

Quit Smoking for Your Baby's Sake!

Smoking cigarettes while you're pregnant can harm your baby's health.

Quit to give your baby a healthy start.

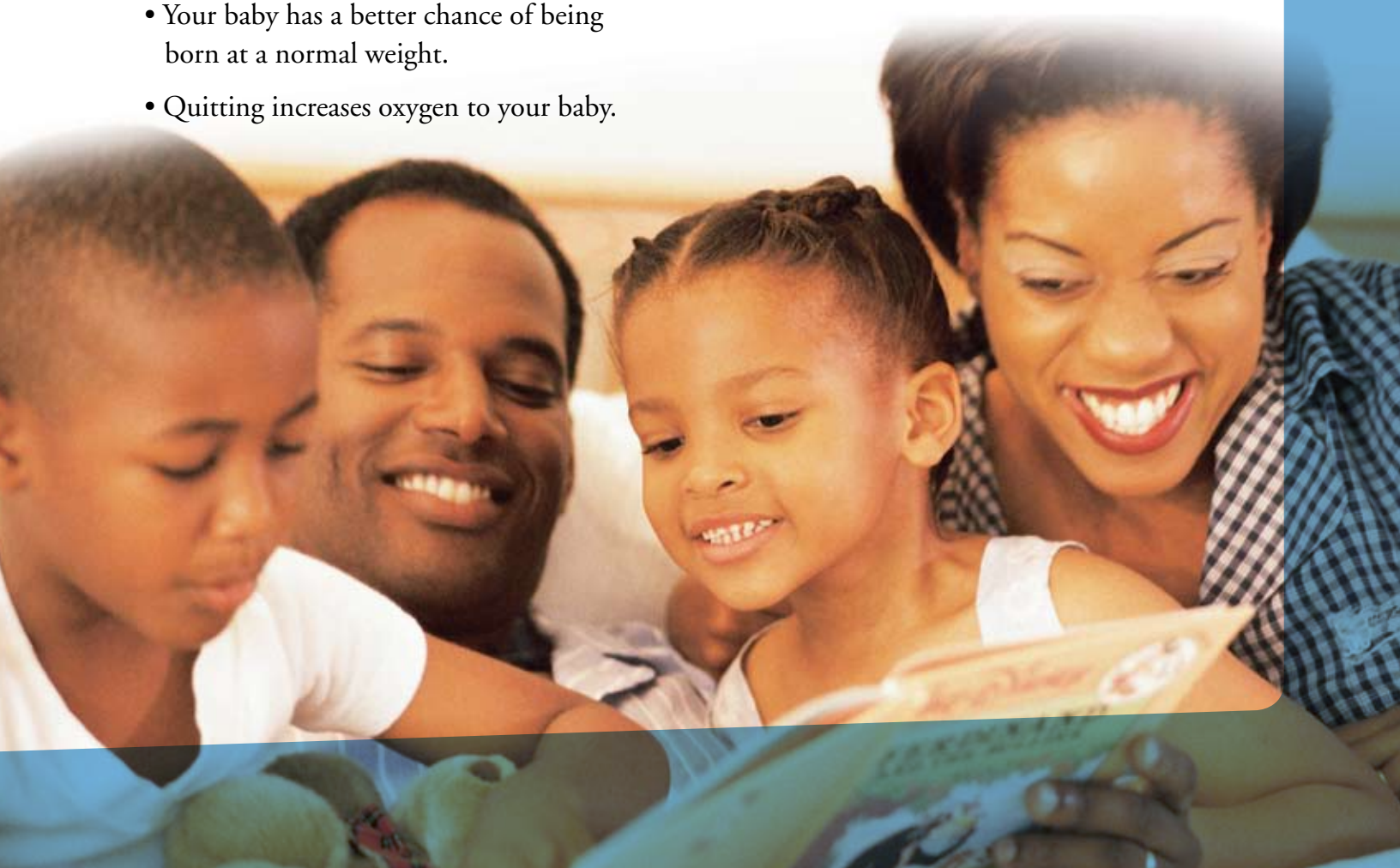
Smoking puts harmful chemicals into your body and your baby's body, too. Quit and you give your baby a better chance at being born healthy. You'll help your baby's bones, muscles and organs grow.

- Your baby has a better chance of being born full-term.
- Your baby's lungs are more likely to work well.
- Your baby has a better chance of being born at a normal weight.
- Quitting increases oxygen to your baby.

Quit to stay healthy for you and your baby.

When you're pregnant, you have to take care of two lives – yours and your child's. Quit and you'll feel better about yourself and being a caring mother.

- You'll have more energy.
- Your hair, clothes and home will smell better.
- You'll save money.
- Food will taste better.



Take these four steps to quit.

Let us help! Follow these steps to help you quit smoking – for good.

1. **Do it!** Set a date to quit. Get rid of all cigarettes and ashtrays at home, in the car and at work. Don't let others around you smoke. If you have tried to quit and failed, think about what did and did not work.
2. **Get help.** Tell your family and friends that you are quitting and ask for their help.
3. **Learn new habits.** When you have the urge to smoke, take a break and do something different. Take deep breaths. Go for a walk. Call a friend. Take a hot bath, read a good book or chew gum.

To learn more, call the Customer Care Center number listed on your member ID card. Or, visit www.anthem.com.



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Source: Centers for Disease Control and Prevention

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4. Prepare for relapse or tough times.

Try again and again if you don't succeed. Quitting isn't easy. Quitting for good takes time. Cigarettes are very addictive.

Protect your loved ones from secondhand smoke.

Secondhand smoke contains thousands of chemicals and is the cause of serious health problems. More than 50 of these chemicals cause cancer. About 3,000 nonsmokers die from secondhand smoke each year. Don't allow others to smoke in your home and don't expose your loved ones to secondhand smoke. By quitting smoking, you will help them as well as yourself stay healthy.

The good news: We are here to help.

Your doctor or nurse can help you create a quit plan that is right for you, or someone you love. For help over the phone, call **1-800-QUITNOW (1-800-784-8669)**. This is a free service that offers one-on-one help to quit smoking. Don't forget, you can call MedCall®, the 24-hour nurse help line, too.