



The American Cancer Society Quit Tobacco and Smoking Tool Kit

2013 Edition

As the American Cancer Society marks 100 years of progress in the fight against cancer, we are pleased to be working with your company to provide information and messages to help your employees stay well and reduce their risk of developing cancer. Resources such as these help raise awareness about the importance of not using tobacco and the steps employees can take to stay well, help them get well if they are battling cancer, and empower them to take action in the fight against the disease. Together we can make this cancer's last century.

Please be sure that the American Cancer Society is cited as your source of information when offering content to employees. All of the content in this document reflects updated information for 2013. Changing the text or content of this tool kit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer in the workplace.

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Moving from Awareness to Action

Nearly everyone in your company has probably been touched by cancer in some way – either personally or through the experience of a family member, friend, or co-worker. But did you know everyone in your company also has the power to help prevent cancer? Nearly half of all cancer deaths could be prevented if people did what we know works: eat right, exercise, avoid tobacco, and get regular check-ups. The American Cancer Society is here to help you encourage your employees to move from awareness to action. The power of prevention and early detection is clear:

- Regular cancer screening tests can prevent some types of cancer before they start or find them early, when treatment is most likely to be successful. Finding cancer early – when it's small and has not spread – could help increase the survival rates for cancers of the breast, colon, prostate, cervix, and skin.
- Cancers related to smoking and heavy use of alcohol could be avoided.
- One-third of all cancer deaths could be prevented if people stayed at a healthy weight, ate a healthy diet, and exercised regularly.
- Many skin cancer cases could be prevented if people protected themselves from the sun.

Healthy employees live longer, feel better, need fewer sick days, and help keep health care costs down. By encouraging your employees to get recommended cancer screening tests and take care of themselves by making healthy lifestyle choices, your organization is taking an important step toward creating a healthy workplace.

Together with the American Cancer Society, your company can fight cancer and help save lives by improving your employees' health and well-being, and benefit your organization's bottom line at the same time.

Addressing Tobacco Use within Your Company

Did you know tobacco use is the single largest preventable cause of disease and premature death in the United States? Are you aware that each year smoking accounts for about 443,000 premature deaths and about 49,400 non-smokers die as a result of exposure to secondhand smoke? (*American Cancer Society Cancer Facts & Figures 2013*)

It turns out that a majority of adult smokers say they want to quit; though without help, few succeed. As an employer, you can benefit from helping your employees with their efforts to quit tobacco. For each employee who successfully quits tobacco, an employer can expect to see an annual savings of about \$5,800 (Source: Ohio State University, 2013). Your company can help lower the number of tobacco deaths and save lives from cancer by promoting the importance of quitting and avoiding all tobacco products, along with a long-term plan to implement a smoke-free workplace policy. Research shows that when employers have a smoke-free policy, smokers are more likely to quit. In addition, a tobacco-free policy in your workplace will send a clear message to employees and the community that you care about their health and safety.

Employers are disproportionately affected by tobacco use, but they are uniquely positioned to bring change by establishing tobacco-free policies, providing effective tobacco-cessation benefit coverage, and implementing workplace-based tobacco-cessation initiatives. (Source: CEO Cancer Gold Standard Implementation Guide) Today, tobacco-cessation treatment continues to be one of the most effective ways to reduce health care costs and increase productivity. To support your efforts in the workplace, use this tool kit as part of a year-long health promotion or wellness program. These resources can also be used to promote the American Cancer Society Great American Smokeout® on the third Thursday in November every year.

Working with the American Cancer Society, you can educate your employees about steps they can take to quit tobacco. Use the following strategies to address tobacco risks in the workplace:

- **Establish tobacco policies and restrictions.** Banning tobacco use at worksites greatly reduces exposure to toxins and carcinogens, such as carbon monoxide and benzene. It can also improve employees' lung function and reduce symptoms related to airborne smoke.
- **Create a comprehensive cessation benefit.** The most effective tobacco cessation benefits cover proven treatment options with no out-of-pocket expenses. Providing full (100%) coverage for tobacco-cessation medicines and counseling increases the use of these aids and greatly affects long-term quitting success.
- **Establish workplace tobacco-cessation initiatives.** To improve the health of its employees, a company should offer programs and services to educate employees about steps they can take to quit using tobacco. Coaching services are clinically proven to help a tobacco user quit successfully. The main components of successful programs include proactive counseling and access to cessation medicines. Other programs include on-site support groups to help employees quit tobacco, promotion of the Society's Great American Smokeout, and use of communication channels to educate employees about the link between tobacco and cancer and other health problems, such as heart disease, stroke, and emphysema.

Benefits of a Tobacco-free Workplace Policy

For employees

- A tobacco-free environment helps create a safe, healthy workplace.
- A well-planned and carefully implemented effort by the employer to address the effects of tobacco on employees' health and the health of their families shows the company cares.
- Workers who are bothered by tobacco will not be exposed to it at work. Secondhand smoke contains many chemicals that can irritate and damage the lining of the airway.
- Tobacco users appreciate a clear company policy about smoking and using smokeless tobacco at work.
- Managers are relieved when there is a clearly defined process for dealing with tobacco in the workplace.

For the employer

- A tobacco-free environment helps create a safe, healthy workplace.
- Direct health care costs to the company may be reduced.
- Maintenance costs go down when smoke, matches, and cigarette butts are eliminated in facilities.
- Office equipment, carpets, and furniture last longer.
- It may be possible to negotiate lower health, life, and disability coverage because employee tobacco use is reduced.
- The risk of fire is lower.

