

The Smoking Cessation Health Kit

Tools to help smokers quit for good





Stopping our nation's single largest preventable cause of death and disease.¹

Even though we know it's a harmful habit, nearly 17% of American adults are cigarette smokers.^{*1} This habit leads to diseases and disability, and harms nearly every organ of the body.² And it takes a financial toll as well: in the U.S. alone, smoking costs more than \$156 billion a year in lost productivity due to premature death and exposure to secondhand smoke.²

The good news is nearly 7 in 10 smokers want to stop.² You can help by promoting smoking cessation in the workplace. Your Smoking Cessation Health Kit can be your guide. It's filled with resources and techniques to educate, advise and encourage your employees. Use it, and you could clear the air for a healthier workforce.

* Current cigarette smoking is defined as smoking 100 cigarettes or more during one's lifetime and currently smoking every day or some days.

1 [cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html](https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html)

2 [cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm#use](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm#use)

What's in your Smoking Cessation Health Kit?

This kit contains links to materials you can simply download and distribute. It also includes a detailed guide for creating a **Break the Habit** challenge in your workplace, with educational tools for promoting smoking cessation. This challenge is great for non-smokers as well since it focuses on healthy behaviors.

A few points to remember:

- **Keep it simple.** All of the tools in this kit are meant to help you and require very little time for you to manage.
- **Spread it out.** Don't distribute every email and flyer to employees at once. Stagger your messaging over several weeks or a month. You might even want to declare a "Smoking Cessation" or "Break the Habit Month" at your company.
- **Keep it fun.** Employees want to enjoy being healthy. So present this program as a positive, helpful experience, not a mandatory requirement. Because this program is meant to help, not overwhelm.

Start your company's *Break the Habit* challenge

You may have seen the telltale signs of smoking in your workplace, with some employees “slipping out for a break.” But what if those breaks were about positive actions instead of smoking? Even non-smokers can benefit from participating in healthier behaviors and activities during break time. It’s true — a few minutes of downtime can re-energize employees, reduce stress and improve morale — but taking a break doesn’t have to be linked to a harmful habit.

That’s what the ***Break the Habit*** challenge is all about. By implementing it, you can promote positive stress relief in the workplace. You can help cut absenteeism, as smoking cessation could mean reduced sick time. You might even save a few lives, too.

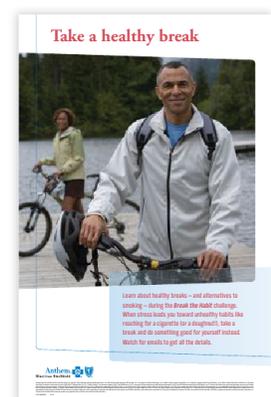
step 1

Download the **program planner** to learn how to set up and manage the challenge.



step 2

Set a date for your challenge. Before that date, hang this **poster** in your workplace or email it to your employees to promote the upcoming challenge.

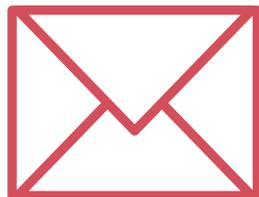




TIP: Stagger your communications to employees throughout the challenge to keep the topic top of mind.

step 3

Plan your communications; mark your calendar to send one **challenge email** per week. We suggest running the challenge over four weeks. Click the envelope to get all the copy you'll need, along with attachments to send to employees.



Click on the thumbnails to download each item individually.

Download for a healthier workforce!

These flyers and posters are yours to share with your employees during the **Break the Habit** challenge, or any time at all.



Challenge overview and log sheet

Provides instructions for taking part in the **Break the Habit** challenge. Includes an activity list and log sheet.



Kick the habit

Advice on where to seek help for smoking cessation, a review of the importance of quitting, and encouragement for those who've quit and restarted.



When you quit smoking

Seeing the immediate benefits of stopping smoking can be a great inspiration to quit. This flyer recaps the positive effects of cessation and advice for seeking help.



Be a quitter

This helpful flyer guides smokers through the quitting process, with tips for making it through cravings and descriptions of what to expect during the quitting process.



Kicking the habit with exercise

Smokers who have a hard time quitting can have better success when exercise is part of the cessation process. This flyer includes information on exercise benefits, concerns and recommendations.



Six ways to sideline stress

For some people, reducing stress can reduce the desire to smoke. This flyer gives great advice for keeping stress at bay.



The benefits of mindfulness

Includes a review of the warning signs of stress and how to combat it with guided meditation and visual imagery.



