



3 WAYS TO QUIT WORKSITE TOOLKIT

STRATEGIES FOR CREATING A HEALTHIER WORKFORCE AND BOTTOM LINE



GETTING STARTED

As Florida businesses navigate the economic uncertainty of the future, it is increasingly important to consider costs, productivity losses, and staffing expenses to stay competitive in the marketplace.

Many businesses like yours are discovering that addressing something as simple as tobacco use in the workplace can have a profound effect on profitability. Keep in mind: each employee that becomes tobacco free will reduce the health care costs of your business and increase its overall productivity.

About 70 percent of smokers want to quit,¹ but quitting tobacco is tough. This toolkit is designed to help your business utilize Tobacco Free Florida's 3 Free & Easy Ways to Quit program to provide your employees with the tools they need to become tobacco free. Equipping your employees with the resources to quit tobacco isn't just good for them; it's great for your business.

Contact your local Tobacco Free Florida representative.

It may be difficult to know where to start, so don't hesitate to reach out to a local Tobacco Free Florida representative. They can assist you in identifying appropriate tobacco cessation treatment services for your business and guide you through the steps to creating a supportive workplace for employees trying to quit tobacco. Visit tobaccofreeflorida.com/business for more information and to find a representative in your county.

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TOBACCO USE AND YOUR BOTTOM LINE

Recent studies of the private-sector across the United States have found employees who smoke cost businesses thousands of dollars each year in lost productivity when compared to non-smoking employees.² This cost to Florida businesses like yours comes primarily in the form of productivity losses.

TOBACCO USE DECREASES YOUR PRODUCTIVITY

Tobacco is the leading contributor to lost productive work time.³ Businesses like yours lose an average of \$4,056 per smoker every year in lost productivity.² Workers who smoke at least one pack of cigarettes a day experience 75 percent more lost productive time than nonsmoking workers.³ Just three 15-minute smoke breaks a day add up to more than a week of lost time in one year.

CALCULATE HOW MUCH TOBACCO COSTS YOU^{2,4}

To calculate the potential effects of tobacco use on your bottom line, use the formula below to see how much your business is likely to lose due to tobacco use. The results may surprise you.

Do the math:

Take the total number of business employees and multiply it by 16.8 percent - the smoking rate in Florida. The result is the estimated number of smokers your business employs.

$$\boxed{} \times \boxed{0.168} = \boxed{}$$

Total # of Employees **Florida Smoking Rate** **# of Smokers**

Next, if you take the number of smokers and multiply it by \$4,056 – the estimated cost of lost productivity – the result is the total lost productivity cost for your business each year.