Source: Centers for Disease Control and Prevention. *Save Lives, Save Money: Make Your Business Smoke-Free*. June 2006. Available at www.cdc.gov/tobacco/basic_information/secondhand_smoke/guides/business/index.htm

Strategies for Promoting a Tobacco-free Workplace Policy

Employers can take many steps to reduce tobacco and smoking-related costs and the human toll of tobacco use. Here are strategies your company can choose when developing your tobacco-free workplace policy:

Policy change	<ul style="list-style-type: none"> • Implement a tobacco-free workplace policy. • Use the American Cancer Society Quit Tobacco and Smoking Tool Kit.
Smoking cessation health benefits	<ul style="list-style-type: none"> • Provide coverage for tobacco-cessation counseling. • Provide coverage for medicines to aid smoking cessation. • Financially support multiple quit attempts by the tobacco user, if necessary. • Offer tobacco-cessation information and literature through a year-round communications plan.
Corporate Gold Standard	<p>Policy:</p> <ul style="list-style-type: none"> • Implement a tobacco-free workplace policy. • Support tobacco cessation through health benefits. • Provide coverage for tobacco-cessation counseling. • Provide coverage for medicines to help smokers quit. • Financially support multiple quit attempts by the tobacco user, if necessary. • Offer tobacco-cessation information and literature through a year-round communications plan. <p>Cessation initiatives:</p> <ul style="list-style-type: none"> • Provide employee incentives to stop using tobacco. • Provide information on the benefits of quitting. • Offer other wellness activities. • Participate in the American Cancer Society Great American Smokeout®. <p>Links with health care systems:</p> <ul style="list-style-type: none"> • Provide initiatives or incentives to encourage doctors to refer patients to cessation services. • Assist doctors in systematically linking to tobacco cessation resources.

A Sample Tobacco-free Workplace Policy

Here is a model tobacco-free policy provided by the American Cancer Society that you can use to create your own.

[COMPANY]'S TOBACCO-FREE POLICY

Because we recognize the hazards caused by exposure to environmental tobacco smoke, it shall be the policy of [COMPANY], effective [DATE], to provide a smoke-free environment for all employees and visitors. This policy covers the smoking of any tobacco product and the use of oral tobacco products or "spit" tobacco, and it applies to both employees and non-employee visitors of [COMPANY].

Definition

1. No use of any tobacco products will be allowed within the facilities at any time.

The decision to provide or not provide designated smoking areas outside the building will be at the discretion of management or other decision-making body.

The designated smoking area will be located at least 20 feet from the main entrance. (Some companies may want to establish a larger smoke-free zone, choose a different location for smoking, or not allow smoking on their property.)

All materials used for smoking in this area, including cigarette butts and matches, will be extinguished and disposed of in appropriate containers. Supervisors will ensure periodic clean-up of the designated smoking area. If the designated smoking area is not properly maintained (for example, if cigarette butts are found on the ground), it can be eliminated at the discretion of management or other decision-making body.

(For a policy that extends smoke-free to include all of the company property, substitute the following: No use of tobacco products is permitted within the facilities or on the property of [COMPANY] at any time.)

2. No tobacco use in any company vehicle.

There will be no use of any form of tobacco in [COMPANY] vehicles at any time.

There will be no tobacco use in personal vehicles when transporting persons on [COMPANY]-authorized business.

3. Breaks

Supervisors will discuss the issue of taking breaks with their staff, both tobacco users and non-users. Together they will develop effective solutions that do not interfere with the productivity of the staff.

Procedure

1. Employees will be informed of this policy through signs posted in [COMPANY] facilities and vehicles, newsletters, inserts in pay envelopes, the policy manual, email, and/or orientation and training provided by their supervisors.
2. Visitors will be informed of this policy through signs, and it will be explained by their hosts.
3. The [COMPANY] will help employees who want to quit using tobacco by helping them access recommended tobacco-cessation programs and materials.
4. Any violations of this policy will be handled through the standard disciplinary procedure.

Getting Organized

Identify one key staff person to coordinate the development and implementation of a tobacco-free policy, one policy tailored to the size, type, and culture of your organization:

- Consider forming a committee to help develop and implement the policy.
- Ideally, this committee would include representatives from management, union (if applicable), smokers, former smokers, nonsmokers, people who use other forms of tobacco, and diverse groups.
- Determine who in your corporation must review (e.g., legal counsel) and who must sign off on the new policy and implementation plan.

Assess your company and outline your policy objectives:

- Provide an inviting, safe, and healthy environment for customers and employees by protecting them from secondhand smoke.
- Reduce costs associated with tobacco use (e.g., employer and employee health care costs, absenteeism, building maintenance).
- Reduce likelihood of litigation related to impact of secondhand smoke on employees.
- Review your organization's current tobacco policy.

Evaluate how it's perceived:

- Review existing health benefit coverage or other company support to help employees and their families quit using all forms of tobacco.
- Identify the strengths and weaknesses within the organization that would impact implementation of a new policy (e.g., attitudes of management and employees).
- Review best practices and lessons learned from other corporations that have implemented tobacco-free workplace policies.