The dangers of social smoking

Many people think occasional smoking isn't harmful. But even the lightest of smokers are doing major damage to their bodies.



Click on the thumbnails to download each item individually.



Breathing easy

An overview of the most common types of lung disease: asthma, COPD and lung cancer.



Living with lung disease

A flyer for those who've been diagnosed with lung disease, with information on disease management and recognizing emergencies.

For your Anthem covered employees:

Remind your associates about all the extras they're entitled to with Anthem.



ConditionCare: COPD

If your Anthem plan includes ConditionCare, distribute this flyer to provide an overview of the ConditionCare Chronic Obstructive Pulmonary Disease (COPD) program. When employees join ConditionCare, they'll have 24/7 toll-free access to a nurse to get advice and gain coping skills for a life with COPD.



SpecialOffers

Anthem provides a number of discounts that can help your employees on their quest to adopt a healthier lifestyle, with discounts on:

- Stress management programs
- Weight management programs
- Gym memberships, fitness equipment, and coaching
- Fitness trackers and more



Anthem's educational support system: Extra tools for promoting total well-being.

Promoting healthy lifestyles is a year-round effort. Anthem can help, by bringing you informative programs, resources, special offers and more.

Time Well Spent

A rich collection of resources that includes tips and tools on building a culture of wellness, guides for implementing wellness plans, educational resources you can provide to your employees and much more.

TimeWellSpent.anthem.com

Employer Webinar Archive

While you're on Time Well Spent, check out the Wellness on the Run employer webinar presentation, "[How can you inspire employees to quit smoking.](#)"

The Wellness on the Run [archive section](#) and webinar playback provide an expansive library of free webinars available anytime, anywhere to help you build a culture of wellness at your workplace.

Also keep a lookout for upcoming new webinar presentations.

[timewellspent.anthem.com/
learn/employer-webinars](http://timewellspent.anthem.com/learn/employer-webinars)





Tools and support for your employees

The Weight Center



This helpful resource connects employees to information on topics like fitness, healthy eating and total well-being. To access the center, employees need to visit [anthem.com/theweightcenter](https://www.anthem.com/theweightcenter) and either register or log in to their Anthem account.

Smoke Free



This free app tells users how long they've been smoke free; how much money they've saved; how many cigarettes they've avoided; and how their health is improving. They also get badges for progress and can share their success with friends.

smokefreeapp.com

Kwit



Kwit uses gaming techniques to help smokers conquer their addiction. The app has different levels you can reach until you become the “Ultimate Kwitter.” It also provides encouraging statistics, like how much money you've saved and how many cigarettes you've resisted. There are 60 achievements to unlock – and report on your social media accounts.

kwit.fr

LiveStrong MyQuit Coach and Diet and Fitness Tracker



The MyQuit Coach app is doctor approved. It lets you personalize your journey to make quitting smoking fit into your lifestyle. Users can choose to quit cold turkey or reduce their nicotine use with a step-down approach. Through its in-app community message boards, the Diet and Fitness Tracker provides immediate support from members who share similar health and fitness goals, advice and information. It also has a user-friendly calorie counter.

liverstrong.com/mobile-apps

Quit It



The Quit It app shows money and time saved by not smoking; how many cigarettes not smoked; tar and nicotine that wasn't consumed; benefits of quitting and more.

digitalsirup.com/app/quitit/?lang=en

Cessation Nation



See how long it's been since you stopped smoking; the amount of money you've saved; cigarettes not smoked and health improvements – plus, with the Cessation Nation app you can play a fun distracting game to help you forget about your cravings.

wearecessationnation.com

You want them to be well. Help them work toward that.

A healthy workforce is important to you. It's important to us, too. That's why Anthem works with companies like yours to instill a culture of wellness in the workplace. This Smoking Cessation Health Kit is one way we're carrying this through. Use it, and your whole company can make a move toward total wellness, now, and in the years to come.