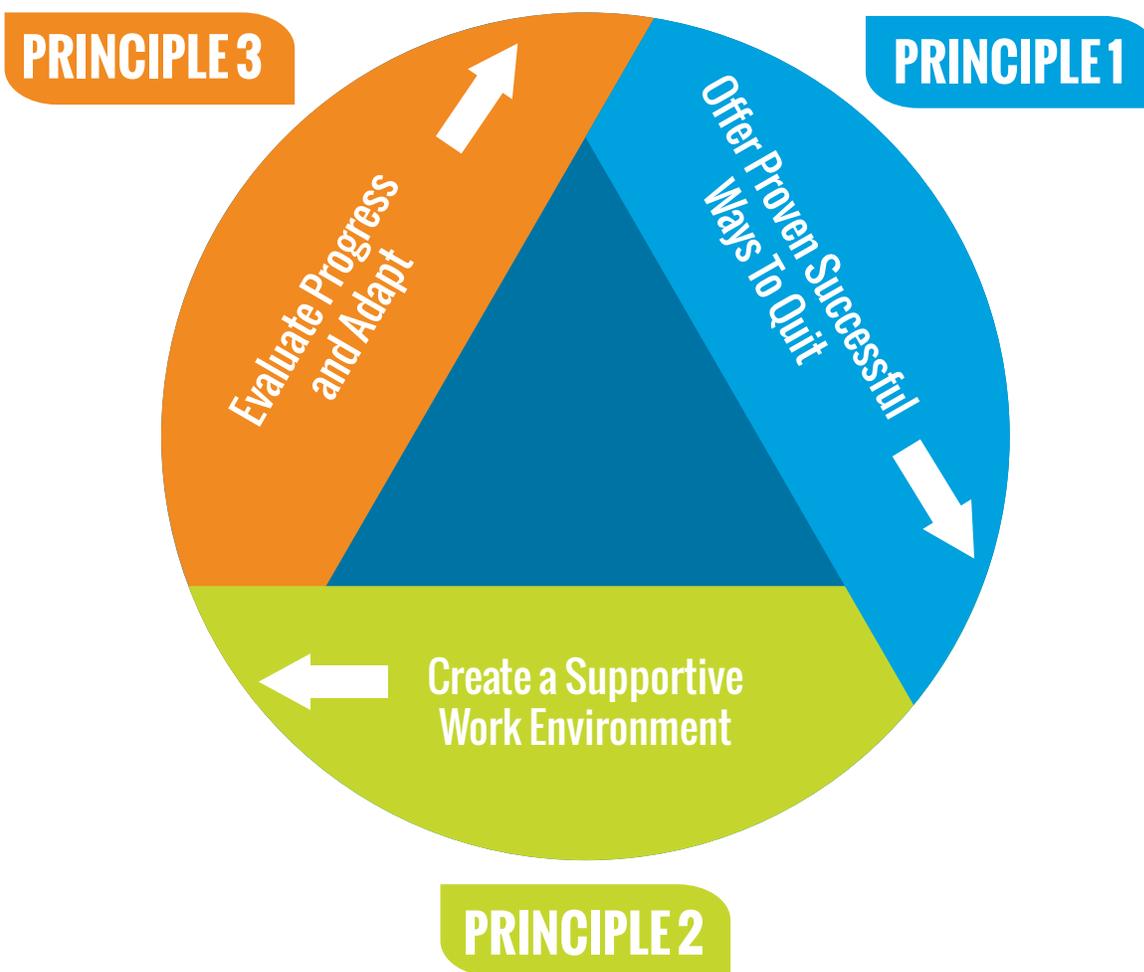
$$\boxed{} \times \boxed{\$4,056} = \boxed{}$$

of Smokers **Lost Productivity Cost Per Smoker** **Total Lost Productivity Costs**

Each smoker costs your business more than \$4,000 in lost productivity each year.²

TOBACCO FREE FLORIDA HEALTHY PROFIT MODEL

While tobacco use may be increasing your medical and productivity costs, Florida businesses have the freedom to take action to protect their bottom line and the health of their employees. The Tobacco Free Florida Healthy Profit Model offers businesses a framework to maximize their cost savings by helping their employees quit tobacco in the most effective way. The Healthy Profit Model consists of three principles, each of which can be tailored to suit your business.



PRINCIPLE 1: OFFER PROVEN SUCCESSFUL WAYS TO QUIT

As a business leader, you understand that to be effective you have to have the right tools for the job. Quitting tobacco is no different. To increase your employees' chances of quitting, the first principle of the **Healthy Profit Model** is to offer your employees proven successful ways to quit that conform to the guidelines recommended by the U.S. Surgeon General.⁵ For businesses like yours, referring your employees to the tobacco cessation services provided by Tobacco Free Florida's 3 Free and Easy Ways to Quit is a great place to start.

ABOUT THE 3 WAYS TO QUIT SERVICES

There are many ways to quit tobacco, but research has shown that using counseling or FDA-approved nicotine replacement therapy (such as the nicotine patch, gum or lozenges) can double a person's chance of quitting; combining these methods is even better.⁵ The Tobacco Free Florida 3 Ways to Quit have been proven successful by helping tens of thousands of Floridians become tobacco free.⁶ The 3 Ways to Quit are:

CALL

Florida residents, ages 11 and older, can call the toll-free Florida Quitline at 1-877-U-CAN-NOW (1-877-822-6660) to speak with a trained and certified Quit Coach® who will help them create a personalized quit plan. Callers receive the following:

- proactive counseling calls;
- a starter kit of nicotine replacement therapy, if medically necessary, age 18 or older, while supplies last;
- pregnant women receive proactive counseling calls, and a starter kit of nicotine replacement therapy with doctor's permission.

This service is available 24/7 for any type of tobacco user.

