now you're planning other changes, like getting more exercise, taking control of money problems, or making more time for the things that matter most to you. Some people find that quitting chew gives them confidence to face other challenges. In any case, quitting is a victory. You've won it through strong motivation, a solid plan, and real determination. So take pride in your achievement, and reward yourself for a job well done!



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Direction

Shu-Hong Zhu, Ph.D.

Text

Diana Padgett, Dr. P.H.
Gary Tedeschi, Ph.D.
Christopher Anderson
Mary Ann Nguyen
Sean Elliot
Michelle Burgener
Susanna Nied

Design, Production, and Art

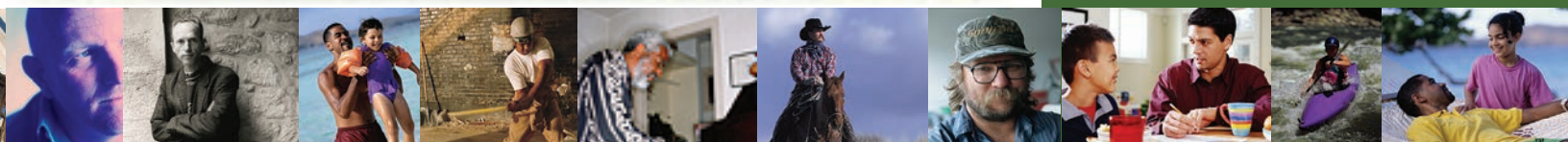
Dione Nicole Idleman
Joshua Retterer
Linda Archer, Jaguar Design Studio
Jon "Bean" Hastings
Shepherd Hendrix

Focus Groups

Susan Hian

If you would like a free copy of this booklet, or would like more information about quitting chew, call the California Tobacco Chewers' Helpline at 1-800-844-CHEW (California residents only). The Helpline is operated by the University of California, San Diego Department of Family and Preventive Medicine.

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