Developing the New Tobacco-free Workplace Policy

Policies can include:

- Purpose of the policy and its link with organizational values and strategy
- People affected by the policy (e.g., employees, customers, visitors, vendors)
- Identification of where tobacco use is prohibited (and permitted, if anywhere*)
- Enforcement and consequences of noncompliance
- Identification of support available for tobacco users who want to quit (e.g., counseling, medications, benefit coverage)
- Effective date of policy and transition steps

* It's strongly recommended that the policy prohibit tobacco use in company facilities and vehicles and on company grounds. Permitting smoking in designated areas, including separately ventilated areas, is strongly discouraged. Secondhand smoke is a health hazard. Ventilation technologies do not sufficiently protect people from the harmful effects of breathing in secondhand smoke.

Develop action steps, timetable, and staff accountability for implementation:

- Communicate the policy and support available to those who use tobacco (companies typically notify employees 1 to 4 months in advance; some companies provide an even longer time frame).
- Educate and support employees (companies might consider educating employees about the dangers of all forms of tobacco and secondhand smoke before announcing the new policy).
- Prepare management and supervisory staff.

Consider coordinating your activities around key calendar events:

- The American Cancer Society's Great American Smokeout held annually on the third Thursday in November
- The World Health Organization's World No Tobacco Day, held in May
- Early January, to coincide with New Year's resolutions

When communicating the policy and educating employees:

- Make it clear that management fully supports the policy (e.g., announcement could be accompanied by letter from CEO).
- Consider holding meetings with supervisors before the announcement.
- Extensively communicate through staff meetings; notices posted throughout the workplace; fact sheets in pay envelopes; intranet, email, speakers/presentations; and others.
- Amend employee handbooks, rules of employment, training materials, and policy/procedure manuals to include the new policy and enforcement procedures.
- Seek employee feedback so questions and concerns can be addressed.
- On the effective date of the policy, it's important that the following be in place: signage, tobacco-cessation and support, and facility changes (if any).
- Give employees a way to ask questions and make comments, such as a designated email box.
- Develop a document (1 to 2 pages) with answers to frequently asked questions. Post on the company intranet, monthly newsletters, and in break rooms.

Consider offering support to tobacco users who want to quit. Decide what support the company can offer to help them change their behavior. Support services should be in place before instituting a tobacco-free workplace policy and can include:

- Tobacco cessation support groups or counseling at the workplace.
- Financial coverage for classes and counseling through health plans (covering both employees and their families).
- Coverage for medicines.
- Encouragement of use of telephone quitlines.
- Communicating availability of community-based quit programs and self-help materials.
- Distributing information on benefits of quitting, how to prevent relapse for those who have quit, and how tobacco users can get the support of their colleagues and family members as they try to quit.

Coverage of Services

Be sure that your corporate benefit plan covers tobacco cessation therapies and medicines. Tobacco-cessation programs are most successful when they're designed to:

- Cover the cost of counseling services, including proactive telephone counseling, individual counseling, or classes.
- Offer FDA-approved drug therapies.
- Offer counseling sessions over a period of several weeks.
- Reduce out-of-pocket expenses for employees who wish to make a quit attempt.

Nicotine replacement therapy is supplied as a gum, skin patch, nasal spray, or inhaler. It works by providing a substitute source of nicotine, without the other harmful components of cigarette smoke. Nicotine replacement therapy can reduce or eliminate the withdrawal symptoms many have when they quit smoking.

Zyban® (bupropion hydrochloride) and Chantix® (varenicline) are no-nicotine medicines available by prescription. Zyban reduces the symptoms of nicotine withdrawal by acting on chemicals in the brain related to nicotine cravings. Chantix lessens pleasure from smoking and reduces symptoms of withdrawal.

Type of cessation aid	Brand name
Nicotine gum	Nicorette
Nicotine patch	Nicoderm CQ, Nicotrol
Nicotine spray	Nicotrol NS
Nicotine inhaler	Nicotrol inhaler
Bupropion hydrochloride	Zyban
Varenicline	Chantix

Enforcing the Tobacco-free Workplace Policy

When changing or adding restrictions to standards of conduct, it's a good idea to let employees know formally. Putting policies in writing has several advantages:

- It enables managers and subordinates to clearly understand individual and group boundaries and responsibilities.
- It's formalized to ensure that all employees are getting the same information.
- It can be referred to when/if an employee commits an infraction.
- The organization will be able to prove compliance with federal and state laws that may require you to have anti-harassment rules, no-smoking policies, or drug-free workplace rules.

Follow these guidelines to help make certain a policy is implemented and applied:

- Policy manuals should be updated and easily accessible to all employees.
- Employees should sign a document stating they have read, understood, and agree to follow the company policy.
- The signed document should be retained in the employee's personnel file.
- Training should be provided for supervisors and employees, when applicable.
- Discipline should be applied consistently to all individuals in similar circumstances.
- Supervisors should be fully advised of their responsibility in implementation, and should perform scheduled inspections to ensure that work areas and employees are conforming to policy specifications.
- Provide training to management 2 to 4 weeks before implementation of policy.
- Describe the policy and outline situations they may have to deal with, such as tobacco use in washrooms and company vehicles.
- Train receptionists, custodians, security staff, and others on how to advise visitors, contractors, and members of the public about the new policy.
- Stress that you expect success.
- The best enforcement procedure is the same as is used for other drug-free workplace policies.

Handling Tough Questions

Implementing a new tobacco-free workplace policy creates questions and concerns on the part of employees. Many companies report receiving less negative feedback than expected; however, it's important to be ready to handle questions and concerns you may receive, particularly from those who use tobacco. Below are a few questions and possible responses related to the company's new tobacco-free workplace policy.

