



## **BASIC PRINCIPLES OF DEACTIVATION OF CRAVING For SMOKING**

1. Giving into cravings only makes them stronger for the next time. When you give in to the craving, you renew the pleasurable memory making the urge to use even stronger. (example – try to eat just ONE cookie)
2. Complete abstinence is the surest, quickest way to reduce craving. (“Controlled use” is extremely difficult for long periods if not impossible)
3. Determination and willpower, although helpful, they ALONE are poor long-term defenses against craving. LIFESTYLE CHANGE in the best defense, in combination with determination and willpower.
4. Relapse, (a return to use after a period of abstinence) happens, but YOU have the CHOICE between a SLIP and a FALL:
  - You get back up from a SLIP immediately. In other words if you mess up, get right back on the wagon- Don’t hide it – Seek out more support.
  - Avoid the FALL mentality, for example: “ Oh well, I might as well go all the way now that I slipped a little” or “ I blew it now, I guess this quit attempt is over now, time to go back again –full force, what’s the use of trying anymore?”
5. Craving is a NATURAL after effect of an addictive behavior. They can be physical, mental or both. YOU have the CHOICE to conquer them rather than be their slave.
6. The average craving is only SEVEN MINUTES LONG if you can just ride it out.