TSET
HEALTHY
LIVING
PROGRAM

Benefits to Quit

WORKSITE CESSATION TOOL KIT

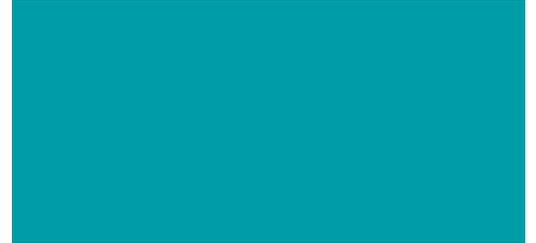## Strategies for Creating a Healthier Work Force and Bottom Line

TSET

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Getting Started

As Oklahoma 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.

Although most major businesses already offer programs to help people quit tobacco,[1] many are also discovering that addressing something as simple as tobacco use in the workplace can have a profound effect on profitability. With each employee that becomes tobacco free, business health care costs are reduced and overall productivity is increased.

Approximately 70 percent of smokers want to quit[2], but quitting tobacco is tough. This toolkit is designed to help businesses adopt tobacco-related insurance benefits, or Benefits to Quit, that provide employees with the best tools to become tobacco free. Equipping employees with the resources to quit tobacco isn't just good for the employees; it's great for the business.

It may be difficult to know where to start, but the Oklahoma State Department of Health's Center for the Advancement of Wellness – Tobacco Cessation Team can assist you in identifying appropriate tobacco cessation treatment services for the organization. Additionally, the Tobacco Cessation Team can guide you through the necessary steps when working with a business to create a supportive workplace for employees that are trying to quit tobacco. Submit a **webform** for more information or technical assistance.
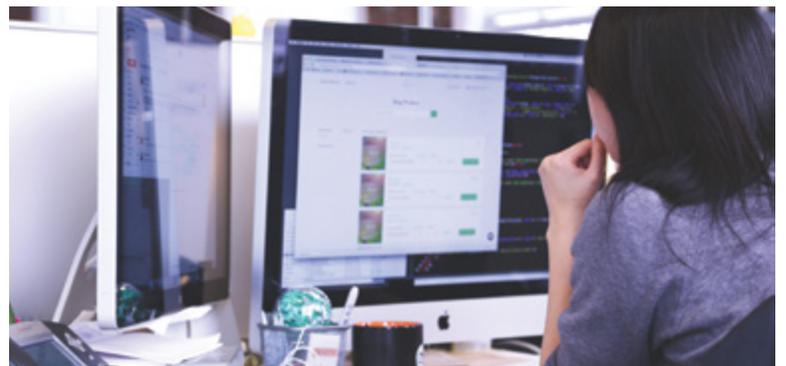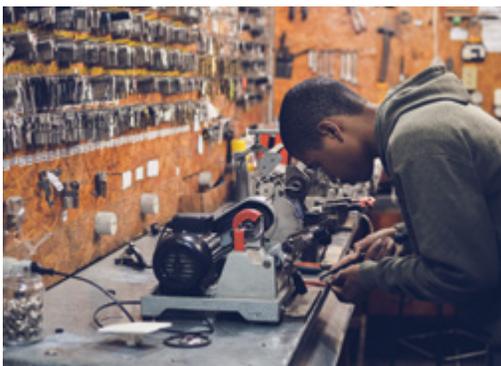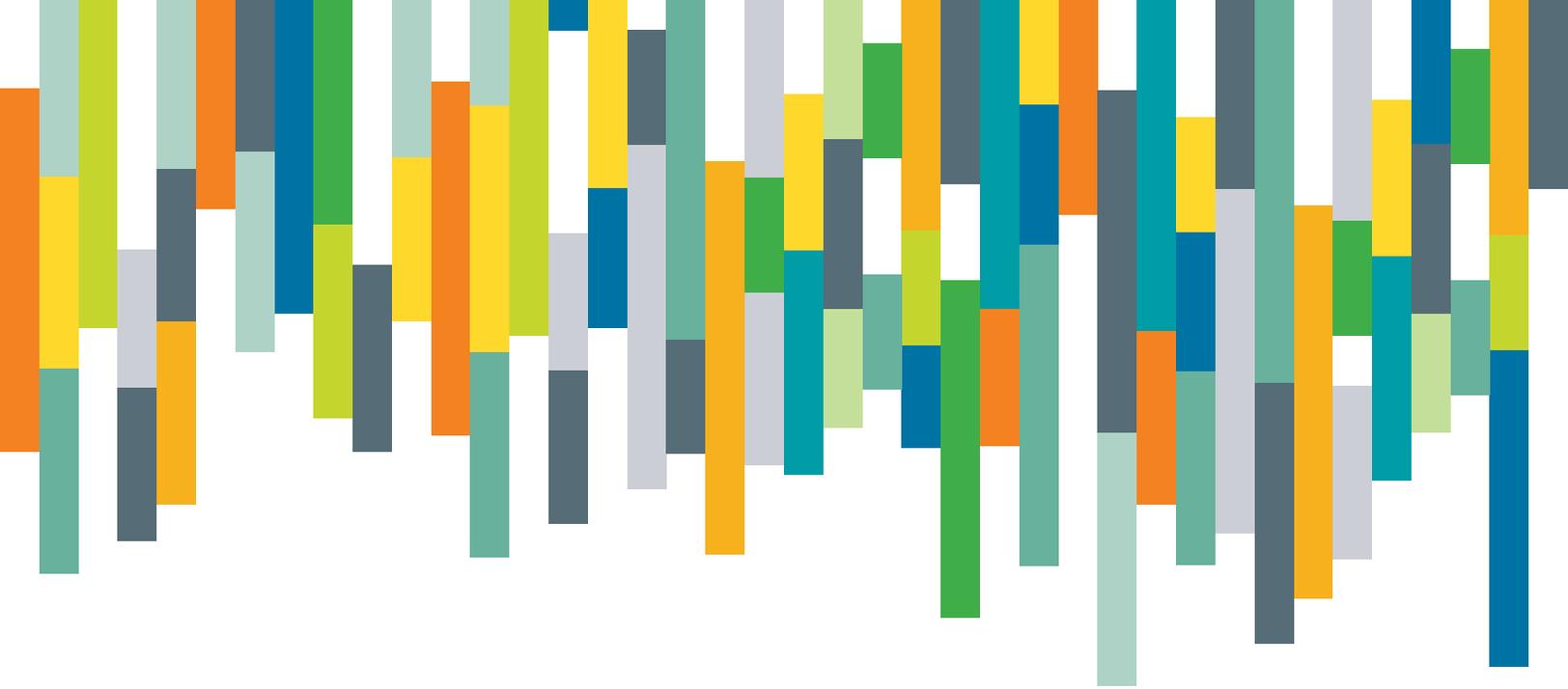
The Affordable Care Act (ACA) and Tobacco Use[*]