Q: We have always been allowed to use tobacco. Why has the company decided to make this change?

A: Our company cares about the health and well-being of our employees.

- Secondhand smoke has been classified by the US Environmental Protection Agency (EPA) as a Group A carcinogen – a category reserved only for the most dangerous cancer-causing agents in humans.
- A 1992 EPA report concluded that there is a strong association between secondhand-smoke exposure and lung cancer.

- Increasingly, scientific evidence shows that tobacco use is dangerous to our health, and that many health issues are associated with secondhand smoke, which affects our non-smoking employees.

Q: Our company has always had a designated smoking area. Why is this being eliminated?

A: Data shows that designated areas do not protect non-smokers from the effects of secondhand smoke. Smoke can enter the non-designated areas through the building's air handling system. This exposes non-smokers to the toxins in cigarette smoke. Secondhand smoke can worsen existing lung problems in people with asthma and chronic bronchitis, and can cause eye irritation, sore throats, and nausea.

Q: As a smoker, isn't it my right to have a smoking area?

A: Smoking is not a right; it's a choice. Our organization is not saying you cannot smoke; we are saying that you cannot smoke or use any other form of tobacco on company property. Our company has the responsibility to protect our non-smokers from harmful tobacco smoke and to provide all employees with a safe and healthy workplace.

Q: I am probably going to have to look for a job where tobacco use is allowed on site.

A: Although it would be unfortunate to lose any of our valued employees, we understand if you feel you must seek employment elsewhere.

Q: Tobacco use doesn't interfere with our production. Why is it being banned?

A: Tobacco use does interfere with productivity and our rising health care costs. Smokers are absent from work more frequently than non-smokers and they visit health care facilities about six times more often than non-smokers.

Q: Won't we lose customers who use tobacco over this?

A: Many companies nationwide have tobacco-free work environments. Most customers will respect our decision to provide a safe, healthy, tobacco-free environment for our employees.

Q: If I do decide to quit using tobacco, will the company be willing to help me absorb the financial cost?

A: If yes, give employees a list of available counseling services and medicines the company is willing to cover. If not, give the employee a list of tobacco-cessation programs available within the community. You may refer employees to the American Cancer Society's toll-free number, 1-800-227-2345, available 24 hours a day, 7 days a week, for information on telephone counseling services and local resources.

Q: If we have to smoke outside, what will we do in bad weather?

A if property is designated totally tobacco-free – which is preferable: If you choose to smoke, you will have to do so while not on company property or in company vehicles.

A if designated smoking areas are provided – less preferable to totally tobacco free: If you choose to smoke, you will have to do so in the company-designated smoking area. Unfortunately, smoking outdoors may mean experiencing bad weather. If you're interested in quitting, we can provide you with tobacco-cessation information. (If your company is going to allow smoking outside, explain where the designated smoking areas will be located.)

Q: If everyone in my area smokes, why do we have to go outside?

A: Unfortunately, smoke enters the ventilation system and affects non-smokers in other parts of the building. Our goal is to provide an environment that protects our employees from the effects of secondhand smoke.

Q: Aren't you worried that making us smoke outside will cause smoking employees to be less productive?

A: Our company has a policy regarding the length of breaks. Non-smokers and smokers are both expected to observe the allotted break time. Employees who smoke are not allowed to take longer or more frequent breaks than non-smoking employees.

Quitting Tobacco and Smoking Activities for the Workplace

Need ideas to make tobacco cessation successful at your company? Try one or more of these tried and true methods to attract and keep your employees' attention:

Adopt a Smoker

Encourage non-smoking employees to adopt a smoker. The non-smoking employee will commit to being available for the smoker trying to quit tobacco. Hold an informal sign-up breakfast for smokers and non-smokers who are willing to adopt a fellow employee.

Department Competition

Create a competition between departments or regional offices to collect the most "kept" pledges to quit tobacco.

Stop-Using-Tobacco Stations

Set up stations where tobacco users can trade cigarettes or smokeless tobacco products for nicotine replacement therapies (e.g., gum, lozenges, or patches), chewing gum, carrot sticks, or lollipops.

Incentives

There's nothing like an incentive to help strengthen the motivation to quit. Offer a cash prize or gift card for tobacco users who quit on or before a certain date (e.g., the American Cancer Society Great American Smokeout) and remain tobacco-free for 6 months or 1 year. If your budget is tight, enter all names into a drawing for a single prize.

On-site Health Activities

Consider arranging this outreach as part of an employee health promotion or wellness program. Arrange for blood pressure screenings, fitness activities, and healthy diet counseling for tobacco users trying to quit, as well as for non-users.

Promote the Great American Smokeout

The third Thursday in November each year is the Great American Smokeout, and the American Cancer Society continues its legacy of providing free resources (available at cancer.org/smokeout) to educate employees about the steps they can take to quit smoking. The Great American Smokeout inspires and encourages smokers to quit for one day. This event is a terrific opportunity to encourage people to make a long-term plan to quit for good. Customize any of the tools in this kit to support your Great American Smokeout promotions.

Cold Turkey

Feature a "cold turkey" special on the company cafeteria menu, and give turkey sandwiches to those who have pledged to quit for the day. When promoting the Great American Smokeout, raffle a turkey for Thanksgiving to participants or hold a company drawing for one.

Empathy Pledge

Give a special badge (available at cancer.org/smokeout) to employees who are quitting or those who are supporting them. Ask non-smokers to give up something, too. Design pledge cards for the non-smokers so they can indicate what they will give up, such as coffee, chocolate, or soft drinks.

