**Living Tobacco Free Program (PEBB)-Ready-to-use message**

Please use the message below to share information about free tobacco cessation benefits and resources available to employees participating in PEBB and their families. The message is ready to use as is or you can edit to make it work for your organization.

**MESSAGE BELOW**

**Email Subject:** Every Try Counts!

If you or a loved one struggles with tobacco or nicotine use, don’t give up on quitting. *Every try counts!* Cessation is a journey. Most people try several times before they quit long term. Nearly 70% of adults who use tobacco and nicotine want to quit, and nearly two-thirds of adults who have smoked cigarettes have quit for good.

Living tobacco and nicotine free helps you breathe easier, feel better, and have more energy to do what you enjoy. Not only is cessation good for your health and the health of your loved ones, but quitting can save you money. Individuals who smoke a pack a day of cigarettes spend around $2,292 each year.

**Quitting is easier when you have support that you can count on every step of the way.**

* Learn about the program your health insurance plan offers to help you and your family members [live tobacco and nicotine free](https://www.hca.wa.gov/employee-retiree-benefits/living-tobacco-free-pebb).
* For additional resources for you and your family, visit [Get Help for Quitting Tobacco.](https://doh.wa.gov/you-and-your-family/tobacco/how-quit)

There are many reasons to quit tobacco and nicotine, and [you can hear a few of them](https://www.lung.org/blog/ffs-success-stories) from people who have successfully quit. What’s your reason?

**MESSAGE END**