Recent health care reform brings both uncertainties and opportunities, but one thing is for certain: The Patient Protection and Affordable Care Act (ACA) has drastically changed the health insurance landscape for Americans. To stay competitive, it is essential that Oklahoma businesses remain ahead of the curve and plan in advance to capitalize on some of the ACA's changes.

- **Mandated Coverage of Tobacco-Related Health Benefits:** Under the ACA (since 2010), all new employer-sponsored health insurance plans must cover tobacco-related health insurance benefits.[6]

- **Higher Premiums for Tobacco Users:** Under the ACA, insurers could be able to charge up to 50 percent higher premiums for tobacco users.[6]

- **Plan for Success:** On May 2, 2014, the U.S. Department of Health and Human Services, Labor and Treasury issued guidance on insurance coverage of tobacco cessation. The guidance clarifies that insurance plans should offer access to all U.S. Public Health Service-recommended tobacco cessation medications and counseling without cost-sharing or prior authorization.

Visit www.dol.gov/ebsa/faqs/faq-aca19.html to view Frequently Asked Questions about ACA implementation. Tobacco cessation is addressed under question five.

[*] The standards set forth under the ACA may change due to the new legislative agenda. Regardless of mandated changes, the benefits that are outlined throughout this document continue to be best practices.
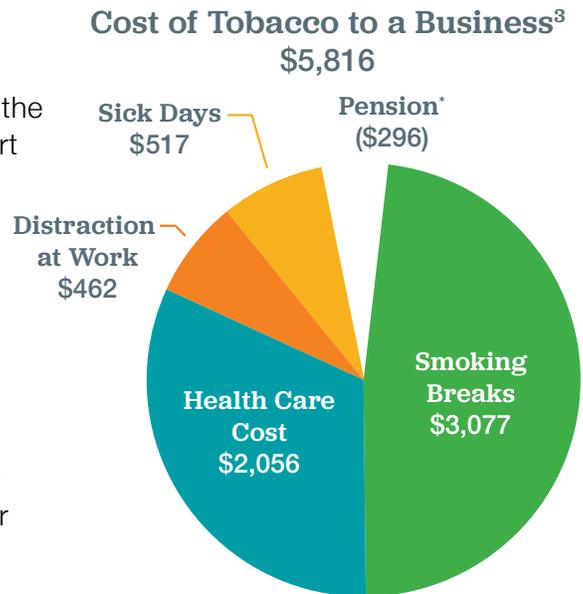
Visit **healthcare.gov/businesses** for more information about ACA.

Tobacco Use And The Bottom Line

Recent studies of the private-sector in the United States have suggested that employees who smoke cost businesses, on average, more than $5,500 per year when compared to non-smoking employees.[3] This cost to Oklahoma businesses comes primarily in the form of increased health care costs and productivity losses.

Tobacco Use Increases Health Care Costs

It is no secret that health care for employees is one of the largest expenses facing Oklahoma businesses. A report by the Employee Benefit Research Institute indicates that health care costs account for 44.8 percent of after-tax profits among US businesses.[4] On average, health care costs for the employees who smoke are up to 34 percent higher than those who do not use tobacco.[5] Every employee who smokes can cost a business an extra $2,056 a year in medical expenses.[3] Additionally, under the Affordable Care Act, insurers could be able to charge up to 50 percent higher premiums for tobacco users,[6] which may further impact the bottom line.

Cost of Tobacco to a Business[3]
$5,816

Sick Days $517

Pension* ($296)

Distraction at Work $462

Health Care Cost $2,056

Smoking Breaks $3,077

*For employers with defined-benefit pension plans

The Cost Of Tobacco-Related Diseases To Self-Insured Businesses[2,3]

If an employee develops one of the many medical conditions associated with tobacco use, a business will pay more.

Medical Condition/Event	Annual Treatment Cost
Respitory Failure on Ventilator	$314,000
Chemotherapy & Cancer Surgery	$123,000
Coronary Artery Disease	$75,000
Bypass Surgery	$72,000
Stroke	$61,000

Tobacco Use and Workforce Productivity

Tobacco use is also the leading contributor to lost productive work time.[7] Oklahoma businesses lose an average of $517 per smoker every year in excess absenteeism.[3] Workers who smoke at least one pack of cigarettes a day experience 75 percent more lost productive time than nonsmoking workers,[7] and just three 15-minute smoke breaks a day add up to more than a week of lost time in just one year.

