



Re-learn **Life** Without Cigarettes

Presented by : Sharon Carothers, VP, Interactive Marketing
Aaron Mushro, Brand Manager, Interactive Marketing

Questions: Contact Rebecca Carle at rcarle@americanlegacy.org

American Legacy Foundation

November 3, 2009

The *EX* Plan

Re-learn Habit

A look at smoking behaviors, or those things smokers pair with cigarettes. Practice separating cigarettes from those behaviors BEFORE quitting.

Re-learn Addiction

How the nicotine in cigarettes changes a smokers brain chemistry making it physically harder to quit.

Re-learn Support

The importance of getting the type of support needed from friends and family.

BecomeAnEX.org

- **BecomeAnEX.org** launched with the national media campaign on March 31, 2008 in both English and Spanish (**ConviereteEnUnEX.org**).
- Offers **free, comprehensive personalized quit plan** as well as resources and tools to help smokers re-learn **life without cigarettes**. *Cigarette tracker; robust online community*
Both available via mobile phone as well.
- More than **1 million** visits to date

BecomeAnEX.org is a Unique Web Site

Users interact with facts about quitting and engage in exercises that demonstrate how the information is applied in real life.

BecomeAnEX.org draws from a contributing team of experts in development, usability testing and evaluation
Mayo Clinic, QuitNet.com researchers, Dana Farber Cancer Institute, etc.

An evolving resource with the addition of new cutting-edge components *Mobile/cell phone access, celebrity spokespersons, social media components – Facebook and Twitter (launching 11/1/09), etc.*

Homepage



re-learn life without cigarettes.

[Learn the EX Plan](#) | [Do the EX Plan](#) | [Join the EX Community](#) | Welcome, Guest



Join fans quitting.

Does watching baseball make you want to smoke? We can help you re-learn baseball -- and life -- without cigarettes.

[Start your free plan now >](#)

Featured Trigger: Drinking



[Re-learn your triggers >](#)

Already a user? Sign-in

E-mail:

Password:

Remember Me

[Sign-in](#) [Forgot Password?](#)

New to EX? Sign-up

[Sign-up to Become an EX](#)

Welcome to EX

[Get Started Now](#)

A new way to think about quitting...

EX is a whole new way to think about quitting smoking - it's about re-learning life without cigarettes. We can help you learn how to do everything you currently do with a cigarette, but without one.

The free EX plan is based on personal experiences from ex-smokers, as well as the latest scientific research from the experts at Mayo Clinic. Whether this is your first try or your 10th, this plan can help you quit smoking.

Roll over icons to learn more about the EX plan.



[Our 3-Step Plan](#)



[Get Community Support](#)



[Set a Quit Date](#)



[Sign Up](#)



[Stay an EX](#)

Community Activity [Visit the Community >](#)

 **Spunkie** replied to the discussion **Spunkie celebrates 5 months**

 **Spunkie** left a comment for **Jim Taddeo**

Recent Blog Posts [All Blogs >](#)

I WANTED 2
I wanted 2 smoke so bad last night....i almost gave in again.....BUT I DIDNT!!

Tears
This is first morning without nicotine in years. Tears. The weird sensation that i will find myself

Forums [All Forums >](#)

The trek to "Hiker Connie" begins....
Quitting with other smokers in your home quit date

NATC Member: Kentucky State Resource Page

Kentucky



**Kentucky Department for Public Health
and Health Promotion**

Kentucky Tobacco Quit Line

(800) QUIT-NOW (English, Spanish)
(800) 784-8669
(800) 969-1393 (Deaf or hard of hearing)

Hours: Monday through Friday
9:00 AM – 9:00 PM live answer

24-hour voice mail available

English and Spanish counselors available

Quit Smoking Website

[Kentucky's Tobacco Quit Line](#)

[◀ Back](#)

Additional Resources:

Kentucky Tobacco Quit Line

Kentucky's Tobacco Quit Line, 1-800-QUIT-NOW, offers one-on-one proactive counseling for tobacco users who are ready to quit, their family and friends who want information to be supportive in their quit attempt and to physicians, dentists and other health care professionals seeking information and cessation services for their patients.

Kentucky's Tobacco Quit Lines are available to all Kentuckians. Those under 18 years of age need parental consent for counseling.

Health Departments throughout Kentucky offer the Cooper/Clayton Method to Stop Smoking – a twelve-week behavioral modification/group counseling initiative to help tobacco users break their addiction to tobacco. Using the link below, contact your local health department for more information and scheduling.

