

# Tobacco Cessation

## support system for quitting



Tobacco use remains the leading preventable cause of death in the United States, accounting for approximately 438,000 deaths — one out of every five — each year. Tobacco use is also responsible for billions of dollars in annual health-related economic losses, including decreased productivity and increased medical costs. Among adult smokers, 70 percent say that they would like to quit smoking. UPMC WorkPartners can help you provide an ideal support system for your employees who want to quit tobacco. Our comprehensive tobacco cessation program offers multiple treatment options; communication materials that include promotional, educational, and motivational messages; and consulting services for incentive designs, policy development, and customized campaigns.



## Features and Benefits for the Employer

- ❑ Program options include a variety of program delivery methods and incentives to meet your employees' specific needs.
- ❑ Customized print and online communications materials promote the availability of tobacco cessation programs and the benefits of a smoke-free life.
- ❑ Streamlined distribution sends kitted materials directly to employees' homes.
- ❑ Detailed reports show program usage, retention rates, number of quit attempts, smoking reduction, and quit rates.

## Features and Benefits for the Employee

- ❑ Employees have telephone access to health coaches who are trained tobacco cessation specialists, Monday through Friday from 8 a.m. to 8 p.m. and Saturday from 8 a.m. to 3 p.m.
- ❑ Employees can choose a telephone-based health coaching program or self-study program, each with an engaging workbook and a toolkit packed with useful items.
- ❑ An online program consisting of ten 7-step modules developed by internationally renowned *WebMD* is also available for employees who prefer self-guided online learning.

## Options

- ❑ WorkPartners' Health Promotion Department staff are available to advise on worksite tobacco policy development and smoke-free worksite campaigns.
- ❑ Worksite tobacco cessation group programs are available.



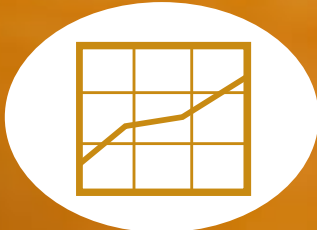
Employee  
selects  
program and  
quit day



Health coach  
provides  
support



Successful quit  
is achieved and  
maintained



Medical costs  
are reduced  
and productivity  
increased

## Engagement Strategies

- ❑ A custom communications package including posters, e-mails, and more can be created to support the program.
- ❑ Health Promotion staff will recommend various incentives that can be offered to employees as well as spouses and adult dependents to support successful quits.
- ❑ Worksite challenges that include prizes or raffles can also be offered.
- ❑ Special “contemplation mailings” reach out to employees who are almost ready to quit.

## Wellness Consultation Services

- ❑ Creative and cost-effective messaging — which may include policy development — contributes to a culture of health awareness and responsibility within your organization and helps reduce both smoking prevalence and associated costs.
- ❑ Detailed aggregate reporting keeps you apprised of program utilization, mitigation of tobacco risk, and return on investment.
- ❑ Multi-year strategies, including policy development, provide for maintenance of healthy new behaviors and long-term risk and cost reduction.

Research shows that individuals who participate in a program such as UPMC WorkPartners’ health coaching and properly use a tobacco cessation medication are 6 times more likely to quit than those who go it alone.

Among adult smokers, 70 percent say that they would like to quit smoking. The *MyHealth Ready to Quit*<sup>™</sup> program provides an ideal support system for employees wishing to quit tobacco.



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