Calculate How Much Tobacco Costs The Business[3,8]

To calculate the potential costs of tobacco use on the bottom line, use the formula below to see how much a business is likely losing in productivity and health-related expenses.

Do the math:

Take the total number of business employees and multiply it by 19.6 percent, the percentage of smokers in Oklahoma as of 2016. The result is estimated by the number of smokers the business employs.

Total # of Employees	X	0.196	=	# of Smokers
		Oklahoma's Percentage of Smokers		

Next, if you take the number of smokers and multiply it by $517 (the estimated cost of absenteeism), the result is the total cost of absenteeism per smoker per year.

# of Smokers	X	$517	=	Total Absenteeism Cost/Year
		Estimated Absenteeism		

Now, take the number of smokers and multiply it by $5,816, the estimated health care and lost productivity costs per smoker per year.

# of Smokers	X	$5,816	=	Total Health Care & Lost Productivity Costs/Year
		Estimated Health Care & Lost Productivity Costs		

> **Each smoker costs a business more than $5,500 in health care costs and lost productivity each year.[3]**

Principle 3 · Evaluate Progrss and Adapt

Principle 1 · Offer Proven Successful Ways to Quit

Principle 2 · Create a Supportive Work Environment
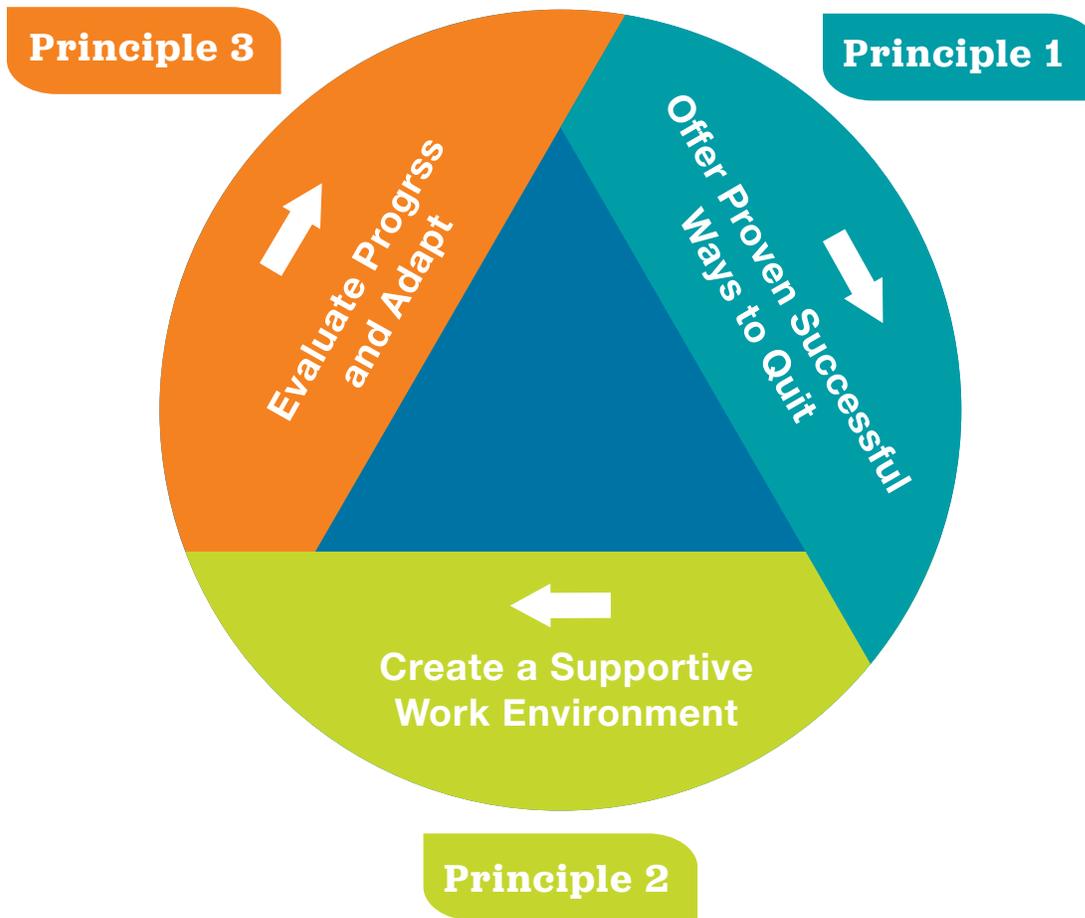
OKLAHOMA HEALTHY PROFIT MODEL
(adapted from Tobacco Free Florida Cessation Toolkit)

While tobacco use may be increasing medical and productivity costs, Oklahoma businesses have the freedom to take action to protect their bottom line and the health of their employees. The Oklahoma 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 a business.

Principle 1:
Offer Proven Successful Ways to Quit

It is important to understand that to be effective, the business has to provide the right tools for the job. Quitting tobacco is no different. To increase an employee's chance of quitting, the first principle of the Healthy Profit Model is to offer employees' proven successful ways to quit that conform to the guidelines recommended by the U.S. Surgeon General. For businesses, increasing tobacco-related health insurance benefits for employees is a great place to start.