American Cancer Society Programs and Services

Most adult smokers say they want to quit, but only a few succeed when they try. Help employees who use tobacco improve their health and reduce their risk of serious illness by supporting their efforts to quit. As an employer, you'll benefit, too. For each employee who successfully quits tobacco, an employer can expect to see an annual savings of about \$5,800 (Source: Ohio State University, 2013). Here are some more workplace resources available through the American Cancer Society:

The Quit For Life[®] Program and Mobile App Brought to You by the American Cancer Society and Alere Wellbeing

Quit For Life, the nation's leading tobacco-cessation program, provides evidence-based telephone and web coaching to help tobacco users quit for good. The American Cancer Society and Alere Wellbeing have helped more than 1 million people quit.

Tobacco users looking for a pocket-friendly version of a cessation program now have access to the Quit For Life[®] mobile app. You don't have to participate in the Quit For Life program to use it. The free app provides smartphone users with a downloadable tool that supports them throughout the quit process, helping them set a Quit Date, identify reasons for quitting, and conquer cravings once they've quit. The app is available on both iOS and Android platforms.

To learn more about Quit For Life, visit www.quitnow.net. To learn more about the free mobile app, download it on your smartphone or visit alere wellbeing.com/quit-for-life/.

American Cancer Society Freshstart[®] Program

The American Cancer Society Freshstart program is a pragmatic approach to quitting smoking that focuses on active participation and group support. To implement the program in your organization, a company representative needs to complete Freshstart facilitator training. After completing the training, the company representative will be responsible for promoting and leading employees through each group Freshstart session. Learn more at acsworkplacesolutions.com/freshstart.asp.

Quitting-Tobacco Promotion Tools

Try one or more of the following materials to complement your company's promotional efforts: email blasts, newsletters, direct-mail postcards, electronic desktop helpers, personal testimonials, and healthy recipes.

Direct-mail Postcards, Brochures, and Posters

The American Cancer Society print-on-demand system lets your organization access, order, and print a variety of affordable collateral pieces developed to promote tobacco-cessation within your organization (there is a charge for some items). On the [print-on-demand site](#) you will find customizable promotional materials like posters, postcards, plus some incentive prizes like sports towels, exercise bands, t-shirts, pedometers, etc.

This website is completely separate from any other ACS websites so you will need to create a new account. If you look just above the blue Login button on the sign in screen, there's a link that says "First time user? Register here". That's what you select to create a new account. Here are the instructions for logging in and placing an order:

Log-in or create a new account

For users with **assigned usernames and passwords** the website URL to access the site is:

<http://acspod.mechpod.com/acs>

Enter the username and password that was assigned to you, and then click "Login"

If you are registering on the site for the first time, go to: <http://acspod.mechpod.com/acs>

Select **First time user, Register Here** from the main page

Select **Company first-time user**, and type in your company name.

Create your user profile.

Click **I confirm the information is correct**

Then click **Save and Continue**

Shop for materials

Select the ACS program name from the **Programs** drop down on the top of the main screen; for example, choose **Tobacco**, then select **Freshstart** on the left hand side of the screen when searching for Freshstart materials, then browse through the screens or click the type of material you are looking for on the left-hand side.

If you need assistance, please call Pitney Bowes customer service at: [248-488-5120](tel:248-488-5120)

Desktop Helpers

Encourage your employees to visit cancer.org/smokeout to download the “Quit Clock countdown to quitting” desktop helper, or, once they’ve quit, the “Craving Stopper” desktop helper.

Email Blasts

It’s always a good time to remind employees about all the health benefits that come from quitting and avoiding tobacco products. When promoting the Great American Smokeout, begin sending the included email blasts at least 4 weeks before the event. You can also print and distribute this information before or after shift changes; or post it on a bulletin board, refrigerator, or vending machine in staff breakrooms.

- Email Blast 1: Put Money Back in Your Wallet
- Email Blast 2: Double Your Chances of Quitting Tobacco
- Email Blast 3: Set a Quit Day: You Can Do It!
- Email Blast 4: Your Quit Day is Coming
- Email Blast 5: Suggestions for Your Quit Day

Newsletter Inserts

- Five Keys to Quitting
- Helping a Smoker Quit: Do’s and Don’ts
- Kids and Tobacco

Personal Testimonials

Many people have successfully quit all forms of tobacco products. Consider featuring these individuals in the company newsletter, through an email blast, on your company intranet, or on a sign posted on an easel outside designated smoking areas. Encourage them to talk about why they quit and what benefits they’ve noticed.

Quitting Tobacco Quiz

Tobacco users can test their knowledge about tobacco and the benefits of quitting.

Healthy Recipes to Fight Weight Gain

Most people are concerned about weight gain when quitting tobacco. Cooking from healthy recipes will give employees trying to quit something to do with their hands – helping them stay smoke-free and giving them a delicious, healthy meal. You can find lots of healthy recipes at cancer.org/recipes or in our American Cancer Society cookbooks, available for purchase at cancer.org/bookstore.

Email Blasts

These email blasts can also be used as newsletter inserts.

