

Have more moments like this. Quit smoking.

(Your future healthy self will thank you.)



Join 800,000+ smokers who have developed the skills and confidence to live tobacco-free thanks to the EX Program.

The EX Program includes:



An active, supportive community of peers who have been through it all



Tailored text messages and emails



A quit plan with interactive exercises and educational videos



Expert advice and tips from Mayo Clinic



1:1 coaching through live chat with tobacco treatment experts



Nicotine patches, gum or lozenges delivered to you

To earn your \$100 by participating in the EX, Program complete these steps by 8/31/20:

- 1 Go to BecomeAnEx.org/signup/MIIA
- 2 When you register, sign up to receive supportive emails, text messages, or both
- 3 Complete all the steps On the My EX Plan page
- 4 Chat with an Ex Coach two or more times, at least seven days apart

Visit BecomeAnEX.org/signup/MIIA to get started!

***Only available to those on a MIIA/BCBSMA health plan.*



15 Steps to Achieve Your Incentive

Complete these 15 steps by 8/31/2020 to achieve your incentive.

Find the list at www.becomeanex.org/my-quit-plan.php. Each step will help you put together the best quit plan based on your past experiences and goals. Once you complete a step, a blue checkbox will appear on your My EX Plan page.

Get prepared for quit day: Read and know all the steps to take before your quit day

Know what to expect on quit day: Read tips and strategies for the big day

Plan for success after quit day: Read tips and strategies for keeping your quit strong after quit day

Discover the health benefits of quitting: Read about all the ways you'll feel better once you quit

Identify your tobacco triggers: Complete the trigger tracker exercise

Beat your tobacco triggers: Create separation strategies for each trigger

Tips and strategies: Sign up for supportive email messages, text messages, or both

Chat with an EX Coach: Log on and click "Chat with an EX Coach" at least twice, at least 7 days apart

Identify your support team: Complete the exercise to figure out who can help you quit and stay quit

Talk to family and friends about quitting: Read tips and advice for talking about your quit

Visit the EX Community: Read about the quit experience from thousands of other people just like you

Understand why quitting is hard: Watch a video about what nicotine does to your brain

Does nicotine cause cancer? Watch a video that busts common myths about quitting medications

Read about alternative quit methods: Read facts about e-cigarettes, hypnosis, acupuncture, and more

Choose a quit medication: Compare different types and get help choosing the best one for you