Tobacco-Related Health Insurance Benefits

The Centers for Disease Control and Prevention (CDC) considers tobacco-related health insurance coverage to be the most cost-effective health insurance benefit a business can provide to employees.[9] After just one year of offering tobacco-related insurance benefits to employees, the business can expect a return on investment through productivity gains and medical savings.[10] After three years, the health care costs alone for employees who quit decrease by an estimated ten percent.[5] Unfortunately, not all tobacco-related benefits offered by health insurance companies are equal. This means that it is particularly important for Oklahoma businesses to understand which tobacco–related benefits are most likely to be successful and cost-effective in helping employees quit tobacco for good.

Health Insurance Benefits ROI:

Studies show that investing in tobacco-related health insurance benefits yield a favorable return on investment.[11] Businesses can calculate the expected return on the investment using the online calculator at **www.businesscaseroi.org**, provided by America's Health Insurance Plans.

About the Benefits to Quit

The Benefits to Quit are a set of tobacco-related health insurance coverages recommended by the U.S. Department of Health and Human Services. The Benefits to Quit provide access to specific treatments that have been proven to help employees quit tobacco successfully.[11] The components of the Benefits to Quit are:

- **Medication:** Cover all seven FDA-approved medications (prescription and over-the-counter).

- **Counseling:** Cover at least four counseling sessions per attempt (telephone, group and individual).

- **Quit Attempts:** Cover two or more quit attempts per year.

- **Minimal Costs:** Eliminate financial barriers to quitting such as copays, deductibles, or dollar limits on services.

The following section offers a more detailed description of the Benefits to Quit components that should be included. For additional consideration on how to implement these components, visit **www.lung.org/cessationguidance**. Click on "How to Design a Tobacco Cessation Benefit" located under Factsheets and Materials.

Prescription and Over-the-Counter Medication

Medication is highly effective at helping tobacco users to successfully quit.[11] Because people respond differently to medications, it makes sense to ensure employees have access to different choices when trying to quit. Evidence and best-practices recommend that businesses cover all seven medications approved by the FDA to treat tobacco addiction. Refer to the chart below for a complete list of the FDA-approved medications.

Proven Successful Health Insurance Benefits

In order to maximize the chances of employees quitting tobacco successfully, make sure the following products and services are included as part of the health insurance benefits package.

- **Medication:** Cover all seven FDA-approved medications (prescription and over-the-counter)
- **Counseling:** Cover at least four counseling sessions per attempt (telephone, group and individual)
- **Quit Attempts:** Cover two or more quit attempts per year
- **Minimal Costs:** Eliminate financial barriers to quitting such as copays, deductibles, or dollar limits on services

FDA-Approved Medications			
Type	**Form**	**Common Brands**	**Availability**
Nicotine Replacement Therapy (NRT)	Patch	Nicoderm™ Habitrol™	Over-the-counter
	Gum	Nicorette™	Over-the-counter
	Lozenge	Commit™	Over-the-counter
	Inhaler	Nicotrol™	Prescription
	Nasal Spray	Nicotrol™	Prescription
Varenicline Tartrate	Pill	Chantix™	Prescription
Buproprion	Pill	Zyban™	Prescription

Counseling Services

To maximize the chances that employees quit tobacco successfully, research suggests that businesses offer health insurance benefits that include support for at least four person-to-person counseling sessions.[11] Individual, group, and telephone counseling have all been used as effective tools to help tobacco users become tobacco free, and longer sessions have been shown to be more effective than brief ones.[11] Make sure the counseling coverage meets the minimum of 30 minutes per session, as recommended by the Centers for Disease Control and Prevention (CDC).[9]

Multiple Quit Attempts

According to the U.S. Surgeon General, it takes multiple tries for most people to quit tobacco.[11] By covering multiple quit attempts per year, the business can encourage employees to keep trying until they quit tobacco for good. Although unlimited attempts are best, experts recommend that at least two quit attempts a year should be covered.[9,11]

Minimal Costs

It's hard enough to quit smoking without having to worry about financial barriers. Evidence and best practice also state that employers should remove the barriers that employees might encounter when trying to quit using tobacco. Copays, deductibles, and dollar limits on cessation coverage and other barriers should be eliminated from the plan to make sure that each employee can do whatever it takes to quit tobacco for good.[11] Remember: the more employees who quit, the more the business can gain in productivity and reduced health care expenses.

Remind the business that each of their employees is different. While it often takes more than one try for people to successfully quit tobacco, better access to counseling and medication means a greater chance of success. Research has shown that using counseling or FDA-approved nicotine replacement therapy (such as patches or gum) can double or even triple a person's chance of quitting tobacco; combining these methods is even better.[11]

Oklahoma Tobacco Helpline

1 | 800 | **QUIT NOW**

1-800-784-8669 | **OKhelpline.com**

The Oklahoma Tobacco Helpline

The Oklahoma Tobacco Helpline offers a multitude of services including free nicotine replacement therapy, Spanish-language and hard-of-hearing services, as well as a customizable selection of services to help Oklahomans quit their own way. The services include the following:

All Access
· At least one coaching call
· Web coaching
· Supportive text messages
· Helpful emails
· A Quit Guide and
  other materials
· At least a two-week supply
  of FREE patches, gum
  or lozenges

Web Coach
· Web coaching
· Supportive text messages
· Helpful emails
· An electronic Quit Guide
· A FREE Starter Kit with a
  two-week supply of
  patches, gum or lozenges
· Access helpful digital tools
· Develop your own Quit Plan
· Track your progress
· Interact with an online
  support community
· Discuss your challenges
  and victories

