

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 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 second-hand smoke. Secondhand smoke exposure causes more than 1.2 million deaths annually. Approximately 65,000 children die each year due to illnesses related to secondhand smoke. Smoking while pregnant can lead to several life-long health conditions for babies²
- Tobacco smoking increases the risk of tuberculosis (TB) by a factor of 1:6. In 2018, 0.86 million new TB cases were attributable to smoking worldwide³
- 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 US⁴

There are also studies that show a direct link between smoking and economic costs:

- The economic impact of lost productivity over the working lifetime of current Australian smokers is \$388 billion⁵
- In the United States, the total economic cost of smoking is more than \$300 billion a year, including nearly \$170 billion in direct medical care for adults⁶

Studies show that few people understand the specific health risks of tobacco use. For example, a survey in China revealed that only 38 percent of smokers knew that smoking causes coronary heart disease and only 27 percent knew that it causes stroke.⁷ 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:

Week 1:	<day, month>
Week 2:	<day, month>
Week 3:	<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 to know

4. Short articles:

- Health risks of cigarette smoking
- Tips for quitting
- What's in a cigarette?

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, "Health Effects of Cigarette Smoking," accessed at www.cdc.gov/tobacco, page last reviewed April 28, 2020
2. World Health Organization, "Tobacco," accessed at www.who.org/tobacco, May 27, 2020
3. World Health Organization, "Tuberculosis," accessed at www.org/tuberculosis, March 24, 2020
4. American Cancer Society, "Lung Cancer Fact Sheet," January 2017
5. Owen AJ, Maulida SB, Zomer E, and Liew D. Productivity burden of smoking in Australia: A life table modelling study. *Tobacco Control*, 2019; 28(3):297-304
6. Federal Trade Commission Cigarette Report for 2018. Washington: Federal Trade Commission, 2019
7. World Health Organization, "WHO Report on the Global Tobacco Epidemic, 2017," July 2017

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