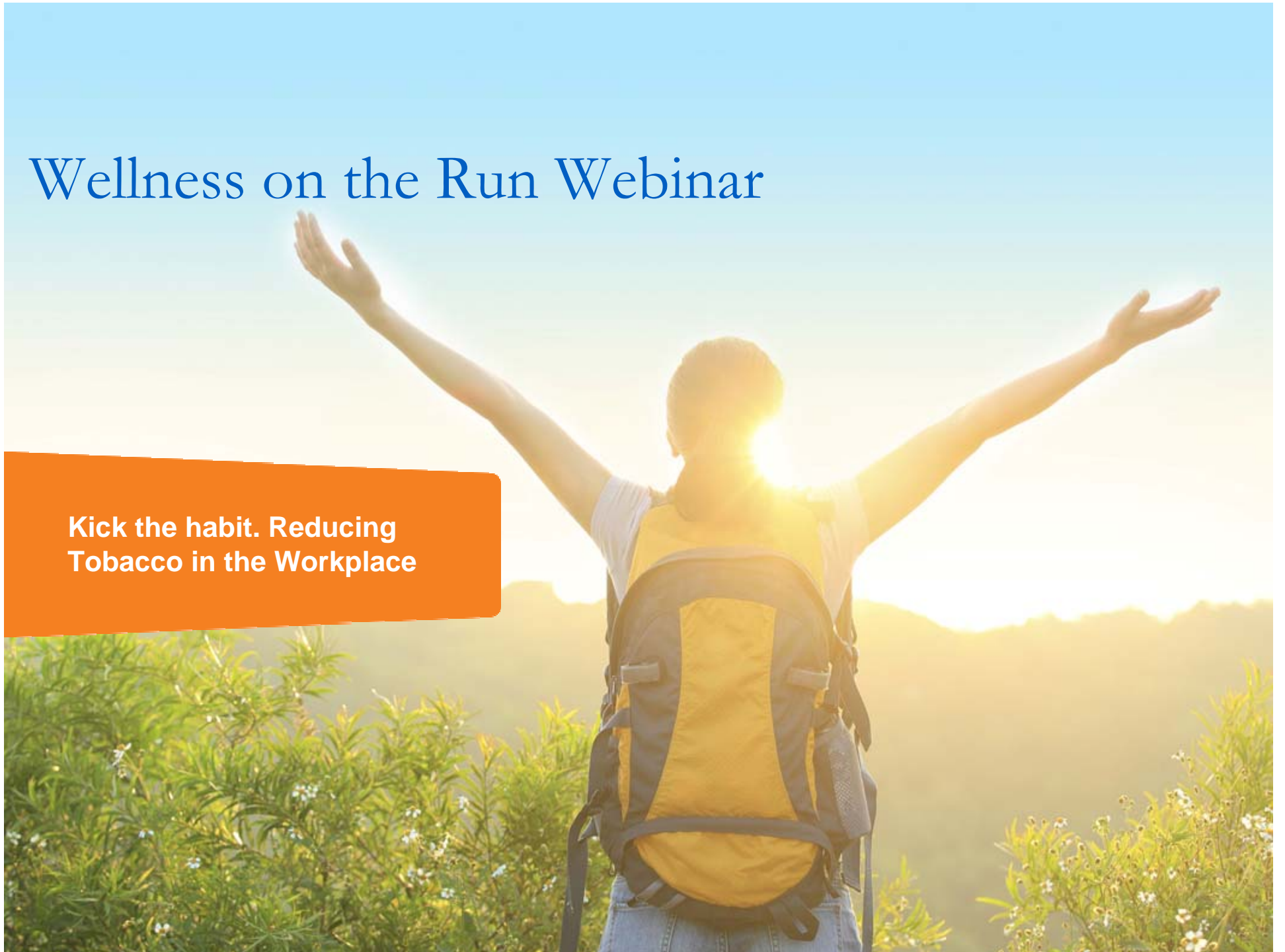


Wellness on the Run Webinar

**Kick the habit. Reducing
Tobacco in the Workplace**



Welcome

Today's presentation will begin shortly.