Individual Services
Individual Services allow you to customize your own Quit Plan by selecting from the following services:
· Supportive text messages
· Helpful emails
· A Quit Guide
· A FREE Starter Kit with a
  two-week supply of
  patches, gum or lozenges

Cost-Sharing and Other Cessation Benefits

A business has many options when providing tobacco cessation services for their employees. A business could work with healthcare insurers and purchasers to improve coverage and reimbursement for tobacco-use treatment for their employees. A business could also cost-share for the Oklahoma Tobacco Helpline services or independently contract with a quitline vendor. If you would like more information about cost-sharing with the Oklahoma Tobacco Helpline or if you are interested in negotiating insurance benefits please contact the Center for the Advancement of Wellness - Tobacco Cessation Team at cessation@health.ok.gov or use this **webform**.

Principle 2:
Create a Supportive Workplace Culture

The second principle of the **Healthy Profit Model** makes it the employees' choice to quit easier by creating a supportive workplace culture. A supportive workplace culture is one that effectively **communicates the Benefits to Quit offered by the business** and when the tobacco-free policy will go into effect. Doing so **motivates** employees to seriously consider quitting tobacco and **facilitates** their success. Typically, a business works to give employees nine months to one year of prior notice about a tobacco-free policy going into effect to assist in preparing employees for the new policy and supporting benefits.

Communicate Effectively

One of the barriers employees face in using health insurance benefits is that many times, they are simply not aware of what options are available to them.[12] With this in mind, it is essential that the business effectively communicate about the Benefits to Quit so that employees can find the support they need to become tobacco free. It is important that the cessation programs and benefits be put into effect before the smokefree and/or tobacco-free policy goes into effect. This gives employees time to prepare and make a plan to quit if they are interested. Please reference Resources F for an example timeline. Below are some tips to consider when communicating with employees. The Center for the Advancement of Wellness – Tobacco Cessation Team is available to help you along the way.

Communication Tips

- **Decide how the business will reach the employees** The business should select what communication channels will most effectively reach the entire workforce. Encourage the business to take a look at the Communications Responsibility Checklist in the Appendix section of this tool kit to get started.

- **Consult and incorporate union representation if applicable**

- **Assign responsibility** Remind the business to make sure nothing falls between the cracks by delegating each task to someone they trust within the organization.

- **Consider the audience** The business knows the workforce best. Adapt the messages to meet their needs and expectations.

- **Showcase the advantages** The workforce has a lot to gain from quitting. Make this clear in the communications. Don't forget to point out that the health insurance benefits are free. Showcase any additional incentives the business decides to offer the workforce for quitting tobacco.

- **Spark interest** Encourage the business to use an attention-grabbing slogan, picture, or graphic to raise the visibility of the business' communications.

- **Adopt a positive tone** Remind the business to be empathetic and helpful when communicating with the workforce.

- **Give the facts** Highlight the basic facts about the Benefits to Quit and why quitting is important.

- **Call to action** Make the next step clear by encouraging the employees to do something specific. The business 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.

- **Continual Communication** Clear year-round communication regarding cessation benefits and programs is needed to ensure employees that want to quit tobacco are aware of the benefits that are available. It is also important to review the tobacco cessation benefits with all new employees.

- **Connect to more information** Make sure the workforce has access to the details of your Benefits to Quit. Encourage employees to visit the Oklahoma Tobacco Helpline website at **OKHelpline.com** and the Tobacco Stops with Me website at **StopsWithMe.com** for more information.

Oklahoma Tobacco Helpline
1 800 **QUIT NOW**
1-800-784-8669   OKhelpline.com

TOBACCO STOPS WITH ME.com

Motivate Employees to Quit Tobacco

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

Motivation Tips

- **Showcase employee testimonials** The business could ask former tobacco users to provide testimonials describing their journey to beat tobacco. Hearing about others' successes 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** The business could create a competition between departments or groups to have the most "kept" pledges to quit smoking.

- **Incentivize quitting** The business could motivate employees with low or no-cost incentives, such as a special parking place for a week to someone who has successfully quit.

- **Celebrate national tobacco awareness events** Take advantage of nationwide events and campaigns by coordinating your efforts with national tobacco awareness events. A few such events are described below.

Coordinate Efforts with Tobacco Awareness Events

Here are a few:
- **The New Year** Support 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.

- **Through with Chew Week** This observance, which takes place every spring, is a perfect opportunity to motivate employees to quit smokeless tobacco and celebrate employees who have quit

- **Great American Smokeout** This event is coordinated by the American Cancer Society on the third Thursday of November. The business 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 tool kit as well as free materials.

Facilitate Employees' Success

Once the employees decide to try quitting, the business should facilitate their efforts by offering helpful information, removing barriers, and fostering a team dynamic. The business could adapt the simple tips below to make the workplace culture conducive to making quitting tobacco easier.

Facilitation Tips

- **Provide tips to quit** Include helpful tips on how to effectively quit in company newsletters, mass email, and other communication channels.

- **Remove temptation** Offer smokefree shifts, in which employees trying to quit can work without experiencing social pressure from coworkers that use tobacco.

- **Upgrade breaks** Encourage "fresh air" breaks instead of smoking breaks.

- **Foster group effort** Ask non-smokers to give up something to empathize with smokers. Design pledge cards for the non-smokers so they can indicate what they will give up, such as coffee, chocolate, or soft drinks.

