COPING WITH QUITTING: COGNITIVE AND BEHAVIORAL STRATEGIES

COGNITIVE STRATEGIES focus on *retraining the way a patient thinks*. Often, patients mentally deliberate on the fact that they are thinking about a cigarette, and this leads to relapse. Patients must recognize that thinking about a cigarette doesn't mean they need to have one.	
REVIEW COMMITMENT TO QUIT	Each morning, say, "I am proud that I made it through another day without tobacco!" Remind oneself that cravings and temptations are temporary and will pass. Announce, either silently or aloud, "I am a nonsmoker, and the temptation will pass."
DISTRACTIVE THINKING	Use deliberate, immediate refocusing of thinking toward other thoughts when cued by thoughts about tobacco use.
POSITIVE SELF-TALKS, PEP TALKS	Say, "I can do this," and remind oneself of previous difficult situations in which tobacco use was avoided.
RELAXATION THROUGH IMAGERY	Center mind toward positive, relaxing thoughts.
MENTAL REHEARSAL, VISUALIZATION	Prepare for situations that might arise by envisioning how best to handle them. For example, envision what would happen if offered a cigarette by a friend—mentally craft and rehearse a response, and perhaps even practice it by saying it aloud.
BEHAVIORAL STRATEGIES involve *specific actions to reduce risk for relapse*. These strategies should be considered prior to quitting, after determining patient-specific triggers and routines or situations associated with tobacco use. Below are strategies for several of the more common cues or causes for relapse.	
STRESS	Anticipate upcoming challenges at work, at school, or in personal life. Develop a substitute plan for tobacco use during times of stress (e.g., use deep breathing, take a break or leave the situation, call a supportive friend or family member, perform self-massage, use nicotine replacement therapy).
ALCOHOL	*Drinking alcohol can lead to relapse.* Consider limiting or abstaining from alcohol during the early stages of quitting.
OTHER TOBACCO USERS	*Quitting is more difficult if the patient is around other tobacco users. This is especially difficult if another tobacco user is in the household.* During the early stages of quitting, limit prolonged contact with individuals who are using tobacco. Ask co-workers, friends, and housemates not to smoke or use tobacco in your presence.
ORAL GRATIFICATION NEEDS	Have nontobacco oral substitutes (e.g., gum, sugarless candy, straws, toothpicks, lip balm, toothbrush, nicotine replacement therapy, bottled water) readily available.
AUTOMATIC SMOKING ROUTINES	Anticipate routines associated with tobacco use and develop an alternative plan. Examples: MORNING COFFEE: change morning routine, drink tea instead of coffee, take shower before drinking coffee, take a brisk walk shortly after awakening. WHILE DRIVING: remove all tobacco from car, have car interior detailed, listen to a book on tape or talk radio, use oral substitute. WHILE ON THE PHONE: stand while talking, limit call duration, change phone location, keep hands occupied by doodling or sketching. AFTER MEALS: get up and immediately do dishes or take a brisk walk after eating, call supportive friend.
POSTCESSATION WEIGHT GAIN	Do not attempt to modify multiple behaviors at one time. If weight gain is a barrier to quitting, engage in regular physical activity and adhere to a healthful diet (as opposed to strict dieting). Carefully plan and prepare meals, increase fruit and water intake to create a feeling of fullness, and chew sugarless gum or eat sugarless candies. Consider use of pharmacotherapy shown to delay weight gain (e.g., nicotine gum, nicotine lozenge, bupropion).
CRAVINGS FOR TOBACCO	Cravings for tobacco are temporary and usually pass within 5–10 minutes. Handle cravings through distractive thinking, take a break, do something else, take deep breaths, perform self-massage.