CLICK

Web-based programs offer a convenient format for tobacco users to receive support. Tobacco Free Florida offers access to Web Coach®, an online learning and support community featuring information, interactive lessons and exercises, and tracking tools to assist in quitting. Participants receive motivational and educational e-mails throughout the program. This web-based program:

- is available for Florida residents age 13 and older;
- provides participants with motivational and educational e-mails throughout their program;
- offers a starter kit of nicotine replacement therapy, if medically necessary, age 18 or older, and while supplies last.

This service is available 24/7 for any type of tobacco user. Individuals can learn more and enroll in Web Coach® at www.tobaccofreeflorida.com/webcoach.

Text2Quit Option

For both the Call and Click methods, Tobacco Free Florida encourages participants 18 and older to sign up for an additional text program. Participants will receive up to 300 motivational messages tailored to their individual quit plan.

COME IN

For tobacco users looking for face-to-face help in a group setting, Tobacco Free Florida offers free programs through the Florida Area Health Education Centers (AHEC) Network. The classes are led by trained facilitators who will guide participants through the barriers to becoming tobacco free throughout the 67 counties in Florida. These courses:

- are available to Florida residents age 18 and older;
- offer curriculum in a short (1-2 sessions) and long (5-6 sessions) format;
- provide participants with information, materials, and support with their quit attempt;
- offer free nicotine replacement therapy, if medically appropriate, and while supplies last.

Your employees can go to www.tobaccofreeflorida.com/ahec to view upcoming classes or call 1-877-848-6696 to get started.

Quitting tobacco is one of the most difficult challenges your employees will face. It's also one of the most rewarding. Tobacco Free Florida has a Quit Kit that was designed to guide tobacco users toward success and help them achieve their goals of a healthier and longer tobacco free life. The kit includes resources your employees can use for support, tips that are proven to increase their chances of quitting, and places for them to write their personal experiences and track their progress. Download a digital copy at www.tobaccofreeflorida.com/quitkit.



PRINCIPLE 2: CREATE A SUPPORTIVE WORKPLACE CULTURE

In addition to offering your employees proven successful ways to quit, you can make their choice easier by creating a supportive workplace culture. A supportive workplace culture is one that effectively **communicates** about the 3 Ways to Quit, **motivates** employees to quit tobacco, and **facilitates** their success.

COMMUNICATE EFFECTIVELY

One of the barriers employees face while trying to quit tobacco is that, many times, they are simply not aware what options are available to them.⁷ With this in mind, it is essential that you effectively communicate about the 3 Ways to Quit so that employees can find the support they need to become tobacco free. Consider the tips below when communicating with your employees. Your local Tobacco Free Florida representative is available to help you along the way.

COMMUNICATION TIPS

- **Decide how you will reach your employees** – You should select what communication channels will most effectively reach your entire workforce. Take a look at the Communications Responsibility Checklist in the Resource section of this toolkit to get started.
- **Assign responsibility** – Make sure nothing falls between the cracks by delegating each task to someone you trust within your organization.
- **Consider your audience** – You know your workforce best. Adapt your messages to meet their needs and expectations.
- **Showcase the advantages** – Your workforce has a lot to gain from quitting. Make this clear in your communications. Highlight any additional incentives you decide to offer your workforce for quitting tobacco.
- **Remind employees that services are free** - Don't forget to point out that the 3 Ways to Quit are free.
- **Spark interest** – Use an attention grabbing slogan, picture, or graphic to raise the visibility of your communications.
- **Adopt a positive tone** – Remember to be empathetic and helpful when communicating with your workforce.
- **Give the facts** – Highlight the basic facts about the 3 Ways to Quit and why quitting is important.

- **Call to action** – Make the next step clear by encouraging your employees to do something specific. You could ask tobacco users to contact someone for more information. Managers and employees who do not use tobacco should be encouraged to refer friends and support coworkers trying to quit.
- **Connect to more information** – Make sure your workforce has access to the details of the 3 Ways to Quit. Encourage employees to visit tobaccofreeflorida.com for more information about the quit services.

MOTIVATE EMPLOYEES TO QUIT TOBACCO

The decision to quit is an important step for any tobacco user. Create a supportive workplace culture by motivating your employees to make this important choice using some of the tips below. The more motivated your employees are to quit, the better their chance of success.

