



BlueCross BlueShield
of New Mexico



12 Hours

The carbon monoxide level in the blood drops to normal.

2 Weeks to 3 Months

Lung function begins to improve.

1 to 9 Months

Coughing and shortness of breath decrease.

Programs to Quit Tobacco May Help You Lead a Healthier Life

Our Well onTarget® programs can help you learn to quit smoking and using tobacco, with one-on-one coaching and innovative lessons.

Our program includes:

- Standard coaching over the phone, and coaching via secured messaging, with unlimited access to a coach throughout a program year. Coaches are available Monday through Friday, between 7 a.m. and 10 p.m. and Saturday between 9 a.m. and 4 p.m. (CT).
- Digital Self-management Program: This online course guides you through the process of quitting tobacco permanently. Each weekly lesson includes:
 - Education on the physical and social effects of tobacco use, principles of addiction, treatment options and tobacco-related health statistics.
 - You'll get solid, practical action steps, from creating your own quitting plans to relapse prevention. You'll have access to calculators, trackers, tools and educational materials to support you in your efforts.

Earn Blue PointsSM

You can earn 1000 Blue Points once per quarter when you complete a digital self-management program. Redeem your points in our expanded online shopping mall for merchandise.*

Well onTarget®

How the Coaching Process Works

1. The coaching process begins with a health assessment. If you indicate current tobacco use, more specific information is gathered, including type(s) of tobacco used, quantity and frequency of use.
2. If you are ready to make a quit attempt, the coach confirms baseline information and metrics from the health assessment.
3. The coach helps you make a quit plan using the "S.T.A.R.T." model:
 - Set a quit date
 - Tell family, friends, coworkers and others about the plan
 - Anticipate challenges and put plans in place to avoid a relapse
 - Remove all tobacco and tobacco-related items from environment
 - Talk to your doctor (for potential medicinal support)
4. You'll be given individualized information and advice along with information on portal resources (therapies, tracking, tools, online support community and self-directed lessons).
5. Next, follow-up contact is scheduled (often taking place on, or just before, the agreed quit date).

Each meeting with your coach includes discussion of your current tobacco status (number of days quit, any slips, relapses or challenges faced). The coach will give you encouragement and practical counseling to help you stay on track (or get back on track if necessary). All participants who successfully complete the program will receive a Certificate of Completion.

Staff Qualifications

The clinical staff includes registered and licensed nurses, registered dietitians, exercise specialists, health educators and certified mental health counselors. Health coaches must have a bachelor's degree in a health-related discipline.

Sign up for the Quit Tobacco Program today. Log on to myBlueElementNM.com and visit the Well OnTarget Member Wellness Portal.



Quitting tobacco use can be a lengthy, difficult journey. Our coaches are trained to provide compassionate and practical help.

Did You Know: After quitting, the body begins to repair the damage caused by smoking.

Questions about the Quit Tobacco Program? Call Customer Service at 877-389-3651.

* Blue Points Program Rules are subject to change without prior notice. See the Program Rules on the Well onTarget Member Wellness Portal for more information. Member agrees to comply with all applicable federal, state and local laws, including making all disclosures and paying all taxes with respect to their receipt of any reward.