

Break the habit: Commit to quit

A toolkit designed to help your employees understand the serious health risks of smoking



Help educate employees on the impact of smoking

Smoking cigarettes is an incredibly strong addiction that can control a person's life. Eventually, the effects of smoking, and even secondhand 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 body¹
- Worldwide, tobacco use kills approximately 8 million people annually, as a result of direct tobacco use or exposure to secondhand smoke
- Secondhand smoke exposure causes more than 1.2 million deaths annually²
- Tobacco smoking increases the risk of tuberculosis (TB) by a factor of 1:6. In 2020, 0.73 million new TB cases were attributable to smoking worldwide.³
- Lung cancer is the leading cause of cancer death; smoking tobacco accounts for at least 8 out of 10 lung cancer deaths in the U.S.⁴

There are also studies that show a direct link between smoking and economics. Cigarette smoking cost the U.S. more than \$600 billion in a single year, including:

- More than \$240 billion in healthcare spending
- Nearly \$185 billion in lost productivity from smoking-related premature death
- \$7 billion in lost productivity from premature death from secondhand smoke exposure⁵

Suggested campaign timeline

The total campaign is designed to last three weeks but can be shortened or extended if desired. See the suggested timeline for distribution of articles, flyers, emails and additional campaign documents below.

Articles and flyers

Two types of educational information are provided for use during the campaign. Articles are intended to provide information about smoking. The flyers are generally more interactive and provide opportunities for employees to apply information about smoking cessation in their everyday lives – at home and at work. In addition to articles and flyers, we also provide a campaign evaluation form to distribute at the end of the wellness campaign, as outlined in the email schedule on the next page.

	Articles	Flyers	Booklet
Week 1: Understanding the dangers of smoking	What's in a cigarette?	E-cigarettes — What to know	Quit smoking for good: Where to start in order to stop successfully
Week 2: Break free from nicotine	Health risks of smoking cigarettes	Lung cancer isn't the only health risk for smokers	N/A
Week 3: Cessation for the sake of your health	N/A	Suggested steps to quit for good	N/A

What's in the toolkit?

In this toolkit, you'll find all the information needed to deliver a successful campaign:

- Campaign objectives
- Suggested campaign timeline
- Campaign kick-off event ideas
- Employee evaluation
- Campaign content

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

Email campaign

The email campaign, included in this toolkit, is conveniently provided to you in the form of a Word document, making it easy to simply copy and paste the provided subject line and email body to a message to your employees.

Pre-launch email – Deploy this email the week before the campaign launch date.

Week 1 kick-off email – Deploy this email on Monday morning of Week 1. This will be the official campaign launch date. In this email, attach the Week 1 article, flyer and booklet noted in the table above.

Week 2 email – Deploy this email on Monday morning of Week 2. In this email, attach the Week 2 article and flyer noted in the table above.

Week 3 email – Deploy this email on Monday morning of Week 3. In this email, attach the Week 3 flyer noted in the table above.

Follow-up email – Deploy this email on the Monday morning following the last week (Week 3) of the campaign. In this email, attach the employee evaluation form.

Campaign kick-off event

We strongly recommend an onsite or virtual event to kick off the campaign. The event can be as big or small as you want, but it's an important opportunity to introduce the campaign theme to employees and to encourage them to participate in the challenge.

If you are unable to arrange a formal kick-off event, we recommend setting up a table in a common area, such as the entrance to the employee cafeteria, for the distribution of materials. Keep materials restocked for the duration of the campaign. Making the campaign materials available online is another option.

Employee evaluation

A brief evaluation survey is available to collect feedback, ideas and information from employees who participated in the campaign. Participant feedback will be valuable for planning future campaigns.

Sources:

1. Centers for Disease Control and Prevention. Health Effects of Cigarette Smoking, October 29, 2021. Available from www.cdc.gov.
2. World Health Organization. Tobacco, May 24, 2022. Available from www.who.org.
3. World Health Organization. Tuberculosis, October 14, 2021. Available from www.who.org.
4. American Cancer Society. Lung Cancer Fact Sheet, 2022. Available from www.cancer.org.
5. Centers for Disease Control and Prevention. Economic Trends in Tobacco, July 26, 2022. Available from www.cdc.gov.

Campaign content

1. Understanding the dangers of smoking

What's in a cigarette?

- Products behind the puff

E-cigarettes — What to know

- Substituting one health risk for another

Booklet

- Assessing your readiness to quit
- Understanding your habits and why you smoke
- Time to create a plan
- Prepare for quit day
- Quitting for good

2. Break free from nicotine

Health risks of cigarette smoking

- Know your facts about cigarettes

Lung cancer isn't the only health risk for smokers

- Cigarettes can destroy your health — and that of those around you

3. Cessation for the sake of your health

Suggested steps to quit for good

- When and where to quit

4. Employee evaluation

The information and materials included here as well as in MetLife's Health and Wellness Information Library, including all toolkits, modules, template communications, text, charts, graphics and other materials, (collectively, the "Content") are intended to provide general guidance on health and wellness matters and do not constitute medical advice. While the Content is based on resources that MetLife believes to be well-documented, MetLife cannot vouch for the accuracy of the Content, and you rely on the Content at your own risk. Each person's condition and health circumstances are unique, and therefore the Content may not apply to you. The Content is not a substitute for professional medical advice. You should always consult your licensed health care professional for the diagnosis and treatment of any medical condition and before starting or changing your health regimen, including seeking advice regarding what drugs, diet, exercise routines, physical activities or procedures are appropriate for your particular condition and circumstances.