MOTIVATION TIPS

- **Showcase employee testimonials** – Ask former tobacco users to provide testimonials describing their journey to beat tobacco. Hearing about others' success will increase the confidence of employees considering quitting. These stories can be included in areas such as company newsletters, website, or employee break rooms.
- **Encourage friendly competition** – Create a competition between departments or groups to have the most "kept" pledges to quit smoking.
- **Incentivize quitting** – Motivate employees with a low- or no-cost incentives, such as a special parking place for a week to someone who has successfully quit.

Coordinate Efforts with Tobacco Awareness Events

Here are a few:

- **New Year's Resolutions** – Support your employees' New Year's resolutions to quit tobacco. Acknowledge employees for every week they go without smoking or encourage those trying to quit to partner with a coworker to hold one another accountable.
- **Tobacco Free Florida Week** – This observance, which takes place every spring, is a perfect opportunity to motivate employees to quit and celebrate employees who have quit .
- **Great American Smokeout** – This event is coordinated by the American Cancer Society on the third Thursday of November. You can encourage employees to use this day to make a quit plan or to plan ahead to quit that day. Visit www.cancer.org/smokeout for an employee toolkit as well as free materials.

FACILITATE EMPLOYEES' SUCCESS

Once your employees decide to try quitting, facilitate their efforts by offering helpful information, removing barriers, and fostering a team dynamic. Adapt the simple tips below to your workplace culture to make quitting tobacco easier.

FACILITATION TIPS

- **Provide tips to quit** – Include helpful tips on how to effectively quit in company newsletters, email blasts, and other communication channels.
- **Remove temptation** – Offer smoke-free shifts, in which employees trying to quit can work without experiencing social pressure from co-workers that use tobacco.
- **Upgrade breaks** – Encourage “fresh air” breaks instead of smoking breaks.
- **Foster group effort** – Ask nonsmokers to give up something to empathize with smokers. Design pledge cards for the nonsmokers so they can indicate what they will give up, such as coffee, chocolate, or soft drinks.
- **Encourage co-worker support** – Ask former or non-tobacco users to “adopt a quitter” to offer encouragement to employees while they quit.

IMPLEMENT A TOBACCO FREE GROUNDS POLICY

Quitting tobacco can be especially difficult when there is temptation in the workplace. Because of this, a tobacco free grounds policy is one of the most effective ways for you to **facilitate** your employees' attempts to quit tobacco. It will even help those that do not quit, by reducing the number of cigarettes smoked by employees and limiting exposure to secondhand smoke.⁸ To learn more about the benefits of a tobacco free workplace, as well as how to implement one in five easy steps, ask your Tobacco Free Florida representative for a copy of the Tobacco Free Grounds Timeline.

Why tobacco free instead of smoke-free?

Smoke-free workplaces are generally intended to protect non-smokers from the dangers of secondhand smoke, while tobacco free workplace policies aim to provide a work environment where all tobacco users have an easier time quitting or cutting back their tobacco use.

Tobacco free policies also protect all tobacco users, not just smokers. Smokeless tobacco products, such as chew, spit, or dip, are not a safe alternative to cigarettes. These products are addictive and cause many deadly cancers and may increase the risk for heart disease.⁹

Finally, a comprehensive tobacco free policy eliminates loopholes and confusion, simplifying communication and enforcement.

PRINCIPLE 3: EVALUATE YOUR PROGRESS AND ADAPT

The final principle of Tobacco Free Florida's **Healthy Profit Model** is to evaluate your progress toward helping your employees become tobacco free, and then adapt your strategies accordingly. Effectively evaluating your efforts does not have to be time or resource intensive; track your efforts from the beginning to see what works best for you.

WHAT TO EVALUATE

Tobacco Free Florida recommends you consider evaluating the following three outcomes when using the Healthy Profit Model: Cost Savings, Workforce Health, and Communication.

COSTS SAVINGS - Evaluating the cost savings of the Healthy Profit Model will allow you to measure the return on investment from helping your employees quit tobacco. Cost savings can be measured by the following indicators.

- **Productivity** – As more employees quit tobacco, you can expect to begin seeing an increase in your productivity. Sick days are a simple productivity indicator that you can measure easily. Combine this with other productivity measures you already utilize.

