

What is tobacco craving?

- It's when your body reacts to nicotine withdrawal
- Psychological triggers include facing stress, subconscious cues like driving, drinking or socializing
- Cravings for tobacco can start 30 minutes after your last cigarette



Deal with cravings using the 4 Ds

- **Distract** yourself by focusing on something else.
- **Delay** doing anything about the craving until it passes. It will pass in 5-10 minutes.
- **Take 20 deep breaths.**
- **Drink** a cold glass of water or juice.



Identify your smoking triggers

- Coffee, tea or alcohol
- Finishing a meal
- Driving
- Feeling stressed, worried, anxious, bored or sad
- Working or looking for a job
- Socializing



Beat your triggers

- Turn smoke breaks into short walks
- Turn stressed smoking to calm music listening
- In free time, try playing crossword puzzles
- When outdoors, choose a smoke-free bar
- Try nicotine replacement products
- Call a friend or consult a doctor



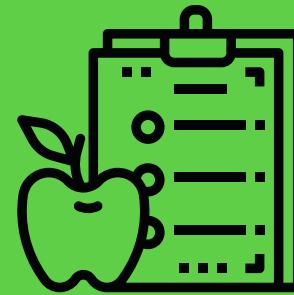
Use Wellbeing on the Web (WoW) to encourage your employees to turn towards healthy living.



Counsellors



Doctors



Nutritionists



Diagnostics



Pharmacy



Finance advisor



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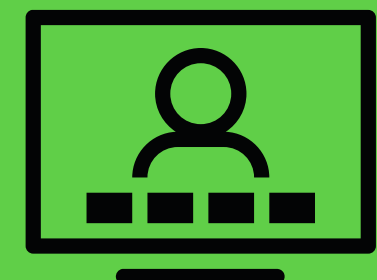
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