Email Blast 1: Put Money Back in Your Wallet

We all know that smoking causes a range of health problems, but have you thought about how it affects your wallet? In 2009, the federal tobacco tax increase added 62 cents to the price of each pack of cigarettes – bringing the total tax to \$1.01 per pack. This tax and the current economy might be just the extra motivation you need to finally quit for good. According to the Campaign for Tobacco-Free Kids, a pack-a-day smoker, on average, will spend about \$1,930 on cigarettes each year. [Figure out how much you spend on smoking.](#)

Beyond the extra savings on cigarettes, quitting smoking could also save you the cost of breath mints, cough drops, and cleaning expenses for your clothes, home, and car. And on top of these savings, you and your family will benefit even more over time. You can avoid many costs from doctor visits and medicines for the diseases and other health issues caused by smoking or by exposure to secondhand smoke.

The average person makes 7 to 10 attempts before quitting for good, but you can beat the odds by contacting the American Cancer Society. Put your money back in your wallet, and find out what steps you can take to stop smoking for good! Call 1-800-227-2345, 24 hours a day, 7 days a week, or visit cancer.org.

Email Blast 2: Increase Your Chances of Quitting Tobacco

Quitting tobacco isn't easy, but it's a fight you can win. By using one or more of the following ideas, you increase your chances of quitting for good! To learn more about them or find local resources, contact the American Cancer Society at 1-800-227-2345. Or visit cancer.org/programsandservices, type in your ZIP code, and use the drop-down menu to find tobacco-cessation programs in your area.

- **Self-help materials** are available to help you quit, no matter where you are in the process. These materials can help you learn how to prepare for your quit attempt, develop strategies to cope with cravings, and prevent relapse once you have quit. The self-help materials offer proven methods that are easy to follow and can help keep you motivated when things get tough.
- **Support programs** can be found in a variety of forms – group tobacco-cessation programs, Internet resources, referral programs, or support groups.
- **Telephone counseling** is a proven method that will help you stay focused on your reasons for quitting.
- **Nicotine replacement therapy** can relieve many of the nicotine withdrawal symptoms that occur when a person stops using tobacco. Prescription medicines like Bupropion (Zyban) and Varenicline (Chantix) may also help you quit. Using medicine can increase your chance of successfully quitting. Ask your doctor about a strategy that might work for you.

Email Blast 3: Set a Quit Day: You Can Do It!

Are you planning to quit tobacco? Research shows that if you pick a quit day that's within the next 30 days and stick to it, you'll be more likely to succeed in quitting. Here are some other ways to prepare for your quit day:

- Pick the date and mark it on your calendar.
- Tell friends and family about your quit day.
- Download the Quit Clock desktop helper from cancer.org/smokeout. The Quit Clock allows you to plug your quit day into your computer, and then counts down to the selected day. Each morning, a new tip comes up to help you prepare to stop using tobacco.
- Stock up on oral substitutes – sugarless gum, carrot sticks, or hard candy.
- Think back to your past attempts to quit. Try to figure out what worked and what didn't work for you.

There is no one right way to quit. Quitting tobacco is a lot like losing weight – it takes a strong commitment over a long period of time. Tobacco users may wish there was a magic bullet – a pill or method that would make quitting painless and easy, but, unfortunately, there's nothing like that on the market. Nicotine substitutes can help reduce withdrawal symptoms, but they are most effective when used as part of a plan that addresses both the physical and psychological components of quitting tobacco.

Quitting isn't easy, but you can do it! To get help quitting, call the American Cancer Society any time, day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Email Blast 4: Your Quit Day is Coming!

Your quit day is coming up. You might be nervous, but you can do it! Here are some ways to prepare:

- Download special badges and cards from cancer.org/smokeout, and let your friends, family, and co-workers know what you're going through and how they can help.
- Download the Craving Stopper from cancer.org/smokeout. The Craving Stopper will give you encouragement and tips for 30 days to help you succeed in quitting. You can even play a 2-minute game to distract yourself — that's the time it usually takes for a tobacco craving to subside.
- Get rid of all the tobacco, cigarettes, and ashtrays in your home, car, and workplace.
- Decide on a plan. Will you use nicotine replacement therapy or other medicines? You might need to start taking prescription medicines before your quit day, so build in that time if necessary.
- Will you attend a cessation class? If so, sign up now.
- Practice saying, "No, thank you. I don't smoke/chew."
- Set up a support system. This could be a group class, Nicotine Anonymous, or a friend or family member who has successfully quit and is willing to help you. Ask family and friends who still use tobacco not to do it around you and not to leave cigarettes or tobacco out where you can see them.

Remember, there is no one right way to quit – do whatever works for you! To get help, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Email Blast 5: Suggestions for Your Quit Day

Successfully quitting tobacco is a matter of planning and commitment, not luck. Decide now on your own plan. Some options include using nicotine replacement therapy, joining a cessation class, going to Nicotine Anonymous meetings, and using self-help books and pamphlets. For the best chance at success, your plan should include one or more of these options.

On your quit day, follow these suggestions:

- Do not use tobacco – not even one puff or chew!
- Stay active – try walking, exercising, or doing other activities or hobbies.
- Drink lots of water and 100% juices.
- Start using nicotine replacement if that's your plan.
- Attend a cessation class or start following a self-help plan.
- Avoid situations where the urge to smoke or use tobacco is strong.
- Limit or avoid alcohol.
- Think about changing your routine: Use a different route to get to work. Drink tea instead of coffee. Eat breakfast in a different place or eat different foods.

To get help quitting, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Newsletter Inserts

These newsletter inserts can also be used as e-mail blasts.