- In order to hear the audio for this presentation, please turn up your speakers.
- If you'd like to ask a question, please use the **Q&A area** of the console.
- A PDF of the presentation and other relevant resources are available under the **Resource Widget** at the bottom of the screen.
- To resize the presentation, just drag the lower right corner of the slide area.
- If you need help during the event, please click on the **Question Mark Widget** at the bottom of the screen.



Agenda

- How tobacco can impact the workplace
- Setting up tobacco-use policies and making your workplace tobacco-free
- Resources to support tobacco cessation

We know it's bad for our health

According to the Surgeon General, smoking is the chief cause of preventable death, causing 480,000 deaths annually...this is about one in five deaths annually.



Smoking leads to disease and death and harms nearly every organ in the body.



Smoking causes cancer, heart disease, stroke, lung diseases, diabetes, and chronic obstructive pulmonary disease (COPD), which includes emphysema and chronic bronchitis.



We know it has a negative impact on our workplace

Tobacco use is a leading cause of productivity loss, even more than alcohol use and family emergencies¹.

A 2014 study estimates that smokers cost \$5,186 more annually than a person that has never smoked².

- Excessive absenteeism: \$517/year
- Presenteeism: \$462/year
- Smoke breaks: \$3,007
- Extra health care cost: \$2,056



1: Stewart, WF, Ricci, JA, Chee, E, Morganstein, D. Lost productivity work time costs from health conditions in the United States: Results from the American Productivity Audit. *Journal of Occupational and Environmental Medicine* 2003;45(12):1234-1246.

2: Berman M, Crane R, Seiber E, *et al*
Estimating the cost of a smoking employee
Tobacco Control 2014;23:428-433.

Slide 5

WLB1

Note to presenter. You may see that the amounts add up to a total greater than \$5816. This is because this was the first study to actually take into account that smokers cost the "Death reduction."

Wiedmeier, Laura B., 7/21/2017

WLB2

The analysis also took into consideration a so-called death "benefit" in terms of economics. For employers who provide defined benefit plans, meaning they pay retirees a set amount in pension each year, a smoker's early death could result in an annual cost reduction of an estimated \$296. This occurs when smokers pay more into the pension system than they receive in retirement – in effect, subsidizing nonsmokers' pensions because they live longer.

Wiedmeier, Laura B., 7/21/2017

Creating a tobacco-free workplace.

Implement a 100% percent tobacco-free policy to fully protect workers' health.

Consider financial incentives for employees that certify that they are tobacco-free.

- Rewards or discounts on health premiums.

Support employees that want to quit through tobacco-free programs, education and more.



A tobacco-free campus

A tobacco-free policy should apply to all areas of a worksite.

- All indoor offices.
- All outdoor areas, including parking lots.
- Company vehicles, worksites outside the main campus.

Make sure the policy is enforced.

- Management understands policy and has the authority to enforce.

The American Lung Association offers a sample tobacco-free workplace policy.

Sample Tobacco-free Workplace Policy

A tobacco-free environment helps create a safe and healthy workplace. Smoking and secondhand smoke are known to cause serious lung diseases, heart disease and cancer. [EMPLOYER] recognizes the hazards caused by tobacco use and exposure to secondhand tobacco smoke. Our policy to provide a tobacco-free environment for all employees and visitors was established to keep a safe and healthy workplace environment. This policy covers the smoking of any tobacco product and the use of oral tobacco products, "spit" tobacco and e-cigarettes, and it applies to both employees and non-employee visitors of [EMPLOYER].

Policies

OPTION 1 – COMPLETE TOBACCO-FREE POLICY

No use of tobacco products including cigarettes and "spit tobacco" or e-cigarettes is permitted within the facilities or on the property of [EMPLOYER] at any time.