WORKFORCE HEALTH - A successful implementation of the Healthy Profit Model will eventually lead to a healthier workforce. You can evaluate health improvements in your workforce through the following:

- **Health Risk Assessments (HRAs)** – Health Risk Assessments are a useful tool to measure a variety of workforce health indicators, including tobacco use and tobacco-related illnesses. Consider consulting with an independent HRA provider if you are not familiar with this measurement tool.
- **Sick days** – In addition to being a valuable productivity indicator, sick days can also be used to demonstrate an improvement in the health of your workforce.
- **Quit rates** – You can track how many of your employees quit tobacco through employee surveys or Health Risk Assessments.

COMMUNICATION - It is also important to evaluate whether your employees are aware of the 3 Ways to Quit. Use the following indicators to assess your communication efforts:

- **Awareness** – The simplest way to find out if your employees know about the 3 Ways to Quit services is to ask them directly. Smaller companies may prefer to get feedback from their employees anecdotally, while mid-sized and larger organizations may consider distributing a survey or other more formal evaluation tool.
- **Utilization** – The best measure of your communications is to track the use of the 3 Ways to Quit. Keep a record of how many employees have actually used the services you have promoted.

Ensure your company continues to benefit from using the Tobacco Free Florida **Healthy Profit Model** by regularly (6 – 12 month intervals) evaluating its impact and making adjustments as necessary. Much like creating a supportive workplace culture, evaluation is a process that will look different from business to business. It is not necessary to evaluate everything indicated in this toolkit; you can tailor the evaluation to your organization. The CDC provides extensive resources to assist in developing an evaluation plan. These resources can be accessed at www.cdc.gov/workplacehealthpromotion/evaluation.

THE NEXT STEPS

Equipping your employees to quit tobacco isn't just good for them; it is great for your business. Now that you understand the basics of implementing the **Healthy Profit Model**, Tobacco Free Florida offers a number of tools to turn this knowledge into action.

TALK TO YOUR LOCAL TOBACCO FREE FLORIDA REPRESENTATIVE

Our staff has been trained to help businesses like yours take advantage of the Tobacco Free Florida Healthy Profit Model. Your Tobacco Free Florida representative is available to advise you every step of the way and answer any questions you may have.

CHECK OUT THE ADDITIONAL RESOURCES

Look through the additional resources to find tools designed to help you implement, communicate and evaluate your efforts. Each resource has been designed to make it easier for you to benefit from a tobacco free workforce.

FIND OUT MORE ONLINE

More information about Tobacco Free Florida is available online at www.tobaccofreeflorida.com.

RESOURCE A: GLOSSARY

3 Ways to Quit: A set of services provided by Tobacco Free Florida to help tobacco users quit. These services are available over the phone, online or in person.

Health Risk Assessment (HRA): A health assessment tool used to identify health risks and link individuals to resources. Businesses can use HRA data to calculate costs and identify areas for intervention.

Lost Productive Work Time: Missed workdays and reduced work performance due to personal or family health issues.

Nicotine Replacement Therapy: FDA-approved products such as the patch, gum, and lozenges help smokers quit by safely administering nicotine.

Quit Attempt: When a tobacco user abstains from tobacco for at least 24 hours in a serious attempt to quit using tobacco products.

Quit Coach: A trained professional who helps tobacco users create a quit plan and offers information, tips and techniques to assist in quitting.

Supportive Workplace Culture: A workplace culture that communicates about tobacco cessation resources, motivates employees to quit tobacco, and facilitates their quit attempts.

Web Coach: An online learning and support community featuring information, interactive lessons and exercises and tracking tools to assist in quitting.

RESOURCE B: FREQUENTLY ASKED QUESTIONS

Q: I am interested in implementing a tobacco free grounds policy for my company. How would I go about this process?

A: That's great! Tobacco Free Florida offers a toolkit to guide your business in adopting tobacco free grounds. Talk to your local Tobacco Free Florida representative for a copy of our Tobacco Free Grounds Timeline.

Q: Why should I promote efforts to quit if my employees might work somewhere else in a few years?

A: According to the Bureau of Labor Statistics, workers typically spend 4.6 years at one job, which is more than enough time to see the benefits of supporting an employee's quit efforts.¹⁰ Your business should expect nearly immediate productivity gains.

Q: This seems like a lot of work. Will it really be worth the time and hassle to help my employees to quit tobacco?