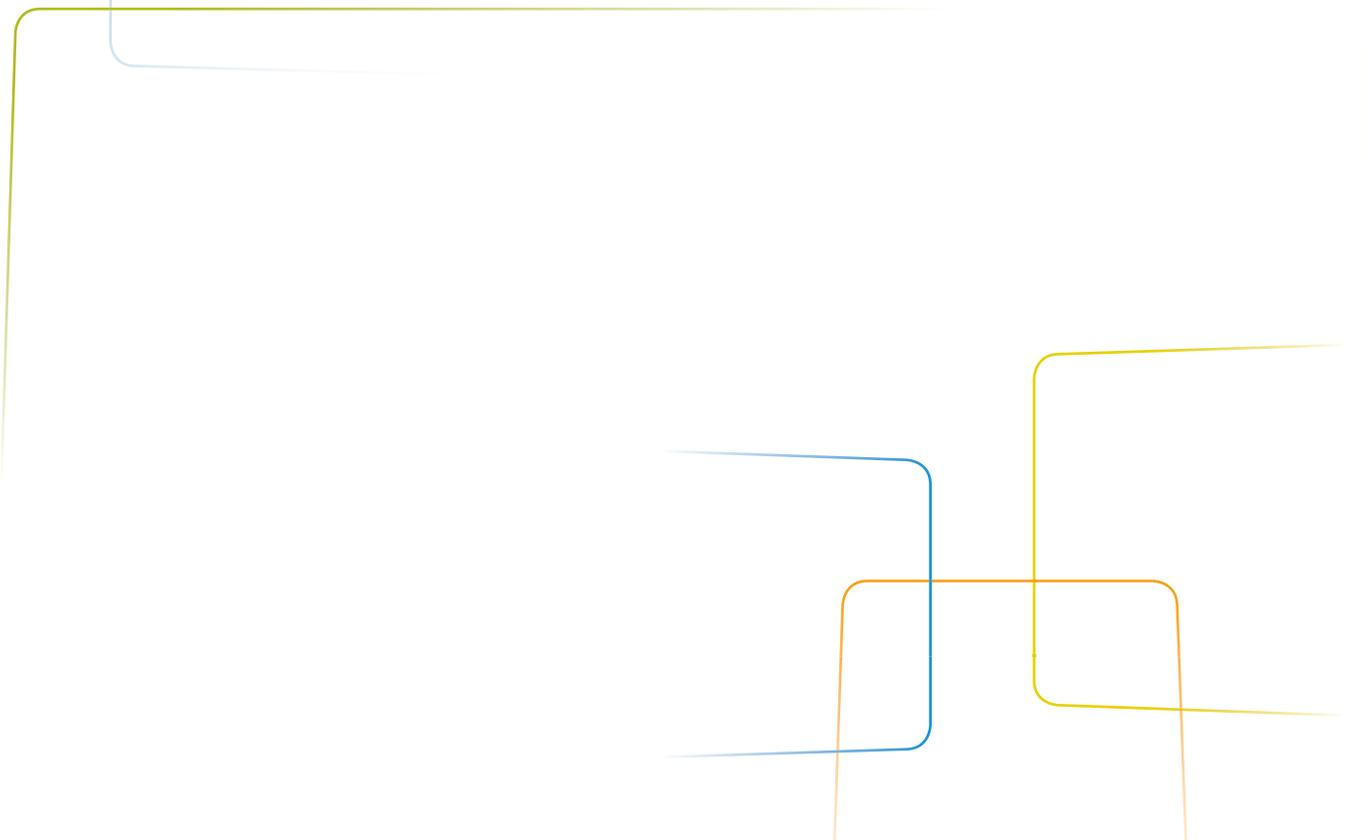
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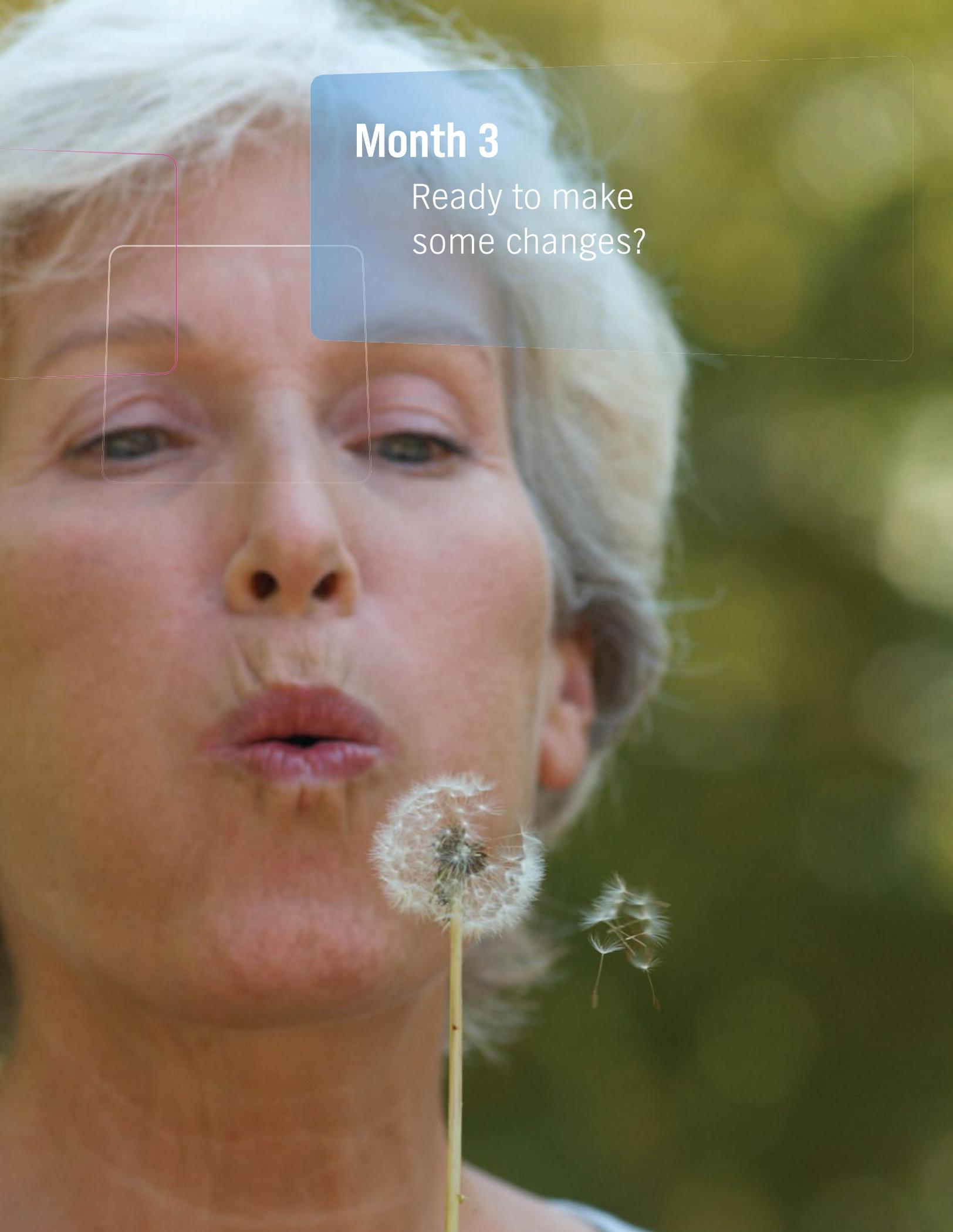