OPTION 2 – TOBACCO-FREE IN DESIGNATED OUTDOOR AREAS ONLY POLICY

No use of tobacco products including cigarettes, e-cigarettes and "spit tobacco" will be allowed within the facilities of [EMPLOYER] at any time.

Smoking or tobacco use shall be permitted only in designated smoking areas located at least 25 feet outside the building entrance, operable windows, and ventilation systems of enclosed areas to prevent tobacco smoke from entering those areas. All materials used for smoking in designated smoking areas, including cigarette butts and matches, will be extinguished and disposed of in appropriate containers.

Procedure

1. Employees will be informed of the [EMPLOYER] Tobacco-free Policy through signs posted throughout properties owned and operated by [EMPLOYER], including company owned vehicles.
2. Visitors will be informed of the [EMPLOYER] Tobacco-free Policy by their hosts, the meeting invite, email correspondences and signs posted throughout the properties owned and operated by [ORGANIZATION NAME].
3. The [EMPLOYER] will help employees who want to quit smoking by helping them access recommended smoking cessation programs and materials. (Visit www.lung.org/stop-smoking for more information.)
4. Any violations of this policy will be handled through the standard disciplinary procedure.



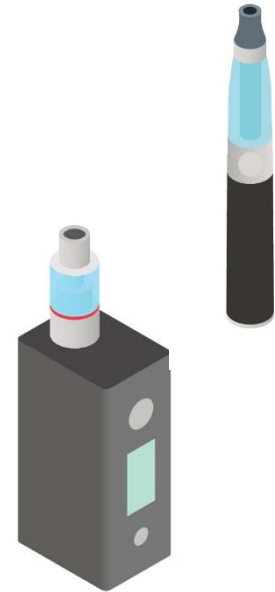
E-cigarettes

According to the FDA, e-cigarettes are devices that allow users to inhale an aerosol containing nicotine or other substances. The FDA does not approve e-cigarettes as a tool for smoking cessation.

- Unlike traditional cigarettes, e-cigarettes are generally battery-operated and use a heating element to heat e-liquid from a refillable cartridge, releasing a chemical-filled aerosol.

The aerosol created by e-cigarettes can contain ingredients that are harmful and potentially harmful to the public's health.

State and local laws vary, but it's important to address e-cigarettes in your workplace tobacco policy.



Rewarding those who don't smoke

Federal rules, which took effect January 1, 2014, specifically allow employers to reward or penalize employees by up to 50% of the cost of health care coverage based on tobacco use.

- You must offer a reasonable alternative standard.
- The 50% is the sum of the employer and employee contributions.
- States may have laws that protect smokers – and the reward amount could vary.
- Testing or medical exams for smoking may limit the amount allowed.

Before implementing any policy, it is important to check with your legal representative.



Support to help
them quit.



Health Assistant

Part of the Online Wellness Toolkit, available for your employees that register on our member portal.

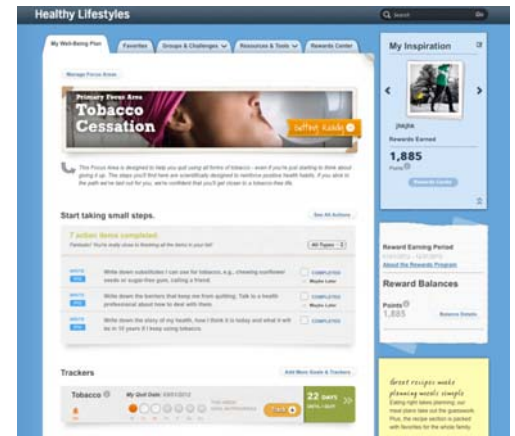
- Personalized support that help members meet their goals:
 - Members can set goals, choose a level (easy, moderate, or challenging), then choose from over 400 activities that appeal to their lifestyle, interests, and schedule. All tips come straight from WebMD's expert health coaches!

