This season of giving, give your clients, friends, and family the gift that keeps on giving: quitting smoking or using other tobacco products. It is a perfect time to think about quitting and its many benefits--physically, mentally, and financially, and maybe even plan a quit attempt. Remember, quitting can take many tries and help is always available for any tobacco user who wants to quit.

You can help smokers, as well as other tobacco users by encouraging them to keep trying to quit. Nicotine is the addictive substance in tobacco products. As a result, repeated tobacco and nicotine use is not a habit, it’s an addiction that should be treated as a chronic relapsing condition. So offer them the following suggestions:

* Consider talking to a FREE quit coach. **Call 1-800-QUIT-NOW** (1-800-784-8669). [The MA Smokers Helpline](http://makesmokinghistory.org/quit-now/) is open 24 hours each day, seven days a week (except Thanksgiving and Christmas) and experienced coaches are ready to help. Now you can also enroll online through [KeepTryingMA.org](http://makesmokinghistory.org/quit-now/keep-trying/). Online supports include quit planning tools, peer support and motivational text messages.
* Consider medications to increase your chances of quitting. MassHealth and many other insurance companies cover quit smoking medicines with little or no copay.
* Try medicines like the nicotine patch, gum or lozenge to further your chances of being successful and quitting for good.**Call 1-800-QUIT-NOW or visit** [**KeepTryingMA.org**](http://makesmokinghistory.org/quit-now/keep-trying/) **and receive 1 month of FREE nicotine replacement help (with medical eligibility).**
* People who use coaching and medicines together are three times as likely to quit for good as those who use neither so keep trying to quit.

Thanks for your support of smokers and other tobacco users. Quitting can take repeated attempts, and, for many people, it’s the hardest thing they’ve done. Yet with the help of the MA Smokers Helpline and the support of others, every user can become tobacco and nicotine free and begin a journey to better health.

*To see a video about the MA Smokers Helpline, please click* [*here*](https://www.youtube.com/watch?v=HtpRbgYqk-8) *and visit* [*KeepTryingMA.org*](http://makesmokinghistory.org/quit-now/keep-trying/) *to access online or phone support. Contact the* ***Hampshire Franklin*** *Tobacco-Free Community Partnership at* ***mcalianos@hcg-ma.org*** *to learn more about the impact tobacco has on your community.*