Need more help?

If you're struggling with COPD, Anthem can give you some extra help. It's called ConditionCare and it's a special program for Anthem members with COPD.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.





Month 3

Ready to make
some changes?

Resources for month 3

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational articles

These helpful articles or fliers can be sent by email or hard copy to your employees once a week or once every other week throughout the month. They're good for newsletters too:

- [Ways to quit smoking for good](#)
- [It's time to kick some butts](#)

Posters

Print these posters and fliers and place them around your company's building:

- [Kick smoking to the curb](#)

Smoking Cessation Lifestyle Improvement Program

If you offer pharmacy benefits for smoking cessation medications, let your employees know what's covered by their plan.

This flier invites your employees to join the Smoking Cessation Lifestyle Improvement Program. You can email this PDF or print it and post it around your office.

- [Quitting is a team effort \(Smoking Cessation Lifestyle Improvement Program\)](#)

Sign up for a Lifestyle Improvement ProgramSM

Lifestyle Improvement Programs are self-paced and help your employees make some positive changes, such as losing weight, exercising and quitting smoking. By making these changes, employees can have healthier lungs and a longer life.

Here's how they can sign up:

1. Log in to [anthem.com](https://www.anthem.com).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. On the left-hand side of the page, click on "Wellness Tool Kit."
5. Under "Lifestyle Improvement," select a Lifestyle Improvement Program to get started.



Want to send this email to your employees?
Just click [here](#) to copy the content.

Month 3: Ready to make some changes?

Dear <INSERT COMPANY NAME> Employee,

As you've been learning more about lung disease, perhaps you've been thinking about making some changes in your life.

If you smoke and have lung disease, one of the best things you can do is to quit smoking. Even if you don't have lung disease but you're a smoker, quitting has so many benefits.