[Kentucky Tobacco Prevention and Cessation Program](#)

[Local assistance with tobacco cessation](#)

Who's behind EX . State & National Resources . Printout Library . Contact Us . Terms of Use . Privacy Policy . Español

BecomeAnEX.org Profile Page

The screenshot shows the user interface of the BecomeAnEX.org website. At the top, there is a blue banner with the logo 'ex' and the tagline 're-learn life without cigarettes.' Below the banner is a navigation bar with buttons for 'Learn the EX Plan', 'Do the EX Plan', 'Join the EX Community', 'Welcome, Linnea', and 'Edit Profile | Log out'. A secondary navigation bar contains buttons for 'My Profile', 'Re-learn Habit', 'Re-learn Addiction', 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and 'Panic Button'. The main content area is titled 'Hello, Linnea' and is divided into several sections: 'My Overview' with a progress bar at 56% complete and a 'Your Next Step >' button; 'My Plan' with a list of tasks including 'What is a trigger?', 'Exercise 1: Track Cigarettes', 'What is separation?', 'Exercise 2: Separate', 'How addiction works', 'What to tell friends', 'Exercise 3: Support', 'It's time to quit', 'How to stay smoke-free', 'Slip-ups', and 'Panic Button'; 'My Progress' with 'Profile Information' (How did you learn about BecomeAnEX.org? Friend, Family or Co-worker) and 'How often do you smoke?' (I smoke cigarettes some days.); 'My Quit Date' for September 2008, featuring a calendar grid with a red 'X' on the 7th and a legend for 'Days you smoked'; and 'Updates' with two entries: '10/12/09' about talking to a doctor and '10/09/09' about managing stress. A footer at the bottom contains links for 'Who's behind EX', 'State & National Resources', 'Printout Library', 'Contact Us', 'Terms of Use', 'Privacy Policy', and 'Español'.

ex re-learn life without cigarettes.

Learn the EX Plan | **Do the EX Plan** | Join the EX Community | Welcome, Linnea | Edit Profile | Log out

My Profile | Re-learn Habit | Re-learn Addiction | Re-learn Support | Becoming an EX | Staying an EX | **Panic Button**

Hello, Linnea

My Overview

56% complete

? What's this?

Your Next Step >

My Plan

- ▶ What is a trigger?
- ▶ Exercise 1: Track Cigarettes ✓
- ▶ What is separation?
- ▶ Exercise 2: Separate
- ▶ How addiction works
- ▶ What to tell friends
- ▶ Exercise 3: Support
- ▶ It's time to quit
- ▶ How to stay smoke-free
- ▶ Slip-ups
- ▶ Panic Button

My Progress

Profile Information

How did you learn about BecomeAnEX.org?
Friend, Family or Co-worker

How often do you smoke?
I smoke cigarettes some days.

Which of these statements best describes you?
I am just visiting to learn more about quitting smoking.

Improve my plan

My Quit Date

September 2008

1	2	3	4	5	6
7 X	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30

• = Days you smoked

Change Quit Date

Track My cigarettes

Updates

10/12/09
Make sure to talk with your doctor about what medication will be best for you. You can print a list of available medications from our Re learn Addiction section.

10/09/09
Managing Stress for a Healthier Life. Visit Dr. Hurt's blog for more information:
[Dr. Hurt's blog](#)

10/7/09

Who's behind EX | State & National Resources | Printout Library | Contact Us | Terms of Use | Privacy Policy | Español

Do the EX Plan - Re-learn Habit (Triggers)

ex re-learn life without cigarettes.

Learn the EX Plan | **Do the EX Plan** | Join the EX Community | Welcome, Guest | Create Profile | Log in

My Profile | **Re-learn Habit** | Re-learn Addiction | Re-learn Support | Becoming an EX | Staying an EX | Panic Button

Re-learn
Track your cigarettes
Habit

What is a trigger?
Before you quit smoking, it helps to track things that make you want to smoke: coffee, driving, stress, relaxation... These are called triggers. They are things that you may have paired with smoking. When you know your triggers, you'll get a clear picture of what you're up against.

We've teamed up with Parents magazine to help moms and dads re-learn life without cigarettes - look for the Parents group in the EX Community.

Triggers

Morning Routine

Next : Track your cigarettes ▶

Separation Exercise

ex re-learn life without cigarettes.

