



Tobacco Cessation Program

A Path to Healthier Living

One of the best things you can do for your health is to quit smoking and stop using tobacco. This is a tough goal to reach on your own – but Blue Cross and Blue Shield of Texas (BCBSTX) can help. Through Blue Care Connection®, BCBSTX offers a voluntary program to help you reach your wellness goals – at no additional charge.

“My coach helped overall!
Mentally: by listening to my stories and assuring I could do it.
Physically: by providing tools to accelerate my goals. His encouragement was endless and sincere.”

- Member Participant



Tobacco Cessation Program

The program includes the following resources to help you become tobacco and nicotine free:

- **Personal Telephone Wellness Coaching** - A Wellness Coach will be assigned to help you meet your tobacco cessation goals. Your coach will take a look at your lifestyle and habits, and help you figure out what’s most important to you and what you need to be successful.
- **Self-Directed Courses** - You can also choose to take online courses that let you work at your own pace to reach your health goals. Learn more about tobacco cessation, stress, nutrition, fitness and more. Track your progress as you make your way through each lesson.

Enroll Today!

Call Customer Service at the phone number listed on the back of your member ID card.



BlueCross BlueShield of Texas

BCBSTX members also have access to:

Blue365® Member Discount Program

Offers exclusive health and wellness deals to BCBSTX members including discounts from top national and local retailers on fitness gear, gym memberships, family activities, healthy eating options and much more.

Blue Access for MembersSM (BAM)

Secure member portal from BCBSTX gives you immediate online access to health and wellness information. The My Health tab features information on smoking cessation and other wellness topics.



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