

Take Control of Cravings and Urges

What About Cravings

Urges for nicotine are normal. They will go away in just a few minutes, whether you smoke or not.

- Most nicotine cravings last 3 to 5 minutes.¹
- Over time, they get weaker and come less often.
 - » You could still have some cravings, but they will just pass by.
- If you quit Cold Turkey, nicotine will be out of your body in about three days.²
 - » Urges may peak then, but they will get better.

Get to Know Your Cravings

How would you describe your urges? Ask yourself these things and keep track of your answers:

- » How often?.....Count them
- » How strong?.....Rate them
- » How long?.....Time them
- » What triggered them?.....Plan for them



Ways to Deal

The Four D's

- **Delay**.....Wait it out
- **Distract yourself**.....Do something else
- **Deep breathe**.....Release stress
- **Drink water**.....Satisfy the craving

The Two R's

- **Remind**.....Go over your reasons to quit
- **Refuse**.....Tell yourself: It's not that you can't smoke, it's that you don't want to smoke.

The Power of Thoughts

Positive thoughts can help you get through cravings.

- Think of a place that relaxes you.
 - » Close your eyes, take a deep breath, and picture yourself there.
- Tell yourself things like:
 - » *I can do this.*
 - » *This will pass. I am strong.*

**You are in control.
Not the cravings and urges!**

**Call for FREE help to quit smoking!
1-800-NO-BUTTS**

¹ Very Well. (2018). *An Overview of Nicotine Withdrawal*.

² American Cancer Society. (2015). *Why People Start Smoking and Why It's Hard to Stop*.