To learn more about kicking the smoking habit, read the articles "Ways to quit smoking for good" and "It's time to kick some butts."

Sign up for a Lifestyle Improvement ProgramSM

Would you like some help to get started? If so, you should check out Anthem's Lifestyle Improvement Programs.SM

These online programs allow you to go at your own pace and make positive changes, such as exercising, losing weight and quitting smoking. By making these changes, you can have healthier lungs and a longer life.

For more information, see the "Quitting is a team effort" (Smoking Cessation Lifestyle Improvement Program) flier.



Here's how you sign up:

1. Log in to [anthem.com](https://www.anthem.com).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. On the left-hand side of the page, click on "Wellness Tool Kit."
5. Under "Lifestyle Improvement," select a Lifestyle Improvement Program to get started.



Month 4

Breathe easy:
managing lung disease

Resources for month 4

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article

This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- [Breathing easy](#)

Poster

Print this poster and place it around your company's building:

- [Smash the smoking habit and win the advantage](#)

ConditionCare: COPD

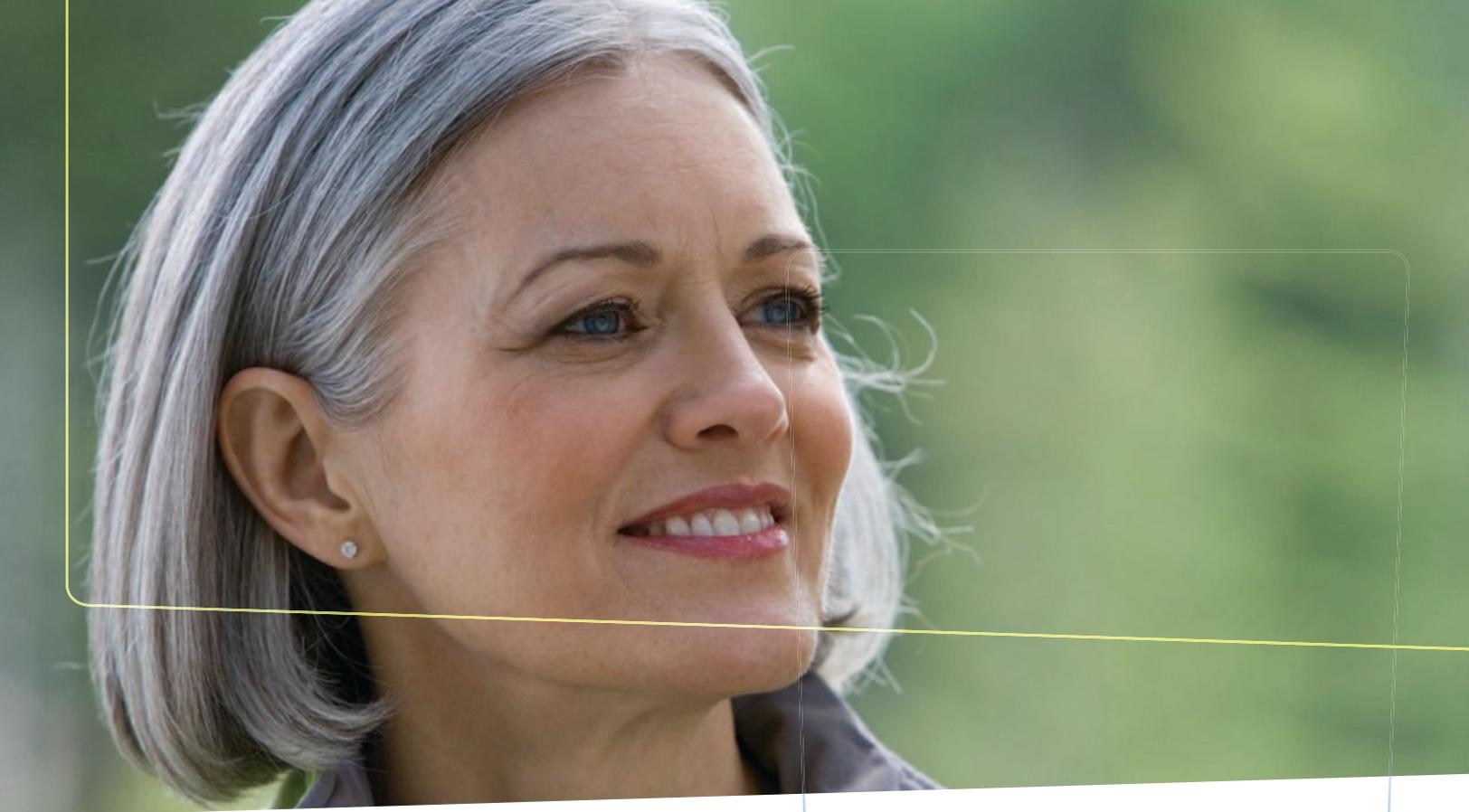
This flier invites your employees to join the ConditionCare: COPD program. ConditionCare is a program from Anthem that offers members education and coaching support to help them manage chronic illnesses like COPD. You can email this PDF or print it and post it around your office.