Newsletter Insert 1: Five Keys to Quitting

1. Get ready.

- Set a quit date.
- Change your environment:
 - Get rid of all tobacco, cigarettes, and ashtrays in your home, car, and workplace.
 - Don't let people use tobacco in your home.
- Go over your past attempts to quit – think about what worked and what didn't.
- Once you quit, don't go back – not even one puff or chew!

2. Get support and encouragement.

Studies have shown that you have a better chance of succeeding if you have help.

- Tell your family, friends, and co-workers that you are going to quit and want their support. Ask them not to smoke or use any type of tobacco around you, and ask them to keep their cigarettes and tobacco out of sight.
- Tell your health care provider (e.g., doctor, dentist, nurse, pharmacist, psychologist, or cessation counselor) about your decision to quit.
- Get individual, group, or telephone counseling. Programs are often given at local hospitals and health centers. Call 1-800-227-2345 for information about programs in your area.

3. Learn new skills and behaviors.

- Try to distract yourself from urges to use tobacco. Talk to someone, go for a walk, or get busy with a task.
- When you first try to quit, change your routine. For example, use a different route to work or take the stairs instead of the elevator.
- Do something to reduce your stress – take a hot bath, exercise, or read a book.
- Plan to do something enjoyable every day.
- Drink a lot of water and other fluids.

4. Get medicine, and use it correctly.

Medicines can help you stop smoking and lessen your urge to smoke. The US Food and Drug Administration (FDA) has approved the following medicines to help you quit smoking:

- **Available by prescription**—Bupropion (Zyban), Varenicline (Chantix), nicotine inhaler, nicotine nasal spray
- **Available over the counter**—nicotine gum, nicotine patch, and nicotine lozenges

Remember to ask your health care provider for advice and carefully read the information and follow the instructions on the package.

5. Be prepared for a relapse or difficult situations.

Most relapses occur within the first 3 months after quitting. Don't be discouraged if you start smoking or chewing again. Remember, most people try several times before they finally quit for good. Here are some difficult situations to watch for:

- **Alcohol.** When you drink alcohol, it lowers your chances of success. It's best to avoid drinking.
- **Other tobacco users.** When you're around people who use tobacco, it can make you want to do it, too. It's best to avoid them for now.
- **Weight gain.** Many smokers gain weight when they quit, usually less than 10 pounds. Eat a healthy diet, and stay active. Don't let weight gain distract you from your main goal – quitting smoking. Some smoking-cessation medicines may help delay weight gain.
- **Bad mood or depression.** There are a lot of ways to improve your mood other than smoking or chewing (take a walk or watch a funny movie).

If you are having problems with any of these situations, talk to your doctor or other health care provider.

Newsletter Insert 2: Helping Someone Quit Tobacco: Do's and Don'ts

General Hints for Friends and Family

- **Do** respect that the quitter is in charge. This is their lifestyle change and challenge, not yours.
- **Do** ask the person if they want you to call or visit regularly to see how they are doing. Let the person know that it's OK to call you whenever they need to hear encouraging words.
- **Do** help the quitter get what they need, such as hard candy to suck on, straws to chew on, and fresh veggies cut up and chilled.
- **Do** spend time doing things with the quitter to keep their mind off tobacco—go to the movies, take a walk to get past a craving (what many call a “nicotine fit”), or take a bike ride together.
- **Do** help the quitter with a few chores, child care, cooking—whatever will help lighten the stress of quitting.
- **Do** celebrate along the way. Quitting tobacco is a big deal!
- **Don't** take the quitter's grumpiness personally during their nicotine withdrawal. The symptoms usually pass in about 2 weeks.
- **Don't** offer advice. Just ask how you can help with the plan or program they are using.

If Your Quitter “Slips”

- **Don't** assume that they will go back to using tobacco like before. A “slip” (taking a puff or chew, or even smoking a cigarette or two) is pretty common when a person is quitting.
- **Do** remind the quitter how long they went without tobacco before the slip.
- **Do** help the quitter remember all the reasons they wanted to quit, and encourage them to forget about the slip as soon as possible.
- **Don't** scold, nag, or make the quitter feel guilty. Be sure the quitter knows you care about them, regardless of whether they use tobacco.

If Your Quitter Relapses

Research shows that most people try to quit 7 to 10 times before they succeed. If a relapse happens, think of it as practice for when he will succeed. Don't give up your efforts to encourage and support your loved one. If the person you care about fails to quit:

- **Do** praise them for trying to quit and for whatever length of time (days, weeks, or months) of not using tobacco.
- **Do** encourage them to try again. Don't say, "If you try again" Say, "When you try again" Studies show that most people who don't succeed in quitting are ready to try again in the near future.
- **Do** encourage them to learn from the attempt. Things a person learns from a failed attempt to quit may help them be successful in a future attempt. It takes time and skills to learn to not use tobacco.
- **Do** say, "It's normal to not succeed the first time you try to quit. Most people understand this and know that they have to try to quit again. You didn't smoke/chew for 2 whole weeks this time. You got through the worst part. Now you know you can do that much. Now that you know you can get through the worst part, you can get even further next time."

If You Use Tobacco and Someone You Know is Trying to Quit

- **Do** smoke outside and always use tobacco away from the quitter.
- **Do** keep your chew, cigarettes, and matches out of sight – they might be triggers for your quitter to slip.
- **Don't** ever offer the quitter tobacco, even as a joke!
- **Do** join your friend in his or her effort to quit. It's better for your health and might be easier to do with someone else who is trying to quit!

