

Introduction

to the QUIT NOW Tool



1.800.QUIT.NOW
Indiana's Tobacco Quitline



Introduction:

Supporting your employees as they quit using tobacco

is one of the most important decisions you can make as an employer to build a healthier and more productive workforce. In partnership with the **Indiana Tobacco Quitline (1-800-QUIT-NOW)**, the **Wellness Council of Indiana** is thrilled to offer the first-of-its-kind QUIT NOW Tool to your organization to assist you with this important initiative. Thank you for your interest.

What to Expect:

The **QUIT NOW Tool** guides your organization through a two-pronged approach for the successful implementation of a tobacco policy at your workplace, and for the engagement and increased awareness of your employees. This program is easy to use, and you can expect to receive both **evidence-based information and best practices** for policy implementation, all in one place.

Your employees, regardless of whether they use tobacco or not, receive current and credible information about tobacco, how to prevent others from starting and how to support those who would like to quit. For your employees who are ready to stop using tobacco, our **12-week online cessation tool** provides a **step-by-step process for quitting**, links them to important resources and encourages them to use 1-800-QUIT-NOW for outstanding support from **a trained Quit Coach®** -- at no cost and with very little time spent by you or your employees.

Functions of the Management Program:

To assist your organization with the **implementation of a tobacco policy**, the QUIT NOW Tool guides you through the necessary steps of tobacco **policy management** and provides you with important points of consideration along the way.

The component designed for policy management provides the following information:

- **Policy Development & Implementation**
- **Fundamental Policy Development Considerations**
- **Organizational Considerations**
- **Privacy & Confidentiality Concerns**
- **Training & Education**
- **Practical Steps for Training & Education**
- **Accessing Information**
- **Lifecycle of a Policy**
- **Policy and Communications Templates**

Functions of the Employee Program:

The employee portion of the QUIT NOW Tool is **NOT just for tobacco users**. In fact, encouraging employees who do not use tobacco to participate will foster a supportive work environment for your employees who are trying to quit. They need strong support while at work to overcome their addiction. The QUIT NOW Tool, along with 1-800-Quit-Now, helps to build support through a teamwork approach. The employee program is four distinct modules, the first of which is available for all employees to participate. The remaining modules guide a tobacco user through a comprehensive online cessation program while encouraging the utilization of the Indiana Tobacco Quitline (1-800-QUIT-NOW).

Employees who participate in the **QUIT NOW Tool** receive the following information:

- **Facts about tobacco**
- **Prevention of youth tobacco use**
- **Second-hand smoke**
- **Difficulty of quitting and how to be supportive**
- **Resources available for quitting and support**

Employees who participate in all **four modules of the QUIT NOW Tool** receive the following information:

- **Level of nicotine addiction**
- **Readiness to quit**
- **Reasons to quit tobacco**
- **Support to help you quit**
- **Preparing to make the decision to quit using tobacco**
- **The START method of quitting tobacco (National Cancer Institute)**
- **How to come up with an emotional, behavioral, and physical plan to quit**
- **Challenges, triggers, rationalizations and slippery situations**
- **Preparation on the day before Quit Day, Quit Day, First month of quitting**
- **How to stay tobacco free for life**
- **Relapses and slip-ups**

Statistics:

According to the 2008 Indiana Adult Tobacco Survey, more than 80% of Hoosier smokers want to quit. They are looking for support to become tobacco-free.

Smokers who have a strong support network are two to three times more likely to quit successfully (Clinical Practice Guideline for Treating Tobacco Use and Dependence).

58% of current smokers attempted to quit over the past year.

One out of every four smokers is ready to quit within the next 30 days. By enforcing a tobacco policy at your workplace and supporting your employees through cessation programs, you can help them take the steps to successfully quitting. Your organization will reap the benefits of a healthier, more productive and less costly workforce.

Company Costs:

Costs associated with tobacco use in Indiana are more than \$2.2 billion every year.

Lost productivity associated with tobacco use costs Indiana employers more than \$2.6 billion every year.

Average workers' compensation costs for a smoker are \$2,189 compared to only \$176 for a nonsmoker.

The CDC estimates that the economic costs of smoking are \$3,391 per smoker per year in direct medical costs and lost productivity.

Annual medical and life insurance costs decrease almost immediately by at least \$210 for each employee or dependent who quits smoking.

Employers are paying a higher cost for employees who use tobacco. Tobacco users cost them more in the following ways:

- Increased life insurance premiums
- Higher rates of absenteeism
- Increased time at work spent on smoking rituals
- Lower rates of productivity
- Increased risk of occupational injuries
- Greater disability claims
- Higher cleaning and maintenance costs
- Additional disciplinary actions

The Indiana Tobacco Quitline (1-800-QUIT-NOW):

The Indiana Tobacco Quitline is a free phone-based counseling service that helps Indiana smokers quit. Services include:

- One-on-one coaching for tobacco users who have decided to quit
- Resources for health care providers who want to improve patient outcomes
- Best practices for employers who want to implement smoke-free policies
- Support for family and friends who want to help loved ones stop smoking
- Tools for tobacco control partners to complement their current programs

Services are available seven days a week in more than 170 languages.
A trained quit coach will work with you and provide solutions tailored to your needs.

For support information, call the Indiana Tobacco Quitline today at 1-800-QUIT-NOW (800-784-8669).