- [ConditionCare: COPD](#)

Online resources

Encourage your employees to visit anthem.com and load up on great resources for those who are concerned about lung disease.

1. Log in to anthem.com.
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Chronic obstructive pulmonary disease (COPD)."
5. Read the articles under "Treatment."



Want to send this email to your employees?
Just click [here](#) to copy the content.

Month 4: Breathe easy: managing lung disease

Dear <INSERT COMPANY NAME> Employee,

By now, you've probably figured out that it's best to keep things simple when it comes to lung disease. Making a few small steps can add up to big rewards like healthier lungs and a more active lifestyle.

Perhaps you or your spouse are dealing with lung disease. If so, check out the article "Breathing easy" to learn more about this condition and how to manage it.

You can find out more about lung disease at [anthem.com](https://www.anthem.com)

To get more information, just follow these steps:

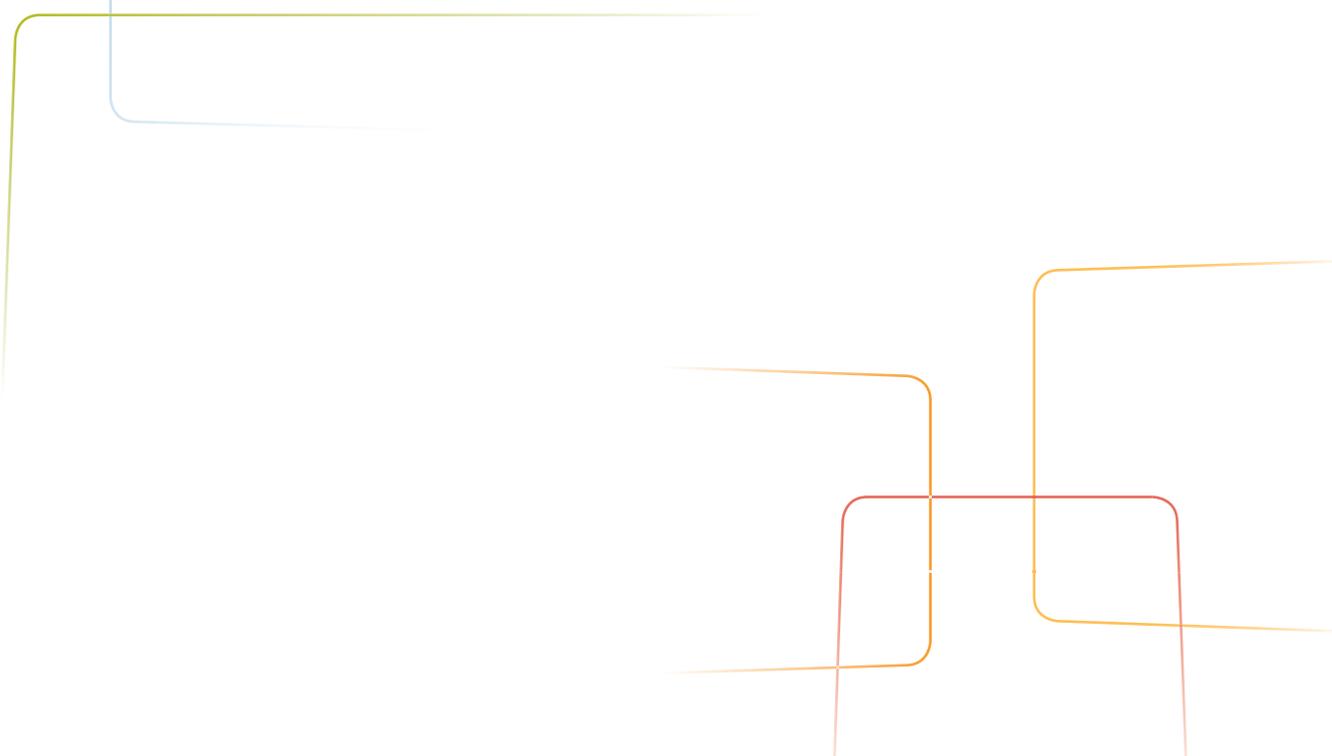
1. Log in at [anthem.com](https://www.anthem.com).
2. If you're not registered to use the site, follow the instructions to register.
3. Click on "Health & Wellness."
4. Under "Health Topics," click on "Chronic obstructive pulmonary disease (COPD)."
5. Read the articles under "Treatment."

