

How you quit is just as important as the fact that you quit.

• Creating a foundation for long-term success is essential.

• You can do this by setting SMARTER goals.

Anyone can apply SMARTER goals to their journey of quitting. Here are some examples of SMARTER goals:

- **S**PECIFIC: "I want to reduce the number of cigarettes I smoke daily, working toward quitting completely."
- **M**EASURABLE: "I will reduce my cigarette intake by 50%, starting with half as much each day."
- **A**CHIEVEABLE: "This is something I CAN do for myself and those close to me."
- **R**EALISTIC: "I have a better chance of getting this done than quitting outright."
- **T**IME-BASED: "I can achieve this goal in the next 30 days."
- **E**VALUATE: "I noticed a rise in smoking after a stressful day. To adjust, I'll implement a relaxation strategy to manage these triggers."
- **R**EWARD: "I've successfully cut my smoking in half in 30 days! To celebrate, I'll share this accomplishment with my partner/friend/family, and we'll treat ourselves to a fun dinner together."

By using the SMARTER goals method, we are cutting a goal down into manageable chunks and creating a plan to help us get to that goal one step at a time.

Over the next 7 weeks, I encourage you to choose a SMARTER goal that's meaningful to you. Remember, each step forward is progress!

SMARTER Goals:

S-PECIFIC	
M-EASURABLE	
A-CHIEVEABLE	
R-EALISTIC	
T-IME-BASED	
E-VALUATE	
R-EWARD	

