



**Monday
is quitting time.**

healthymonday.syr.edu

Quit and Stay Quit Monday is a new way to think about quitting smoking. The idea is to encourage people to use Monday as the day to quit, reinforce their quit, celebrate progress or get back on track after a weekend relapse.

Why is it important? As much as 70% of smokers who try to quit relapse and it takes an average of 7-10 times to quit for good. A weekly compliance trigger can motivate more frequent quit attempts, one of key objectives of the Institute of Medicine's blueprint for ending our nation's tobacco problem.

Why Monday? Research shows that people view Monday as the day for a fresh start. On Monday they set health intentions for the week and are more likely to start or restart healthy behaviors, including quitting smoking.

Who's using it? The National Cancer Institute incorporated the Monday idea into their Smokefree Women program. It encourages women to take a Monday pledge to quit and stay quit and supports them with weekly motivational messages through their website, Twitter and Facebook. Smokefree Monday tips and badges are available at www.women.smokefree.gov.

What can Monday do for me?

- Send Monday tips and motivators via e-mail

Where can I get more information?

healthymonday.syr.edu



Quit and Stay Quit Monday



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