

Vida lets members achieve a smoke-free life with our Quitting Smoking program built around our unique, customizable Quit Prep Plan, which includes trigger avoidance/management, the member's primary motivators, alternate in-the-moment craving strategies, and reducing stress, which is a primary psychological trigger for resuming tobacco use. Through Vida's smoking cessation program, members aim to smoke zero cigarettes after their quit date.

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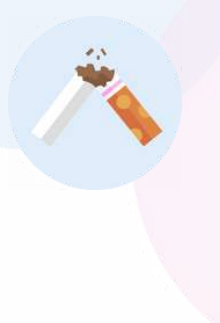
## Who is eligible?

Anyone 18 years or older planning on quitting smoking within the next six months who is ready to set a quit date within four weeks of starting the program.

## Program details

<b>Duration:</b>	1-year program that includes a Pre-Quit intensive phase (~2-4 weeks), a Post-Quit intensive phase (~4 weeks) and a Follow-Up phase for the remainder
<b>Provider:</b>	Health Coach
<b>Trackers:</b>	Craving Level, Did You Smoke, What Was Your Trigger, Daily Cigarettes Smoked
<b>Assessment:</b>	Baseline Smoking Assessment, Past Quit Attempts Assessment are both completed at program start

- Coach-led using Motivational Interviewing and embedded Cognitive Behavioral Therapy principles to promote behavior change for lasting success
- Member and Health Coach partner to create a personalized Quit Prep Plan composed of actionable, concrete "prep steps"
- Bundled trackers allows using aggregated data to assess triggers associated with higher-intensity cravings to create personalized focus areas and goal-setting
- Ability to track and identify related behaviors (e.g., eating, sleep, caffeine, water, activity level)



## Program cadence

- Onboarding/Day 1
  - Intro lesson "Finding Your Why"
  - Assessment tool "Smoking and You"
  - Assessment tool "Lessons Learned"
  - Create Quit Prep Plan and establish personalized "prep steps"
  - Set a Quit Date
- Weeks ~2-6
  - Weekly 1:1 with Health Coach
  - Work to complete "prep steps" and their corresponding lessons
    - Explore top reasons for quitting
    - Learn about Nicotine Replacement Therapies (NRTs)
    - Talk with doctor or pharmacist about NRTs
    - Start mindfulness exercises to build calming and coping skills
    - Get support of family/friends
    - Start smoking in a different place
    - Remove triggers from home/car/work
    - Choose trigger management strategies for after Quit Date
  - Set up customized Habits in-app with Health Coach support
- Weeks ~6-12
  - Bi-weekly 1:1 with Health Coach
  - Use and review trackers Complete lessons based on coach recommendations
  - Complete "Adjust Your Quit Aid" lesson one day after quit date Engage in chat with coach for support
- Week ~12+
  - Monthly 1:1 with Health Coach with sessions becoming less frequent as member begins to rely on content, chat support, and peer support groups to sustain abstinence
  - Re-engage with Health Coach more frequently for relapse support if needed

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For more information contact Bass Pro Shops HR Support Center at 800-672-3170, or by email at: [hrrsupportcenter@basspro.com](mailto:hrrsupportcenter@basspro.com)

