

## Why it's hard to quit smoking

### Understanding Nicotine Addiction

Quitting smoking means freeing yourself from nicotine addiction. Nicotine addiction has three parts: physical, emotional, and behavioral. Think of it like this:

- Physical addiction: *Your brain* tells you that you need nicotine.
- Emotional addiction: *Your feelings* (such as anger, stress, or sadness) make you think you need to smoke to feel better.
- Behavioral addiction: *Your habits* linked to smoking - like always smoking while driving or after eating - make you think you need to smoke at a particular moment.



Your brain, emotions and habits work together to create a nicotine addiction. To quit, smokers need to address each part of the addiction. This makes quitting hard, but not impossible! **When you work with a coach, you can create a plan to tackle each part.**

To learn more about breaking free of nicotine addiction and about FREE one-on-one, in-person coaching call MGH's Living Tobacco-Free at 781-485-6210.

For FREE over-the-phone coaching with free nicotine patches, call the Massachusetts Smoker's Helpline at 1-800-Quit-Now; 1-800-8-Déjalo (Spanish).

**People who use a quit smoking medication AND coaching more than double their chances of quitting for good!**

For specific information about coping with nicotine withdrawal, [click here](#) at [smokefree.gov](http://smokefree.gov).

#### FREE ways to get help with quitting tobacco

- If you have **questions**, want **free information**, or **free in-person, one-one-one coaching** - call MGH Community Health Associate's [Living TOBACCO-FREE](#) at 781-485-6210.
- If you want **free over-the-phone coaching and free nicotine patches** - call the Massachusetts Smoker's Helpline at **1-800-Quit-Now** or **1-800- Déjalo (Spanish)**. Other languages: 1-800-784-8669. Deaf/TTY: 1-888-229-2182. 24 hours a day, 7 days a week. For more information, visit [Make Smoking History](#).
- If you want **free online help with quitting** - visit [Smokefree.gov](http://Smokefree.gov) (also offers **texting** programs) and [BecomeAnEX.org](http://BecomeAnEX.org).
- If you are a **Partners HealthCare employee**, contact **Partners in Helping You Quit** at 617-724-2205 or [PiHQ@partners.org](mailto:PiHQ@partners.org). You may be eligible for free medication or over-the-phone counseling to help you cut down or quit.