- **Encourage coworker support** Ask former or non-tobacco users to "adopt a quitter" to offer encouragement to employees while they quit.
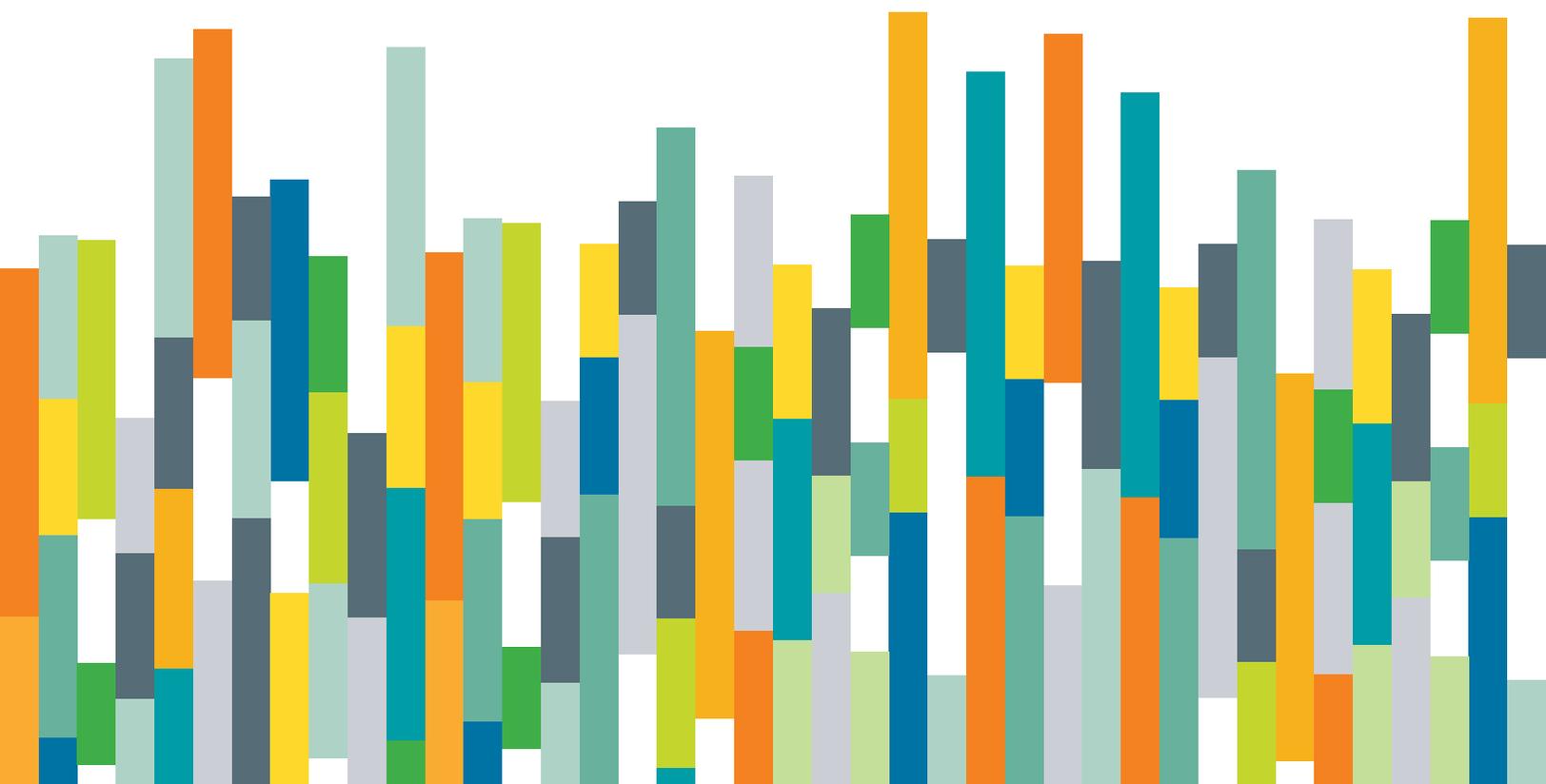
Principle 3:
Evaluate Your Progress and Adapt

The final principle of the **Healthy Profit Model** is to evaluate the business' progress toward helping their employees become tobacco free, and then adapting the strategies accordingly. Effective evaluation does not have to be time or resource intensive; planning ahead and building evaluation into the employee Benefits to Quit from the beginning is the key to saving time and effort later on.

What to Evaluate
The Healthy Living Program 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 the business to measure the return on investment from helping employees quit tobacco. Cost savings can be measured by the following indicators:

- **Productivity** As more employees quit tobacco, the business can expect to see an increase in productivity. Sick days are a simple productivity indicator that the business can measure easily. Combine this with other productivity measures the business may already utilize.

- **Health Care Costs** Encourage the business to work closely with the insurance provider to evaluate the health care costs and savings from the Benefits to Quit. They may already be tracking many of the measures that will help the business assess their efforts such as health insurance premiums and claims. Make sure the business seeks their help early on to coordinate the efforts and streamline the evaluation strategy. Research has shown that businesses who offer the Benefits to Quit may see returns on investment within the first year.[10]

Workforce Health – A successful implementation of the Healthy Profit Model will eventually lead to a healthier workforce. The business can evaluate health improvements in their 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 the business is 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 the workforce.

- **Quit Rates** The business can track how many of the employees quit tobacco through employee surveys or HRAs.

