

# Become a Monday Quitter with Quit & Stay Quit Monday

## What is Quit & Stay Quit Monday?

As a smoker, you may have tried to quit before on New Year's or your birthday. Then you may have relapsed and pledged to quit again next year. You're not the only one.

As a first time quitter or someone who has tried quitting before, it's important to remember that it may take several attempts before you successfully stay quit. The problem is, if you always wait for an annual event like your birthday or New Year's to quit, it may take years before you quit for good.

Quit & Stay Quit Monday (QSQM) encourages you to become a Monday quitter by using Monday as a day to recover from the occasional slip. In other words, instead of calling a slip a failure and waiting for the next annual event to quit again, QSQM encourages you to quit again on Monday, giving you 52 chances a year to quit for good. QSQM helps you get back on track quickly so that you have a better chance of success.

## Why Monday?

We all experience Monday. It comes around every week. That means every Monday, you will have a natural reminder to stay on track each week.

Surveys show that people tend to see Monday as a day for a "fresh start" and a day they are most likely to do something good for their health, such as schedule a doctor's appointment, begin a diet, or quit smoking.

What's more, research indicates that people may be more open to quitting smoking on Monday. People call into national tobacco quit lines more on Monday than any other day. They also consistently search online for smoking cessation information more on Monday than any other day.



**FORGET NEW YEAR'S.  
MONDAY  
IS THE DAY TO QUIT.**



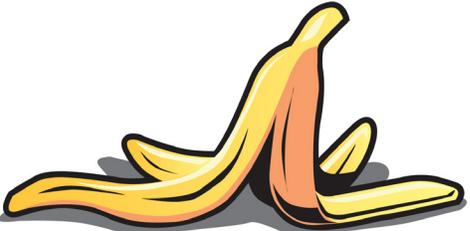
This year, 8 million people will search for quit smoking help on Mondays. Why wait for the new year when you can quit on a new week?  
**CALL 1-800-QUIT-NOW.**

#quitmonday

**Quit & Stay Quit  
Monday**  
IQUITMONDAY.ORG



**Slip up?  
Try again this Monday.**



It's normal for many smokers to relapse while quitting.  
This Monday, get back on track.

#quitmonday

**Quit & Stay Quit  
Monday**  
IQUITMONDAY.ORG

## How do I use QSQM?

Print out *The QSQM Check-In Handout*.

Each Monday is an opportunity to reflect on your progress from the previous week and kick-start the week to come with your quit journey. The QSQM check-in handout can help you celebrate your progress, acknowledge where you struggled and get connected to related resources to stay committed to your quit.

Use the QSQM check-in handout every Monday to track your quit, recognize your progress, or recommit to quitting if you relapsed. Every step counts!

When Monday comes around each week, make sure to do the following:

- Review and update your QSQM check-in handout.
- If you haven't quit yet, set a Monday quit date, write it down in your QSQM check-in handout and take some steps to get prepared like creating a quit plan.
- Don't use QSQM alone. Ask a friend or family member to support you, and check-in with them every Monday. You can even talk through your QSQM check-in handout together.
- Each Monday, recommit to being a Monday quitter. Even if you slipped up over the weekend, use the QSQM check-in handout to acknowledge where you struggled, identify ways to improve your next quit attempt and recommit to quitting on Monday.
- Plan ahead for your week. Use the QSQM check-in handout each Monday to identify activities you can do for the week to strengthen your quit attempt.
- Reward yourself. For every Monday that you stay quit, write that on your QSQM check-in handout and give yourself a small smoke-free reward for your progress.
- Share your success. Be proud of yourself and share your success with loved ones. Let them encourage you to keep it up.

## QSQM Resources

Website: [iQuitMonday.org](http://iQuitMonday.org)

Facebook: [facebook.com/quitmonday](https://facebook.com/quitmonday)

Twitter: [twitter.com/quitmonday](https://twitter.com/quitmonday)

Pinterest: [pinterest.com/quitmonday](https://pinterest.com/quitmonday)

## Additional Resources

National Cancer Institute: [smokefree.gov](http://smokefree.gov)

Truth Initiative: [becomeanex.org](http://becomeanex.org)

American Cancer Society:

[cancer.org/healthy/stayawayfromtobacco](http://cancer.org/healthy/stayawayfromtobacco)

National Quit Line: 800-784-8669

## Join the Monday Quitters Movement!

When you're a Monday Quitter, you get a prime opportunity to quit smoking every Monday. Become a Monday Quitter today and celebrate your weekly progress until you finally become smoke free.

