

Quit Tobacco. Make Everyone Proud. Quitcast Podcast:

Relapse!

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Mark Twain once commented that "Quitting smoking is easy...I've done it a thousand times." Unfortunately, his point is true: Many people quit tobacco only to start up again... and then quit again, and repeat the cycle. Another writer noted that the definition of insanity is repeating the same action and expecting a different result. The problem with tobacco relapse isn't in trying to quit again, but in trying to do it again the exact same way. If you relapse, it's because something—possibly many things—were missing from your quit plan. Maybe you needed more preparation, a wider support network, or different strategies for addressing your tobacco triggers. The point is to use relapse as a learning experience—review your earlier quit attempt, figure out what went wrong, and develop approaches to fix it. Then, get started again. Your plan still might not be perfect—many people relapse a number of times before they stay quit for good—but you won't know until you put it into action.

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