Communication – It is also important to evaluate whether the employees are aware of your Benefits to Quit. Use the following indicators to assess the communication efforts:

- **Awareness** The simplest way to find out if the employees know about your Benefits to Quit 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 communications is to track the use of the Benefits to Quit. Encourage the business to talk with the insurance provider to see how many employees have actually used the tobacco-related coverage and services provided.

Ensure the business continues to profit from using the Tobacco Cessation 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 tool kit; the business can tailor the evaluation. The CDC provides extensive resources to assist in developing an evaluation plan.

These resources can be accessed at **www.cdc.gov/workplacehealthpromotion/evaluation.**

If a business is interested in meeting with their insurance representative and/or broker, please contact the Center for the Advancement of Wellness - Tobacco Cessation Team by submitting a **webform** or calling 405.271.3619.

Check Out the Additional Resources

Look through the additional resources to find tools designed to help you implement, promote and evaluate your Benefits to Quit. Each piece has been designed to make it easier for you to gain the benefits of a tobacco-free workforce.

Resource A: Glossary

Benefits to Quit A recommended set of services and treatments covered by a health insurance plan that is clinically proven to help individuals quit tobacco.[11]

Buproprion (Zyban) A prescription medication that helps individuals quit smoking by reducing nicotine cravings and withdrawal symptoms.

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.

Healthy Profit Model A framework for businesses to maximize their cost savings by helping their employees quit tobacco in the most effective way.

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 that help tobacco users 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.

Tobacco Cessation Stopping the use of cigarettes, cigars, pipes, dip, chew or other forms of tobacco.

Varenicline (Chantix) A prescription medication that helps tobacco users quit by targeting nicotine receptors in the brain.

Resource B: Frequently Asked Questions

Q: How much do the Benefits to Quit cost?
A: Typically, the Benefits to Quit for tobacco cessation will cost less than $0.45 per member per month, much less than other commonly covered benefits.[15] These costs may vary by plan, so be sure to talk with your insurance broker.

Q: Why should I offer the Benefits 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.[16] Your business will see immediate productivity gains and the decrease in health care costs will become increasingly apparent over time.

Q: What changes will the Affordable Care Act (ACA) have on my business in relation to tobacco?
A: The ACA requires all new private health insurance plans to cover tobacco cessation services with no cost-sharing like copays or deductibles.[17] As of 2014, the ACA allows insurers to charge tobacco users 50 percent higher premiums.[6] There is also currently a proposed rule that would approve up to a 50 percent reward for participation in a wellness program that includes prevention or reduction of tobacco use.[18] See the Helpful Links section to find more resources on how the ACA will affect your business.

Q: To meet the ACA's mandate for tobacco-related coverage, why wouldn't I choose to offer the bare minimum option to keep health care costs low?

A: Although new insurance plans will offer some kind of tobacco-related coverage, not all of these plans are proven effective. Since businesses will have to pay for this coverage, it makes sense to choose benefits that are proven successful to secure the greatest possible return on investment. The Healthy Profit Model is backed by research and real world successes. In the long run, the Benefits to Quit will be more effective than choosing minimal coverage.[15]

Q: If my business is self-insured, will the Benefits to Quit still save me money?

A: Yes. If even one of your employees develops one of many medical conditions associated with tobacco use, a self-insured employer like you will pay out thousands more than a fully insured company. Tobacco use results in many costly medical conditions including heart disease, stroke, and ten types of cancer.[19]

Q: I know it takes most tobacco users more than one attempt to successfully quit, so why should I help my employees quit if they might relapse?

A: Tobacco is very addictive; studies have shown that it can be as addictive as cocaine or heroin.[20] On average, it takes 8-11 quit attempts for a tobacco user to successfully quit,[21] but using counseling or nicotine replacement therapy (such as patches or gum) can double or even triple a person's chance of quitting tobacco, and combining these methods is even better.[11] The good news is almost 70 percent of tobacco users want to quit,[2] so many of your employees who use tobacco have probably tried to quit before. This is your opportunity to make their next attempt a success. You can do this by designing and promoting the Benefits to Quit using the Healthy Profit Model.

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

A: Currently, Oklahoma 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 Oklahoma.[22]

Resource C: Sample Employee Survey

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

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

3. Are you interested in quitting?
   o Yes   o No   o Maybe

4. If you want to quit, which of the following medications would you be interested in if they were provided free of charge or at a discounted rate? (Check all that apply)
   o Over-the-counter Nicotine Replacement Therapy (patches, gum, lozenges)
   o Prescription Nicotine Replacement Therapies (inhaler, nasal spray)
   o Prescription Medications (Zyban/Wellbutrin, Chantix)

5. If you want to quit, which of the following services would you be interested in if they were provided free of charge or at a discounted rate? (Check all that apply)
   o Individual Counseling
   o Telephone Counseling
   o Online Programs
   o Group Classes
   o Support Groups
   o Wellness Programs
   o Other _____

6. Where would you like to get information on quitting tobacco?
   o Posters/brochures
   o Newsletters
   o Staff meetings
   o Mailers to my home
   o Emails
   o Social media (Facebook, Twitter)
   o 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?
    o Yes   o No

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

Resource D: Benefits to Quit Checklist

Form	Model Components	Covered by Your Plan	Questions to Ask Your Insurance Broker	Notes
Cost Reduction	Offers health insurance premium discounts for non-tobacco users		• What other incentives to increase participation are available?	
	Eliminates copays or deductibles for tobacco cessation benefit			
Access	Provides coverage to dependents		• Are other barriers to utilization (e.g. prior authorization, stepped care, lifetime limits) eliminated?	
	Covers at least two quit attempts per year			
Promotion	Signage		• Are promotional materials for employees available?	
	Print Materials			
	Online			
Counseling	Individual		• What type of counseling is provided? • How many counseling sessions are covered annually? • How long are counseling sessions?	
	Group			
	Online			
	Phone			
Medications	Nicotine Replacement Therapy (NRT)		• What medications to help employees quit tobacco are covered? • How often can members access these medications?	
	Prescription Drugs			
Evaluation	Utilization and Success Tracking		• How does the plan identify and track tobacco users and tobacco-related health outcomes? • What are the utilization and success rates? • What are the applicable Healthcare Effectiveness Data and Information Set scores?	
Plan Modifications	Future Changes		• What effect will the Affordable Care Act have?	