### The Monday Quit Check-In

**Quit & Stay Quit Monday**

If you have decided to become a Monday Quitter, congratulations! You've taken the first step on your journey to quitting smoking for good. This handout is a tool that highlights key practices that can help you with your quit. If you haven't quit yet, print this worksheet out and write your Monday quit date in the blank below. Prior to your quit date, create a plan that outlines your reasons for quitting, what your triggers are, and how you plan to cope with cravings. Also, get extra support from your friends, family or a professional and plan to check-in with your support system every Monday.

Once you've quit or if you have already quit, print this handout every Monday and check off if you have succeeded or struggled in any of these areas. If you struggled or relapsed, that's okay! It can take several attempts to quit smoking for good. Use the related external and QSQM support materials in whatever area you struggled with, then recommit to quitting next Monday. If you succeeded in any of these areas and/or stayed smoke-free, capture your success! Check off where you succeeded and write down how many Mondays you have stayed quit below. Every step you take is progress, and this handout can help you see it for yourself!

My Monday Quit Date: \_\_\_\_\_ I've been smoke-free for \_\_\_\_\_ Mondays!

Did You...?	Yes	No	What Worked for Me	What Challenged Me	How I Plan to Overcome My Challenges
Stick to your Quit Plan					
Handle your Triggers					
Handle your Cravings					
Connect with your Support					
Celebrate your Successes					

For additional help with your challenges, turn the page for online resources. ➔

# The Monday Quit Check-In



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**My Monday Quit Date:** \_\_\_\_\_ **I've been smoke-free for** \_\_\_\_\_ **Mondays!**

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Stick to your Quit Plan					
Handle your Triggers					
Handle your Cravings					
Connect with your Support					
Celebrate your Successes					

**For additional help with your challenges, turn the page for online resources. →**

# Online Resources for Monday Quitters

## Quit & Stay Quit Monday Resources

### Quit Plan

Check Your Plan: <http://bit.ly/QSQMplan>

Weekly Tips: <http://bit.ly/QSQMWeeklyTips>

### Triggers

Beating Triggers: <http://bit.ly/QSQMTriggers>

Weekly Tips: <http://bit.ly/QSQMWeeklyTips>

### Cravings

Overcoming Cravings:

<http://bit.ly/QSQMStopCravings>

Weekly Tips: <http://bit.ly/QSQMWeeklyTips>

### Connect

Getting Support: <http://bit.ly/QSQMSupport>

Weekly Tips: <http://bit.ly/QSQMWeeklyTips>

### Celebrate

Rewarding Yourself:

<http://bit.ly/QSQMReward>

Weekly Tips: <http://bit.ly/QSQMWeeklyTips>



## Additional Resources

### Quit Plan

Smokefree.gov:

<http://bit.ly/SmokefreegovPlan>

CDC: <http://bit.ly/CDCgovPlan>

### Triggers

Smokefree.gov:

<http://bit.ly/SmokefreegovTriggers>

National Cancer Institute:

<http://bit.ly/NCIgovTriggers>

### Cravings

Medline Plus:

<http://bit.ly/MedlinePlusCravings>

Mayo Clinic:

<http://bit.ly/MayoClinicCravings>

### Connect

CDC: <http://bit.ly/CDCconnect>

WebMD: <http://bit.ly/WebMDconnect>

### Celebrate

Quitter's Circle:

<http://bit.ly/QuittersCircleCelebrate>

Smokefree.gov:

<http://bit.ly/SmokefreegovCelebrate>

Website: [quitmonday.org](http://quitmonday.org)

Facebook: [facebook.com/quitmonday](https://facebook.com/quitmonday)

Twitter: [twitter.com/quitmonday](https://twitter.com/quitmonday)

Pinterest: [pinterest.com/quitmonday](https://pinterest.com/quitmonday)