



Tobacco Cessation

*Experience. Wellness. Everywhere.*SM

Support for smokers who want to quit

Control. If you're a smoker, you control the date you're going to quit. And although quitting smoking is not easy, it can be done. You can do it. And Blue Cross and Blue Shield of Texas (BCBSTX) wants to help.

Through **Blue Care Connection**[®], BCBSTX has a Tobacco Cessation program available to help you quit smoking. The program provides personal coaching, online tools, an Audio Health Library, and discounts to wellness-related products and services.

All Blue Care Connection programs are offered at no charge to you and your participation is completely voluntary.

Tobacco Cessation Assistance

Once you have been identified as a candidate for the Tobacco Cessation program, your "Readiness to Change" will be assessed to determine the level of outreach you will receive.

Outreach could include working with a Wellness Coach who would provide personal assistance such as goal-setting and periodic progress checkups, or you may choose to only use self-guided tools and resources.

Get Started

There are many ways to get started with our Tobacco Cessation program. You can call Customer Service using the phone number listed on the back of your ID card, or send an e-mail to **Ask A Nurse** through the Personal Health Manager (PHM).

Also, you may be identified for outreach by:

- Completing a Health Risk Assessment through the PHM
- Participating in a Health Fair which may be offered by your employer



**BlueCross BlueShield
of Texas**



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Better.
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TEXAS ASSOCIATION OF COUNTIES
HEALTH AND EMPLOYEE BENEFITS POOL

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Self-guided tools and resources include:

Personal Health Manager (PHM)

The Personal Health Manager (PHM) is an online resource that connects you to information and tools designed to help you maintain or improve your health. Through the **For Your Health** section, the PHM offers various support options to help you stop smoking, such as:

Stop Smoking: This program provides you the tools and resources you need to:

- Understand your barriers to quitting
- Identify your personal motivators (to quit smoking)
- Learn more about treatment options

Expert Coaching: Ask A Nurse – Ask a registered nurse questions about your health as it relates to quitting smoking



Once you have engaged with your Wellness Coach, you will receive a toolkit in the mail that provides additional support at your home

Additionally, if you'd like to trade smoking for improved nutrition and physical activity, the **For Your Health** section has additional resources, such as customized cardiovascular, strength and flexibility plans, a personalized nutrition plan that can integrate with your exercise plan and much more.

Blue PointsSM

Every time you track a fitness workout, report a meal, use any of the expert coaching features, or utilize other features in the **For Your Health** section, you will earn Blue Points. These points are redeemable at the Blue Points Redemption Center on the PHM for health promotion products and other merchandise. You can earn up to 1,000 points per week and you only need 2,500 points to claim your first reward.

To access the PHM, log into Blue Access[®] for Members at www.bcbstx.com/member. The PHM is located on your home page.

BlueExtrasSM Discount Program

BlueExtras saves you money on health care products and services not usually covered by your health care benefits plan. There are no claims to file, no referrals or pre-authorizations and no additional fees to participate. BlueExtras programs could help you shift your focus from smoking to healthy habits. Programs that support smoking cessation:

- **Complementary Alternative Medicine (CAM)** includes acupuncture, gym memberships, yoga, Tai Chi, massages, vitamins, health and wellness magazines, spas and more
- **Jenny Craig** focuses on healthy eating, portion control and physical activity
- **Curves** offers a 30-minute workout that combines strength training and sustained cardiovascular activity through safe and effective resistance equipment

To access BlueExtras, log into Blue Access for Members at www.bcbstx.com/member, and then click on the *My Coverage* tab at the top.

24/7 Nurseline Audio Health Library

The 24/7 Nurseline provides 24-hours a day / seven days a week access to an Audio Health Library of prerecorded information about tobacco cessation, as well as other basic health topics.

To access the Audio Health Library, call the 24/7 Nurseline at (866) 412-8795. **Note:** If you have a 24/7 Nurseline telephone number listed on the back of your ID card, you should call that number.

To give yourself the best chance of quitting smoking successfully, you need to know what your options are and where to go for help. Contact us by calling the Customer Service telephone number listed on the back of your ID card.



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