

Tobacco Cessation Programs

- For Highmark Members:

Smokeless® is a self-administered tobacco cessation program that helps you quit at your own pace. You'll have unlimited toll-free access to a qualified tobacco cessation counselor. Discounted nicotine replacement therapy is available to enrolled participants.

Highmark members should call 1-800-345-2476 for more information or to enroll

- For Aetna Members:

The *HealthMedia*® *BREATHE*™ program treats quitting smoking as a process, not a moment. This online, web-based program helps get you through the toughest moments and so you can continue towards your goal of quitting tobacco once and for all.

Aetna members should call: 1-800-635-3364 for more information or to enroll

- National QuitLines and Web Resources

Quitline Consortium	1-800-QUITNOW (1-800-784-8669)
American Lung Association	1-800-LUNGUSA (1-800-586-4872)
Quitline Blogs	1800quitnow.cancer.gov/blogs.aspx
Online Guides	www.smokefree.gov -or- 1800quitnow.cancer.gov
National Cancer Institute Quitline	1-877-44U-QUIT (1-877-448-7848)