

# Break the habit: Commit to quit

A toolkit to encourage employees to successfully quit smoking



# Educating employees on how to stop smoking successfully

Smoking cigarettes is an incredibly strong addiction that can control a person's life. Eventually, the effects of smoking — and even second-hand smoke — can destroy lives.

The following includes a fraction of the alarming data and findings available on the devastating impact of smoking:

- Cigarette smoking damages nearly every organ of the body<sup>1</sup>
- Since 1964, more than 20 million Americans have died because of smoking; of these, 2.5 million were nonsmokers who died because of secondhand smoke<sup>2</sup>
- Secondhand smoke exposure causes more than 8,000 deaths from stroke annually<sup>3</sup>
- Worldwide, tobacco use kills approximately 6 million people annually, as a result of direct tobacco use or exposure to second-hand smoke<sup>4</sup>
- An estimated two billion people worldwide are infected with tuberculosis (TB); and smoking increases the risk of TB by more than two-and-a-half times<sup>5</sup>
- Lung cancer is the leading cause of cancer death for both men and women; smoking tobacco accounts for at least 8 out of 10 lung cancer deaths in the US<sup>6</sup>

There are also studies that show a direct link between smoking and business loss:

- Tobacco smoking costs Australian businesses over \$5.7 billion<sup>7</sup>
- In the United States, smokers miss more work, visit a doctor more often, and are hospitalized more often<sup>8</sup>

Studies show that few people understand the specific health risks of tobacco use. For example, a survey in China revealed that only 38% of smokers knew that smoking causes coronary heart disease and only 27% knew that it causes stroke.<sup>4</sup> To support your efforts to help employees break free of cigarettes and lead healthier lives, MetLife has created the campaign: *Break the Habit: Commit to Quit*.

## What's in the toolkit?

- Campaign objectives
- Suggested timeline
- Marketing materials (short articles, email campaign, flyers, etc.)
- Best practices for distribution of the “Quit smoking for good: Where to start in order to stop successfully” booklet

### Campaign objectives

- Educate employees on the effects of smoking on their own health, as well as the lives of families, friends and co-workers
- Encourage employees to quit smoking
- Provide employees with practical tips and information on how to quit smoking for good

### Suggested timeline

The campaign is designed to last three weeks (minimum recommended) but can easily be extended to six weeks (maximum recommended).

The following is the suggested timeline for implementation and email communications:

<b>Week 1:</b>	day month
<b>Week 2:</b>	day month
<b>Week 3:</b>	day month

### Marketing materials

#### 1. Booklet: “Quit smoking for good: Where to start in order to stop successfully” (interactive, downloadable PDF)

#### 2. Email campaign

- Banner
- Email templates

#### 3. Flyers

- Lung cancer isn't the only health risk for smokers
- Suggested steps to quit for good
- E-cigarettes — what's there to know

#### 4. Short articles:

- Health risks of cigarette smoking
- Tips for quitting

### Best practices for the distribution of the “Quit smoking for good” booklet

- Attach the interactive, downloadable PDF to an email and send it out to your employees when you kick off the *Break the habit: Commit to quit* campaign.
- Include an electronic link to the booklet in an email so your employees can click to open and save the document for their reference.
- Print and distribute copies of the booklet. Alternatively, tell employees where they can pick up a copy of the booklet.

1. Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, "At A Glance 2016: Tobacco Use: Extinguishing the Epidemic," 2016
2. U.S. Department of Health and Human Services, "Let's Make the Next Generation Tobacco-free: Your Guide to the 50th Anniversary Surgeon General's Report on Smoking and Health," July 2015
3. Centers for Disease Control and Prevention, "Health Effects of Secondhand Smoke," January 2017
4. World Health Organization, "Tobacco: Fact sheet," June 2016
5. World Health Organization, "Tuberculosis & Tobacco," November 2009
6. American Cancer Society, "Lung Cancer Fact Sheet," January 2017
7. Collins DJ & Lapsley, "The costs of tobacco, alcohol, and illicit drugs to Australian society in 2004-2005," Commonwealth of Australia, p. xi and table 33, p. 64. HM 2008
8. Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, "At A Glance 2016: Tobacco Use: Extinguishing the Epidemic," 2016

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