Resource E: Communication Responsibility Checklist

Promotion	Who Will Do It	When? How Often?
Posters/Flyers Locations:		
Company Newsletters		
Employee Testimonials		
Company Intranet		
Postcards/Mailers		
Company Websites		
Staff Meeting Presentations		
Phone Messages		
Payroll System		
Social Media Share posts on Facebook or retweet HLP/TSET messages		
Special Events e.g. Great American Smokeout, health fairs, Kick Butts Day, Through with Chew		

Resource F: Policy Implementation Timeline

Tobacco Policy Implementation Example Timeline

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Develop Team: • Ensure leadership support • Assign overall responsibility to a respected manager to coordinate the development and implementation of a 100% tobacco-free policy • Form a working group to coordinate and implement the project • Identify objective and goals	▓											
Develop an implementation plan to support the policy statement: • Assessment • Communication plan including promotion • Timeline • Enforcement plan • Evaluation	▓	▓										
Assessment: • Assess employee readiness through a survey to address support, the percentage of tobacco users, concerns, level of interest in cessation services • Use the survey results to predict areas of challenge and develop strategies to address each challenge • Assess current practices and policy • Assess insurance coverage for cessation services and what is currently offered for employees in regards to tobacco cessation	▓	▓	▓									
Policy Development				▓	▓							
Have final policy available						▓						
Before announcing the new policy to all staff, meet with senior and mid-level managers to inform them of the following: • What immediate steps they should take to implement the policy • How information will be communicated to staff • What is their responsibility • What key messages they should emphasize to employees						▓						

Tobacco Policy Implementation Example Timeline (cont.)

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Implement the communication plan. Messages should include: • Rationale for the policy • Health harms of tobacco • Timeline for implementation of the policy • Availability and types of cessation assistance						■	■	■	■	■	■	■
Announce the new policy and the timeline for implementation to employees.						■						
Communicate cessation resources that are available for employees.						■	■	■	■	■	■	■
Plan a high-profile event or promotional activity, such as an employee health day, to celebrate the implementation of the tobacco-free policy.										■		
Prepare for physical changes that must take place for the policy to go into effect (signage, removing ashtrays/ receptacles).											■	■
Train or brief managers on: • How to support employee efforts to quit • Enforcement and disciplinary procedures for breaches of the policy • Logistical and administrative changes as a result of the policy changes											■	
Formally announce implementation of the tobacco-free policy.												■
Continue communication plan and messages that promote tobacco-free lifestyle, and inform employees of the cessation services available. This is an on-going process.												■
Continue to monitor and respond to input and feedback from employees and management. Continue to monitor the use of cessation services that are available for employees. This will be an on-going process.												■

Created by the Oklahoma State Dept. of Health Updated 08.01.16

* If the organization has union representation and/or other oversight provided by an external body, it is recommended an additional 6 months be added to the timeline.
* Clear work delineation for the above tasks is recommended.
* Adapted from the American Cancer Society Policy Implementation Timeline.

Resource G: Helpful Links

America's Health Insurance Plans provides an easy-to-use online tool to help calculate your company's potential return on investment from your Health Insurance Benefits to Quit in terms of medical costs. Remember that your savings will be higher than the website projects because it does not take into account gains in productivity.
www.businesscaseroi.org

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 control updates.
www.lung.org/cessationguidance

The American Cancer Society sponsors the Great American Smokeout, a great event to coordinate your efforts to move toward a tobacco-free workforce. Visit the website for an employee tool kit, sample promotional materials and ways to connect with events in your community.
www.cancer.org

The Center for Disease Control is a source for information on Smoking and Tobacco Use and other key health issues. The Coverage for Tobacco Use Cessation Treatments provides an overview of the evidence base for tobacco cessation insurance coverage, best practices for designing cessation coverage and the current status of cessation coverage.
https://www.cdc.gov/tobacco/quit_smoking/cessation/coverage/index.htm
https://www.cdc.gov/tobacco/quit_smoking/cessation/coverage/pdfs/coverage-508-1019.pdf

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

The Kaiser Family Foundation is a nonprofit, nonpartisan organization that provides information on key health policy issues, including extensive resources on the Affordable Care Act.
www.kff.org

The National Business Group on Health offers information on choosing health plan benefits and implementing worksite policies and programs to reduce tobacco use.
www.businessgrouphealth.org/tobacco

The Oklahoma Tobacco Helpline is a free service available 24/7. Businesses can order free Oklahoma Tobacco Helpline materials from the following link: www.oth.mybrightsites.com

The Treating Tobacco Use and Dependence Clinical Practice Guidelines is a set of guidelines for best practices in tobacco dependence treatment. The recommendations listed above are derived from the Clinical Practice Guidelines.
https://bphc.hrsa.gov/buckets/treatingtobacco.pdf

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