

A Healthy Workforce: Three Key Smoke-Free Initiatives

1. Use your company's health plan to help employees and their families quit using tobacco. *(Page 21)*
2. Invest in your workforce by providing effective tobacco treatment options. *(Page 33)*
3. Implement and maintain smoke-free workplace policies and other initiatives. *(Page 43)*

Develop a strategy based on an understanding of tobacco use as an addiction. Avoid an approach that stigmatizes smokers. Many smokers require multiple attempts before they are successful in overcoming their addiction. An estimated seventy percent of smokers want to quit.¹⁸ The workplace should be a place that supports this challenging process.

Measures of success? Over time, employers should experience long-term outcomes such as:

- Reduced number of employees who smoke;
- Reduced absenteeism;
- Reduced health care costs; and
- Reduced maintenance costs.

Paying for an employee's tobacco cessation treatment provides more return on investment than any other adult treatment or prevention benefit.

- *National Business Group on Health, Center for Prevention and Health Services. Issue Brief, 2003*



18. Centers for Disease Control and Prevention. MMWR - Cigarette Smoking Among Adults—United States, 2000. Morbidity and Mortality Weekly Report 2002;51(29):642–645. Available at <http://www.cdc.gov/mmwr/PDF/wk/mm5129.pdf>.

