

You can afford  
to quit smoking.



  
*ForwardHealth*  
Wisconsin serving you

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ID No. 1234567890  
JANE Q SAMPLE

Medicaid covers it.

# Quitting is hard

## If you want to quit smoking, you're not alone.

- Most smokers want to quit, but quitting is hard.
- It's not a matter of "will power." And it's not just a bad habit.
- It's an addiction that can be treated.
- What does help is medicine and coaching from someone who knows about quitting.
- But, medicines are expensive.
- The good news is that Medicaid (and BadgerCare Plus and SeniorCare) pays for most medicines.

Talk with your doctor about quitting and getting medicines to help you quit.



# Coaching helps

## What is coaching?

- Coaches can tell you how to avoid the things that make you want to smoke (like your first cup of coffee in the morning).
- Coaches at the Wisconsin Tobacco Quit Line know how to help you be successful in quitting.
- They will call you with support on days that you choose, like the day you quit.
- Or, you can call them when you are stressed out about quitting.
- The Quit Line also has lists of local programs that can help you.

Call the Quit Line at  
**1-800-QUIT-NOW.**  
It's free and confidential.

WISCONSIN TOBACCO  
**QuitLine**  
800-QUIT-NOW



You can afford to quit smoking... Medicaid covers it.

W I S C O N S I N T O B A C C O

**QuitLine**  

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**800-QUIT-NOW**

### **Toll Free Numbers**

1-800-QUIT-NOW (784-8669)

1-877-2NO-FUME (Spanish)

1-877-777-6534 (TTY)

### **Available 24/7**

Translators for languages in addition to Spanish are available. This includes Hmong.