To get help quitting tobacco, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Newsletter Insert 3: Kids and Tobacco: Some Facts You Should Know

Did you know, every day, nearly 4,000 children smoke their first cigarette? Another 1,000 become regular, daily smokers, putting themselves at risk for nicotine addiction and the many diseases associated with smoking, including lung cancer.

Did you know almost all tobacco use begins during childhood and young adulthood? The Surgeon General's office says if young people can remain tobacco-free until they are 18, most will never start using it.

Did you know flavored cigarettes are against the law because they appeal to children – but flavored cigars aren't? Cigarette-sized cigars are available in flavors like grape, chocolate, and strawberry, and look like cigarettes. More than one-third of high school seniors have tried a cigar. Many smokeless products like chew, snuff, and dissolvable tobacco also come in candy-like flavors. So does the tobacco used in hookahs, a type of water pipe that's become popular in the US. A survey in 2011 found that about 26% of high school students had used hookahs.

Did you know e-cigarettes contain carcinogens and toxic chemicals, according to an analysis by the Food and Drug Administration (FDA)? One sample even included diethylene glycol, a toxic ingredient found in antifreeze. These products are easy for kids and teens to buy – they're readily available online and in shopping malls. And at this time, e-cigarettes, unlike FDA-approved nicotine replacement products or conventional cigarettes, do not have any health warnings.

Most importantly, did you know parents can do a lot to help keep their children from using tobacco?

- Set an example by not using tobacco yourself.
- If you use tobacco, you can still make a difference. Your best move, of course, is to try to quit. Meanwhile, don't use tobacco around your children, don't offer it to them, and don't leave it where they can easily get it.
- Talk to your children about the dangers of tobacco.
- Tell your children you expect them to never use tobacco – or if they're already using it, to quit.
- Be aware of what your children are doing and who their friends are.
- Network with other parents who can help you encourage children and teens to refuse tobacco.
- Encourage your children's schools to enforce tobacco-free policies.
- Enforce movie-age restrictions and discourage teens from playing video games that feature tobacco.

Personal Testimonials

Personal Testimonial: “Why I Quit!”

You could have an advocate for the American Cancer Society Great American Smokeout in your organization. Consider featuring staff members who have quit tobacco in your company newsletter, in an email blast, on your company intranet, or on a sign posted on an easel outside designated smoking areas. Encourage your employees to talk about why they quit and how it has benefitted them.

Ask them to share the following:

- Name
- Number of years using tobacco products
- Number of years without using tobacco products
- “Why I quit”
- How they quit
- Challenges of quitting
- Encouragements/coping strategies
- Life after quitting

Quitting Tobacco Quiz

Test your knowledge about tobacco and the benefits of quitting. You just may see why there's never been a better time to quit.

1. Currently, ___ US states have enacted strong smoke-free laws that include restaurants and bars.
 - a. 30
 - b. 18
 - c. 23
 - d. 42

Answer: a. 30

2. True or False? Each year, about 3,400 non-smoking adults die of lung cancer as a result of breathing secondhand smoke.

Answer: True

3. Within _____ hours after quitting smoking, the carbon monoxide level in your blood drops to normal.
 - a. 12
 - b. 24
 - c. 36
 - d. 48

Answer: a. 12 hours

4. True or False? In 47 states, the majority of adults who ever smoked have now quit smoking.

Answer: True

5. In the US, tobacco use is responsible for nearly _____ deaths.
 - a. 1 in 5
 - b. 2 in 5
 - c. 1 in 3
 - d. 1 in 2

Answer: a. 1 in 5

6. True or False? Smoking-related diseases remain the world's most preventable cause of death.

Answer: True

7. True or False? A smoker who quits at age 30 can expect to live about 5 years longer than a 30-year-old who continues to smoke.

Answer: False – Smokers who quit at age 30 can expect to live more than 10 years longer.

8. More than 7,000 chemicals have been identified in tobacco and tobacco smoke. Among those 7,000 individual ingredients, more than _____ compounds are known carcinogens (cancer-causing agents).
 - a. 60
 - b. 90
 - c. 120

d. 400

Answer: a. 60

9. True or False? Experts estimate that the 2009 cigarette tax increase led to an 8% increase in cigarettes sales that year.

Answer: False. Cigarette sales went down 8% after the tax increase in 2009 – one of the largest sales declines in years.

10. What is the average cost of a pack of cigarettes in the US?

- a. \$3
- b. \$5
- c. \$7
- d. \$10

Answer: b. \$5

To get help quitting, call the American Cancer Society, day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Lung Cancer PowerPoint Presentation

Educate your employees on the facts about lung cancer with this presentation created by the American Cancer Society.

Presentation Package

The presentation package includes a PowerPoint presentation and detailed script for delivering the information to your employees. To access the presentation, perform the following steps:

1. Log on to:
<http://www.cancer.org/acs/groups/content/@editorial/documents/document/lungcancerpowerpointpackageabr.pdf>
2. Save the PDF package to your personal computer. It includes speaker's notes and instructions for displaying the slides.

Expert Voices

The Expert Voices blog from the American Cancer Society is for anyone interested in cancer. On this blog, you can regularly spend a few minutes with the experts who really know about staying well and getting well when it comes to cancer. Expert Voices will give you more than the statistics: It will give you insight. And because it's from the American Cancer Society, the information will all be evidence-based, credible, and accurate.

Copy this URL into your browser:

<http://www.cancer.org/cancer/news/expertvoices/category/tobaccosmoking.aspx> and read the article "Light smoking as risky as a pack a day?" as well as a lot of other helpful blogs.