Learn the EX Plan | **Do the EX Plan** | Join the EX Community | Welcome, Guest | Create Profile | Log in

My Profile | **Re-learn Habit** | Re-learn Addiction | Re-learn Support | Becoming an EX | Staying an EX | **Panic Button**

Re-learn
Habit

Re-learn

How to drink coffee.

1. Instead of smoking along with your coffee, wait until after you've finished. Do something to take your mind off smoking. Read the paper. Just keep your brain busy for a few minutes.
2. Now try waiting FIVE minutes after you've finished to light up. Increase the delay. For fun and to kill some time, **try building a "House of Artificial Sweetener."**
3. Okay, now increase the delay even more. Get up. Put the cup in the sink. Go somewhere else, and in 10 minutes, you can have that smoke. Do this a couple of times, and soon you'll start to realize that you can, in fact, actually drink a cup of coffee without smoking. You can.
4. One last idea. Does it HAVE to be coffee? Try switching to some other caffeine drink in the morning. Switch back

House of Artificial Sweet'Ner

Easy Intermediate Advanced

Do the EX Plan - Re-learn Habit (Cigarette Tracker)

The screenshot displays the 'ex' website interface. At the top, the logo 'ex' is followed by the tagline 're-learn life without cigarettes.' Below this is a navigation bar with buttons for 'Learn the EX Plan', 'Do the EX Plan', 'Join the EX Community', 'Welcome, Guest', 'Create Profile', and 'Log in'. A secondary navigation bar includes 'My Profile', 'Re-learn Habit', 'Re-learn Addiction', 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and a 'Panic Button'.

The main content area features a sidebar on the left titled 'Re-learn Habit' with 'Exercise 1' instructions: 'Keep track of every cigarette you smoke for about three days. Be sure to cover a weekday as well as the weekend. Once you know when and why you smoke, you can start to make small changes. This is called "separation." And it's how you re-learn life without cigarettes.' A 'Print A Blank Form' button is located at the bottom of the sidebar.

The main section is titled 'Track Your Cigarettes' and shows a grid for tracking cigarette consumption. The grid has columns for hours from 8am to 11pm and rows for days from Thursday (Aug 6) to Tuesday (Aug 11). Each cell contains a blue dot representing a cigarette. A 'Back' button is at the bottom left, and a 'Next : Separate' button is at the bottom right.

Do the EX Plan - Re-learn Addiction

My Profile Re-learn Habit **Re-learn Addiction** Re-learn Support Becoming an EX Staying an EX Panic Button

Re-learn
Addiction

How it works

You've just learned how to separate yourself from your triggers and the cigarettes that go with them. Now you'll learn how nicotine addiction works. Then, based on that, you'll learn the best ways to beat your dependence on cigarettes. Understanding how the nicotine in cigarettes affects the brain is a key part of a successful plan.

[Download Quit Medications Overview](#)

Dr. Richard Hurt from Mayo Clinic is a leading expert in the field of smoking cessation
He'll guide you through valuable information on addiction. Addiction is powerful. Quitting smoking is hard because your own brain is working against your efforts to quit. In this section, you'll learn just HOW powerful addiction to cigarettes can be, and in later sections, you'll learn some proven strategies to help you beat it.

- 

Nicotine and Your Brain
- 

Medication and Myths
- 

Choosing a Medication
- 

Gum
- 

Lozenge
- 

Patch
- 

Inhaler
- 

Nasal Spray
- 

Non-nicotine Medication
- 

Important Things

Do the EX Plan

Re-learn Addiction (Dr. Hurt video)

The screenshot shows the EX Plan website interface. At the top, the logo 'ex' is followed by the tagline 're-learn life without cigarettes.' Below this is a navigation bar with buttons for 'Learn the EX Plan', 'Do the EX Plan', 'Join the EX Community', 'Welcome, Guest', 'Create Profile', and 'Log in'. A secondary navigation bar includes 'My Profile', 'Re-learn Habit', 'Re-learn Addiction', 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and a 'Panic Button'. The main content area features a 'Re-learn' section with a 'How it works' sub-section under 'Addiction'. The text in this section discusses the difficulty of quitting smoking and the role of understanding addiction. A video player is embedded, showing Dr. Richard Hurt speaking in front of a Mayo Clinic backdrop. The video title is 'Nicotine and Your Brain' and there is a 'Back' button below it.

ex re-learn life without cigarettes.