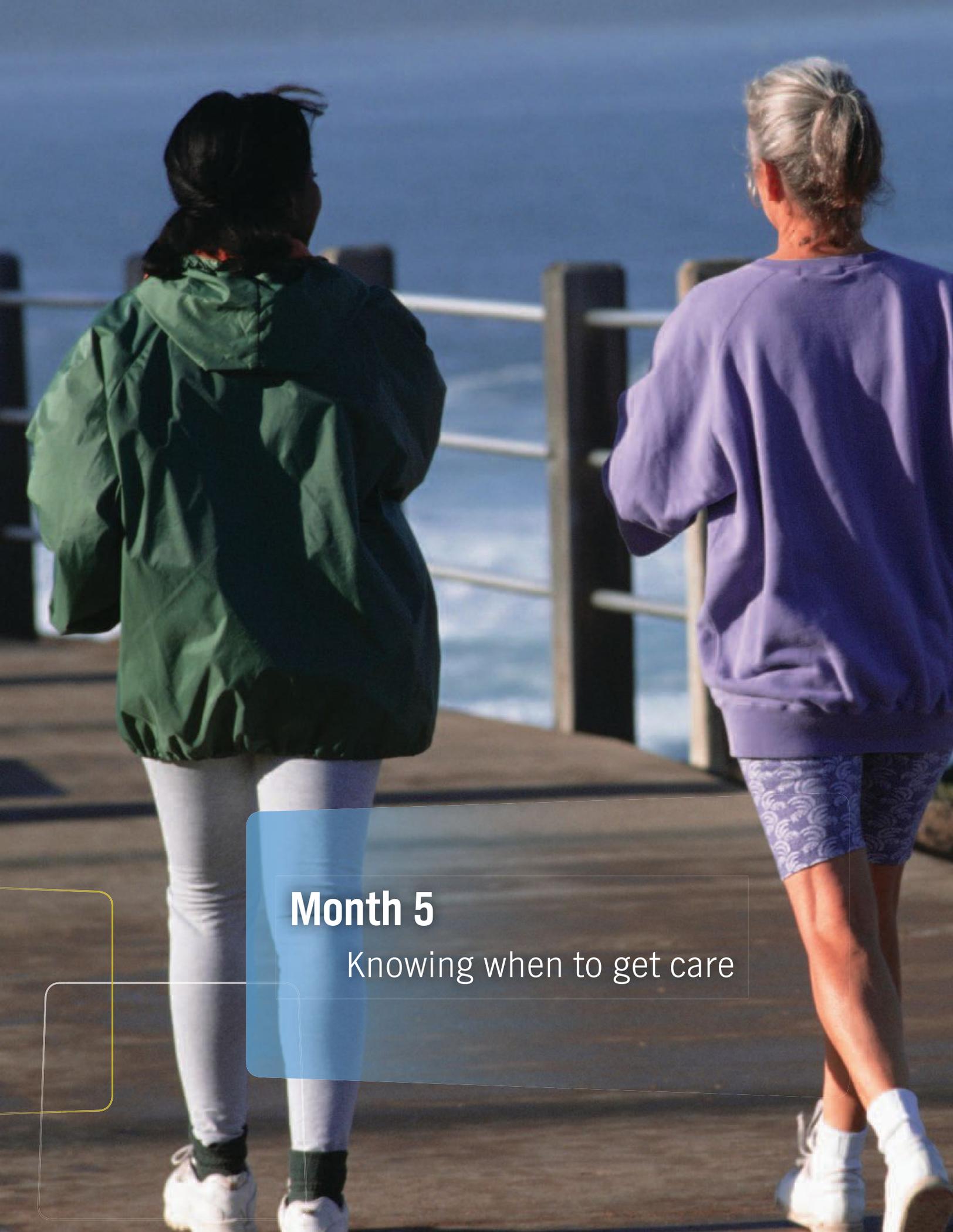


Need more help?