A: Promoting Tobacco Free Florida's 3 Free & Easy Ways to Quit does require some effort, but supporting your employees in quitting tobacco will create a healthier workforce and a healthier bottom line for your business. Tobacco Free Florida is here for you every step of the way to answer questions and provide resources so that you can maximize the return on your investment.

Q: How many attempts does it take for someone to quit tobacco?

A: Tobacco is very addictive; studies have shown that it can be as addictive as cocaine or heroin.¹¹ On average, it takes 8-11 quit attempts for a tobacco user to successfully quit.¹² Using counseling or FDA-approved nicotine replacement therapy (such as the patch, gum, or lozenges) can double or even triple a person's chance of quitting tobacco. Combining these methods is even better.⁵ The good news is almost 70 percent of tobacco users want to quit.¹ Many of your employees who use tobacco have probably tried to quit before. This is your opportunity to make their next attempt a success by connecting them to Tobacco Free Florida's 3 Ways to Quit.

Q: Is it illegal to only hire non-tobacco users?

A: Currently, Florida businesses are free to choose not to hire an applicant based on their tobacco use. Some states have laws restricting the freedom of businesses to consider tobacco use when making staffing decisions, but there are presently no such laws in Florida.

Q: What if I don't have a lot of employees that use tobacco, should I still consider a tobacco free grounds policy?

A: Yes. A policy about tobacco use is a good idea because it will help you communicate your expectation of a healthy, tobacco free environment to new hires who may be tobacco users.

RESOURCE C: SAMPLE EMPLOYEE SURVEY

1. Do you currently use tobacco products? (If no, skip to question 7)
 Yes No

2. Do you use products other than cigarettes (dip, chew, pipes)?
 Yes No

3. Have you ever tried to quit?
 Yes No

4. Are you interested in quitting?
 Yes No Maybe

5. If you want to quit, which of the following medications or services would you be interested in if they were provided free of charge or at a discounted rate?
(Check all that apply)
 Over the counter nicotine replacement therapy (patches, gum, lozenges)
 Telephone counseling
 Online programs
 Group classes
 Other _____

6. Where would you like to get information on quitting tobacco?
 Posters/brochures
 Newsletters
 Staff meetings
 Mailers to my home
 Emails
 Social media (Facebook, Twitter)
 Other _____

7. Is there anything else your employer can do to help employees quit?

8. If you have quit tobacco, would you be willing to share your success story with others who are trying to quit?
 Yes No

Thank you for completing this survey. We appreciate your feedback.

RESOURCE D: HELPFUL LINKS

Tobacco Free Florida engages in a variety of efforts to reduce tobacco use in Florida. Visit our website for a review of current tobacco issues, free resources to quit and other ways you can get involved in the fight against tobacco.

www.tobaccofreeflorida.com

The American Lung Association website has information on workplace wellness, the economic benefits of quitting smoking, help for smokers who want to quit, and tobacco news updates.

www.lung.org

The American Cancer Society (ACS) sponsors the Great American Smokeout, a great event to coordinate your efforts to move toward a tobacco free workforce. Visit the ACS website for an employee toolkit, sample promotional materials and ways to connect with events in your community.

www.cancer.org

The Florida Area Health Educations Centers (AHEC) Network is an extensive, statewide network dedicated to improving the health of rural and medically underserved communities. AHEC provides face-to-face group counseling as part of the Three Ways to Quit program.

www.flahec.org

Healthcare.gov is a source for information on the Affordable Care Act. It includes information on how healthcare reform will affect employers and how the law applies to different types of businesses.

www.healthcare.gov/businesses

The Kaiser Family Foundation is a non-profit, non-partisan organization that provides information on key health policy issues, including extensive resources on the Affordable Care Act.

www.kff.org

RESOURCE E: COMMUNICATION RESPONSIBILITY CHECKLIST

Choose promotion strategies that best suit your business.

Promotion	Who Will Do It	When? How Often?
Posters/Flyers Locations:		
Company Newsletters		
Employee Testimonials		
Company Interest		
Postcards/Mailers		
Company Websites		
Staff Meeting Presentations		
Phone Messages		
Payroll System		
Social Media Share posts from Tobacco Free Florida on Facebook or retweet @tobaccofreefla		
Special Events e.g. Great American Smokeout, health fairs		

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