Learn the EX Plan Do the EX Plan Join the EX Community Welcome, Guest Create Profile | Log in

My Profile Re-learn Habit Re-learn Addiction Re-learn Support Becoming an EX Staying an EX Panic Button

Re-learn
Addiction

How it works

Re-learn Addiction

Most smokers have no idea why quitting is so tough. And that's because no one's ever explained to them how addiction really works. In this section, you'll get a chance to see what a bear addiction can be. The good news is, once you understand how addiction works on the brain, you'll understand why medications can double your chances of quitting. In this section, Dr. Richard Hurt from Mayo Clinic

Dr. Richard Hurt

◀ Back Nicotine and Your Brain

Join the EX Community

 **re-learn life without cigarettes.**

BecomeAnEX.org Online Support Network

[Main](#) [My Page](#) [Members](#) [Forum](#) [Groups](#) [Blogs](#)

EX is a free plan that will help you stop smoking. It's not about why to quit. EX is all about HOW. The plan was created by medical experts and tested by real smokers. Or should we say, EX-smokers.

Get help quitting right now!

Learn more about EX and register for free at [BecomeAnEX.org](#).

Latest Activity

 [Carlie](#) commented on the blog post [I am a loser](#) 1 minute ago

 [Angie](#) added the blog post '[Continuation of smoking again: August 6, 2009](#)' 4 minutes ago

Blog Posts

 [Continuation of smoking again: August 6, 2009](#)
I was 47 days into my quit, feeling happy, more relaxed, felt so much better and then BAM!!!!!!!!!!!!!! It was gradual, trouble in a relationship...I got angry...VERY, VERY ANGRY, UPSET, CRYING...went to a local bar. It smelled so bad, I thought YUCK...I don't know if I can stand this. Oh well, I'll just have a couple beers and leave. I sat there drinking beer, a friend came in and bought me my second, then another friend...I hadn't seen them in a long time (both smokers), I had another beer. I I...
[Continue](#)
Posted by [Angie](#) on August 11, 2009 at 11:59am

 [Never Take Another Puff. Fact or Fiction?](#)
Each month on my anniversary I read [The One Puff Files](#) and renew my commitment to not take another puff for 30 more days. I thought I would bump this blog to the top in the hopes that it may help just one other ex-smoker avoid the one puff trap. *After smoking for 35+ years, I quit cold turkey One Year, Six Months, 13 Hours and 9 Minutes ago. By breaking my active nicotine addiction, I've not purchased and smoked 10951 cigarettes that w...* [Continue](#)
Posted by [hwc](#) on August 11, 2009 at 11:45am — [12 Comments](#)

 [Almost 170 days Smoke Free!!](#)
Tomorrow will be 170 days since my last cigarette. It wasn't easy at first, but I did it. I quit smoking 3 times this year and started back twice! It is not about how many

Welcome to Become An EX

[Sign Up](#)
or [Sign In](#)

