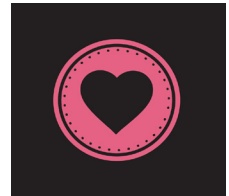


HEROES

CLIENT	BEHAVIORS	TOOLS
Pregnant, smoking woman	Smoking cessation	Hero photos Client Gifts: Keychain fob, power statement cards, phone back case

TOOLS



OPENING ACTIVITY

Place hero photos on a desk or table.

TRIGGER EMOTIONAL DRIVERS:

Which of these hero photos best represents how you feel now—or how you would like to feel? How would you feel if you could be a hero to your baby?

Listen to client comments.

“Some women already feel like heroes, while others are in the process of reinventing themselves as heroes. They want to feel in control of their lives. They want to believe they have the power to dig deep and do something amazing for their babies—like quit smoking. Is a fresh start something you’re considering now for yourself or your baby?”

Listen to client comments.

“I can’t promise quitting will be easy, but it may be the most heroic, courageous, amazing gift you ever gave anyone, including yourself. If this is your time to reinvent your life, and you’re looking for support in your fresh start, we’re here to help.”

Offer power statement packet and the phone back case.

“These power statements are for moms to say to themselves while quitting. Keep them on your cell for easy access when you’re feeling heroic. Everyone loves a hero, and I look forward to celebrating you.”

Offer keychain with quit-smoking hotline information and website to mother.

ACTION PLAN

If you are ready, you can call the hotline 24/7 for no-judgment counseling.