

## 31 May is World NO TOBACCO DAY



World No Tobacco Day raises awareness of the harmful effects of tobacco use and encourages people to quit. It also highlights the impact of tobacco on families, communities and healthcare systems.

More than 7 million deaths each year are due to direct tobacco use, with over 1 million from second-hand smoke. (WHO)



### Join *GoSmokeFree* and take back control of your health!

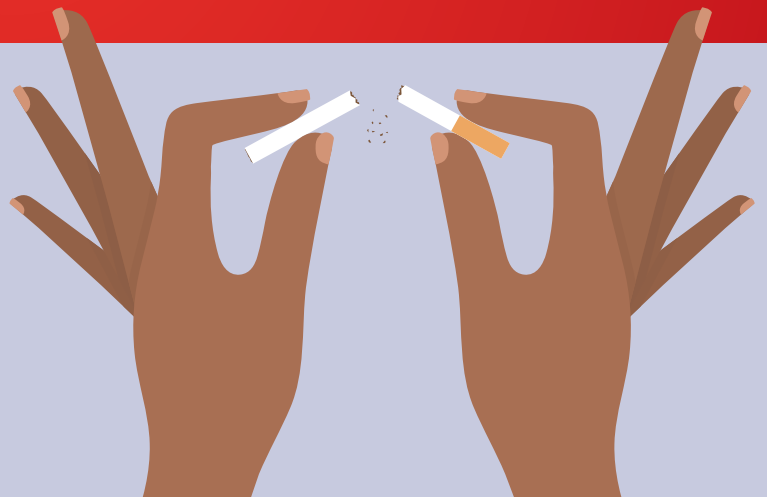


*GoSmokeFree* is a supportive, personalised programme designed to help you stop smoking and stay smoke-free long term. The programme helps you better understand your smoking habits, manage cravings and build healthier responses to stress and triggers.

#### The programme includes:

- Six one-on-one sessions over six weeks
- Support from a dedicated GoSmokeFree coach
- Virtual sessions via WhatsApp or MS Teams
- Practical tools to manage cravings and triggers
- A structured plan to help you stay smoke-free

Each session builds on the previous one, helping you gain confidence and strengthen new habits over time.



#### Over six weeks, you will move through four important stages:



**AWARENESS** - understand your smoking triggers, routines and habits.



**CONTROL** - learn practical ways to manage cravings and withdrawal.



**CONFIDENCE** - practise healthier responses in real-life situations such as stress or social settings.



**IDENTITY** - begin to see yourself not as someone trying to quit, but as someone who no longer smokes.

#### HOW TO JOIN THE PROGRAMME



1. Visit the *GoSmokeFree* website: [gosmokefree.co.za](https://gosmokefree.co.za)



2. Complete the online assessment.



3. A *GoSmokeFree* coach will contact you to schedule your first session.

#### To get the most from the programme:

- Attend your sessions regularly
- Practise the tools between sessions
- Be honest about your challenges and progress
- Be patient with yourself as you build new habits

#### By the end of the programme, you will have:

- A better understanding of your smoking triggers
- Practical tools to manage cravings
- Greater confidence in living smoke-free
- A structured plan to maintain long-term success

#### Testimonial

*After restarting smoking during a stressful time, I decided to quit when my health took a knock for the worse. Thanks to some communication from MBMed a while back, I discovered the GoSmokeFree programme and found the structured support made quitting feel achievable.*

*Weekly check-ins kept me accountable and practical techniques, such as "urge surfing", helped me to manage cravings and replace smoking breaks with breathing exercises and short walks. Although the first week was difficult, consistency helped new habits to stick.*

*Since quitting, I've noticed significant improvements in my breathing, energy levels and overall wellbeing. Everything tastes better and I feel proud to finally be smoke-free.*

Quitting tobacco is one of the best decisions you can make for your health. This World No Tobacco Day, take control and choose a healthier, smoke-free future.



Contact your Scheme: ☎ 0860 002 109 | @mbmed@medscheme.co.za  
or scan the QR Code to visit the MBMed Member Portal