Groups

 [September quit dates](#)
233 members

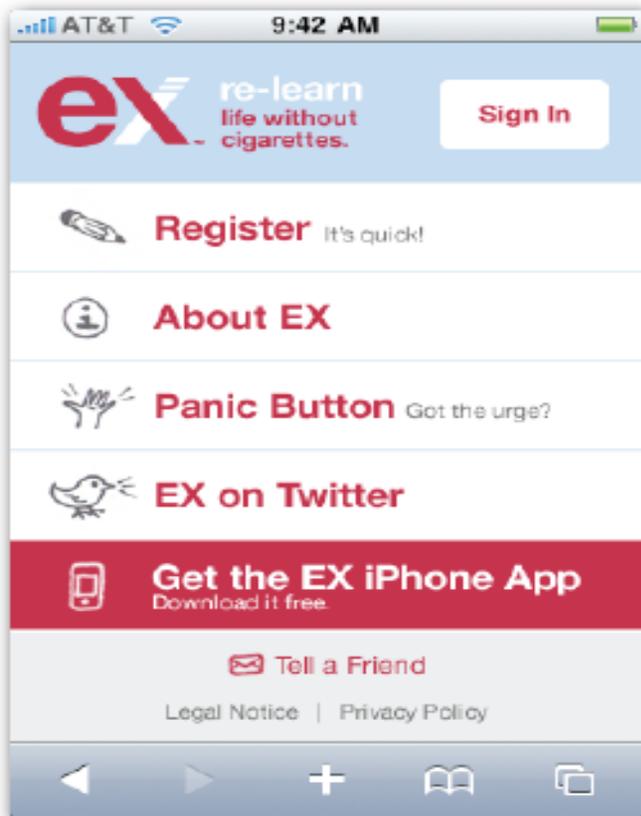
 [August Quit dates](#)
211 members

 [Quitting for our Pets](#)
74 members

 [CHEWING TOBACCO](#)
17 members

EX On-The-Go

iPhone



Blackberry



RAZR



EX on Social Networking Sites

The screenshot shows the Facebook interface for the EX® page. At the top, the Facebook logo is on the left, and login options (Keep me logged in, Forgot your password?, Email, Password, Login) are on the right. Below the header, there is a "Sign Up" button and a message: "EX® is on Facebook. Sign up for Facebook to connect with EX®." The main profile area features the EX logo and navigation tabs for Wall, Info, Boxes, Video, YouTube, and My Stuff. A "Filters" button is also visible. The post feed includes:

- A post by Carl: "9 weeks and counting! Tue at 9:47am · Report".
- A post by Norma Akopian Kelly: "Check out my Quit Smoking banner!" with a link to <http://www.smokefreequitmeter.com/index.php/main/banner/54519.png> and a timestamp of "October 15 at 7:49am · Report".
- A post by EX@: "One Year Since Your Last Cigarette - Become An EX". The source is cited as "community.becomeanex.org". The text reads: "It is one year since your last cigarette. Wow! Congratulations. You've done more good for your health and wellness by stopping smoking than any other one thing you could have done. Below are a few things that you can do now to continue on the path to remain tobacco-free. ...". The post is dated "October 14 at 11:58am" and has received likes from Sue, Sandi, and Danielle. A "View all 9 comments" link is also present.

On the left side of the page, there is a text box describing EX: "EX is a free plan that will help you stop smoking. It's not about why to quit. EX is all about HOW. The plan was created by medical experts and tested by real smokers. Or should we say, EX-smokers." Below this is a "Fans" section showing "6 of 733 fans" and a "See All" link, with a grid of fan profile pictures including Sami, Tracey, and Ed.

Kentucky Tobacco Control and Prevention on Facebook

The screenshot shows the Facebook interface for the "Kentucky's Tobacco Prevention and Cessation Program". At the top, the Facebook logo is on the left, and login options are on the right, including a "Keep me logged in" checkbox, a "Forgot your password?" link, and input fields for "Email" and "Password" with a "Login" button.

Below the login area is a green "Sign Up" button and a heading: "Kentucky's Tobacco Prevention and Cessation Program is on Facebook". A sub-heading reads: "Sign up for Facebook to connect with Kentucky's Tobacco Prevention and Cessation Program."

The main profile area features the program's logo on the left, which includes the text "Kentucky's Tobacco Quit Line 800-734-3669" and "800-QUIT NOW" with a horse silhouette. To the right of the logo is the page name "Kentucky's Tobacco Prevention and Cessation Program" with a flag icon. Below the name are tabs for "Wall", "Info", "Photos", and "Discussions".

A blue bar below the tabs reads "Kentucky's Tobacco Prevention and Cessation Program Just Fans".

The main content area shows a post from the program. The post text is: "Kentucky's Tobacco Prevention and Cessation Program Make a list of all the reasons you don't want to be a smoker anymore. You can list things like: cost, your health, smell..... whatever is motivating you to consider quitting. Keep this list in a handy place. Add other motivating factors when...[Read More](#)". The post is dated "September 29 at 12:56pm". Below the post is a comment from "Elaine" that says "likes this."

On the left side of the page, there is a "Fans" section. It shows "6 of 8 fans" and a "See All" link. Below this are six profile pictures with names: Jennifer, Amanda, Angela, Tobacco, Ellie, and Pat.

At the bottom of the page, there is a "RECENT ACTIVITY" section. It shows a notification: "Kentucky's Tobacco Prevention and Cessation Program discussed [Quitting Smoking](#) on the Kentucky's Tobacco Prevention and Cessation Program discussion board."

Media Plan: Parameters and Channels

- Target Audience: Open to Quitting (OQ)
 - **Adults 25-54** who have tried to quit smoking in the **last 12 months**
- Delivery Strategy
 - Be present at **times** and **places** the target is **engaged in self-reflection** and/or thinking about having a cigarette

