

A Resource for a Healthier Workforce

Information for employers

Benefits of Stop-Smoking Programs

Cigarette smoking causes 1 of every 5 deaths in the United States.¹ More than 70% of US smokers say they want to quit.² A few years after smokers quit, they have lower health care costs.³ Because employers pay a large part of employee health care costs, it is a sound investment to host a stop-smoking program.⁴

- The combination of smoking cessation counseling and treatment is a cost-effective preventive health service⁵
- For every \$1 spent on a worksite health promotion program, an employer can save as much as \$6.30⁶
- Health care costs are generally lower for former smokers 4 years after quitting than for continued smokers³
- Generally, former smokers have fewer sick days and higher on-the-job productivity than do current smokers⁷

Your employees are one of your company's greatest resources. It makes sense to keep them healthy. The US Department of Health and Human Services recommends the combination of behavioral counseling and medication to adult smokers trying to quit.⁵ When you offer a smoking cessation benefit and sponsor a stop-smoking program at your workplace, you help support your workers in their goal to have healthier, nonsmoking lives. You also have the added potential benefits of lower health care costs and higher productivity!^{3,7}

Program Description

The Beat the Pack program is a comprehensive smoking cessation program for implementation in the workplace. It gives workers who want to quit smoking cigarettes support, tools, and information on leading practices for quitting smoking. Employees are introduced to the program and offered the opportunity to enroll. If they opt in, they receive materials that help them form a quit plan and stay quit. They also can go to group meetings for support and to learn techniques that may help them quit smoking.

Program Goals

- Offer a cost-effective way to help workers who smoke cigarettes quit smoking
- Help your employees to become nonsmokers by giving them the tools to quit and stay quit
- Provide a healthy choice for smokers if the workplace has a smoke-free policy
- Drive utilization of the covered smoking cessation benefit

Audience

This program is for employees who smoke cigarettes and want to quit.

Program Format

Kick-off meeting:

An all-employee invitation meeting in a box is provided to help promote the availability of your covered smoking cessation benefit.

- Presents an overview of the covered benefit and Beat the Pack program
- Provides information encouraging employees to quit
- Offers the opportunity for employees to enroll in the Beat the Pack program
- Starts off enrolled employees with a “sign-up packet” of educational and motivational materials for those who sign up for the program

Group meetings (weekly) designed to:

- Take place in the workplace at breakfast or lunch
- Occur once a week for 4 weeks
- Last 30 minutes
- Be easily led by a facilitator chosen by the employer
- Encourage peer support
- Give information that reinforces self-help tools

Program Materials

Workers who take part in the program may receive these resources:

- Informational handouts and motivational tip sheets
- *Personal Progress Tracker* to help them see their progress
- *Cigarette Time/Cost Calculator* to figure out how much time/money they can save by quitting

Employers will receive these resources to help them roll out the program:

- Instructional how-to guides
- Facilitator guides, meeting agendas, and accompanying slide presentations
- Print-ready promotional poster templates
- Letter from senior management to welcome participants
- Initial survey to assess smoking history of incoming participants
- Survey to evaluate the program
- Suggested incentives to reward participants
- CD-ROM with customizable templates

BEAT THE PACK

Written stop-smoking information:

- In an easy-to-read, self-help format
- Based on the latest medical facts
- In both print and electronic formats

Program Target Rollout

The program lasts 4 weeks. You can start it at any time. Our suggestion is to hold a mass informational kick-off meeting and drive recruitment for 2 weeks before starting the 4-week program.

More Information

See your Pfizer Account Manager for program materials and information.

References:

1. National Cancer Institute. Tobacco statistics snapshot. <http://www.cancer.gov/cancertopics/tobacco/statisticssnapshot>. Accessed April 4, 2008.
2. Foulds J, Burke M, Steinberg M, et al. Advances in pharmacotherapy for tobacco dependence. *Expert Opin Emerg Drugs*. 2004;9(1):39-53.
3. Wagner EH, Curry SJ, Grothaus L, Saunders KW, McBride CM. The impact of smoking and quitting on health care use. *Arch Intern Med*. 1995;155:1789-1795.
4. Iglehart JK. The American health care system: expenditures. *N Engl J Med*. 1999;340:70-76.
5. Fiore MC, Jaén CR, Baker TB, et al. *Clinical Practice Guideline: Treating Tobacco Use and Dependence: 2008 Update*. Washington, DC: US Department of Health and Human Services. Public Health Service; 2008.
6. Chapman LS. Meta-evaluation of worksite health promotion economic return studies: 2005 update. *Art Health Promotion*. July/August 2005:1-10.
7. Halpern MT, Shikiar R, Rentz AM, Khan ZM. Impact of smoking status on workplace absenteeism and productivity. *Tobacco Control*. 2001;10:233-238.