If you're struggling with COPD, Anthem can give you some extra help. It's called ConditionCare and it's a special program for Anthem members with COPD.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.





Month 5

Knowing when to get care

Resources for month 5

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational articles

These helpful articles can be sent by email or hard copy to your employees once a week or once every other week throughout the month. They're good for newsletters too:

- [Getting care when you need it now](#)

Poster

Print this poster and place it around your company's building:

- [24/7 NurseLine: Peace of mind close at hand](#)

Google Maps tool can help employees find urgent care centers and retail clinics

Employees who have lung disease may need to get urgent care. By using Google Maps, they can search for urgent care centers and retail health clinics. They just go to [anthem.com/eralt/ana](https://www.anthem.com/eralt/ana) and check out the map to find alternatives to the ER when it's not an emergency.



Want to send this email to your employees?
Just click [here](#) to copy the content.

Month 5: Knowing when to get care

Dear <INSERT COMPANY NAME> Employee,

Taking care of small problems before they become big ones can make a huge difference in your life.

With lung disease, that's especially true. For example, what if you're having trouble breathing and need to get care right away, but it's at night or on the weekend? Where can you go for treatment?

Your first thought might be going to the emergency room (ER). But did you know that you also have other choices? For example, you can go to an urgent care center or retail health clinic.

Learn more by reading the flier "Getting care when you need it now." It talks about your choices when you need care right away.

To ER or not to ER

If you're still not sure if you should go to the ER, you can always call the 24/7 NurseLine any time of the day or night, seven days a week.

The 24/7 NurseLine is your link to a registered nurse who can help you decide how to handle a medical problem and where to go for care. Just dial the toll-free number at XXX-XXX-XXXX.



Use Google Maps to find urgent care centers and retail clinics

You can search online for urgent care centers and retail health clinics by using Google Maps. Just go to [anthem.com/eralt/ana](https://www.anthem.com/eralt/ana) and check out the map to find alternatives to the ER when it's not an emergency.



Month 6

We've only just begun

Resources for month 6

Email or letter for employees (next page)

This explains the materials and activities for the month. Send this communication to your employees on the first day of the month. Send it in an email or a letter, or whatever format works best for you.

Educational article

This helpful article can be sent by email or hard copy to your employees. It's good for newsletters too:

- [Dust mites](#)

Poster

Print this poster and place it around your company's building:

- [ConditionCare: Wake up, feel better, repeat daily](#)

ConditionCare program

This flier invites your employees to join the ConditionCare program. You can email this PDF or print it and post it around your office.

- [ConditionCare: frequently asked questions](#)

Special activity (next page)

Test your employees' knowledge of lung disease and consider offering a prize for the person who answers all of the questions correctly first



Month 6: We've only just begun

Want to send this email to your employees?
Just click [here](#) to copy the content.

Dear <INSERT COMPANY NAME> Employee,

Can you believe that six months have already passed since we started the “Road to good health” lung disease awareness program? We hope that you've learned some important information about lung disease and made some small steps to health.

We want you to continue on your road to health. This is just a start. We've also included the article “Dust mites” to help you prevent your COPD from flaring up.

As a refresher, try your hand at this quick quiz.

[OPTIONAL COPY] If you are the first person to answer all of the questions correctly, you'll win a prize.

Lung disease quiz

(Note: Questions are based on articles; however, different questions can be used. Answers are: d, c, b, d and b.)

1. **What are the most common types of lung diseases?**
 - a. Asthma
 - b. Pneumonia
 - c. Chronic obstructive pulmonary disease (COPD)
 - d. All of the above

2. **What is the leading cause of COPD?**
 - a. Drinking alcohol
 - b. Your diet
 - c. Smoking
 - d. None of the above

3. **Can you catch COPD from someone else?**
 - a. Yes
 - b. No



4. What are some symptoms for COPD?

- a. Shortness of breath
- b. Wheezing
- c. Tightness in your chest
- d. All of the above

5. If you have a lung disease, should you get a flu shot?

- a. No, getting a flu shot is not important.
- b. Yes, you should get a flu shot since the flu can cause serious problems when you have lung disease.

Need more help?

If you're struggling with COPD, Anthem can give you some extra help. It's called ConditionCare and it's a special program for Anthem members with COPD.

To find out more and to enroll, call XXX-XXX-XXXX any time of the day or night. It can be your first step on the road to your best health.



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