



Craving to Quit®: Frequently Asked Questions

What is Craving to Quit and how does it work?

Craving to Quit is an evidence-based 21-day smoking and vaping cessation program delivering treatment via app or website. The program helps retrain the brain using mindfulness to break the habit loop.

In the United States, 70 percent of smokers want to quit smoking, but only 10 percent will do so successfully on their own. This program's tools and learning modules can maximize your odds of successfully quitting. Some of the tools available include:

- Daily tracking
- Digital coaching
- Daily nudges
- An online community
- A quitting pact
- 40 additional optional modules
- Mindfulness tools

Why is quitting tobacco important?

Quitting tobacco products is one of the most important decisions you can make for your health. Smoking is the leading cause of preventable death worldwide and can reduce your risk of major health complications such as certain cancers, heart disease, stroke, lung disease, diabetes and more.

Is there a cost for this program? Will it help me save money?

No. This program is provided at no additional cost. In fact, quitting tobacco can positively impact your wallet. Did you know the average cost of a pack of cigarettes is \$6.96* in the U.S.? For a pack-a-day smoker, that adds up to \$209 monthly. Quitting can save you as much as \$2,508 annually.

Can Craving to Quit help me quit vaping?

Yes! Craving to Quit also has a unique experience designed specifically to help you quit vaping that is separate from the tobacco cessation model.

Who is eligible to participate in the program?

You and your dependent are eligible to participate in the Craving to Quit program based on your responses to the qualification assessment within the Sharecare digital experience.

How can I access Craving to Quit?

Eligible Sharecare users can access Craving to Quit from within the Sharecare digital experience via the 'Achieve' section, by selecting 'Programs' and then selecting 'Craving to Quit'.

Will quitting tobacco affect my premiums?

If you are currently paying a tobacco premium, you may be eligible to receive the non-tobacco user credit after completing this program.

*sources: <https://worldpopulationreview.com/state-rankings/cigarette-prices-by-state>

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