The screenshot displays the 'Health Assistant' interface. At the top, it says 'Health Assistant' and 'Track your daily progress'. There are 'Notifications (1)' and a 'See other weeks' link. The main goal is 'Tobacco Free for One Day' with a sub-goal 'Record one day tobacco free. Manage this goal'. Below this are three sections: 'TRACKING' with a calendar (S M T W T F S) and a form 'Today I used tobacco [] times.' with an 'Enter' button; 'PROGRESS' showing '0 tobacco free days' out of '1'; and 'TIPS FROM WEBMD COACHES' with three tips: 'Create or review your personal Tobacco Quit Plan', 'Get good music in the car', and 'Eat more healthy meals'. At the bottom, there's a 'Read Related Tips and Articles' link, a 'Manage My Goals' button, and a 'Weekly Progress' section showing '0%' completion. Below that are two activity cards: 'Create or review your personal Tobacco Quit Plan' (checked) and 'Stress a trigger? Breathe deep instead' (checked). A 'Choose Activities' button is at the bottom right. A 'Connect' section at the very bottom has a 'Join a Community' link.

Healthy Lifestyles Tobacco Free

Provides expert counseling by phone, through the web or both to help employees set a quit date, select the right medication, get encouragement from fellow quitters and track their progress.

- Well-Being Assessment (WBA)
- Access to QuitNet
- Risk stratification and engagement
- Personalized lifestyle coaching for tobacco cessation
- Optional Nicotine Replacement Therapy (NRT)
- Personalized well-being plan with additional online tools, trackers and resources
- Points-based rewards programs available



Healthy Lifestyles Tobacco Free is available for purchase

SpecialOffers

SpecialOffers features members-only discounts available for a variety of health and wellness products and services.

- 40% off selfhelpworks: Discount on *Living Free* video training program.
 - 12 sessions delivered by a certified instructor help members gain control of their relationship with tobacco through engaging and empowering stories, examples, interactive feedback and powerful exercises.
- 5% off Drugstore.com: Discounts on stop smoking aids
 - Gums, lozenges, smokeless inhalers
 - Nicotine patch, therapy magnets



Live Tobacco Free through Employee Assistance Program (EAP)

This program takes a unique, personal approach to kicking the tobacco habit for good. Employees and their household members can call or instant message a specially trained coach, who can help them:

- Understand triggers that cause them to smoke.
- Manage their weight and personal fitness goals as they relate to tobacco cessation.
- Live better and gain control of their health, using positive motivation.

Plus, the program includes access to:

- Interactive web-based tools and resources to help members quit.
- Digital coaching and a peer community for online encouragement and support.
- Access to helpful articles in the quit library.

EAP is available for purchase

American Lung Association

Freedom From Smoking® is a program from the American Lung Association that helps smokers gain control over their smoking habits.

- Because no single quit smoking technique is effective for all smokers, the program includes a comprehensive variety of evidence-based cessation techniques.
 - Freedom from Smoking Plus: Online and mobile.
 - Freedom from Smoking Group Clinics: In-person sessions.
 - Freedom from Smoking Quit Guide: Self-help guide
 - Lung Helpline: Telephonic support
 - Online Communities.

American Cancer Society

Great American Smokeout: If you haven't kicked off your policy, consider the Great American Smokeout (November 17, 2017) as a "quit date."

Freshstart a group-based tobacco cessation support program offered by the American Cancer Society.

- Your company or organization provides Freshstart facilitators, who take advantage of free online registration and certification.
- Facilitators are trained in an evidence-based approach geared to help participants increase their motivation to quit, learn effective approaches for quitting and guide them in making a successful quit attempt.

Other resources

Smokefree.gov from the National Cancer Institute offers several channels to help support those trying to quit.

- **LiveHelp**, chat via instant messaging service
- **Text campaigns** that send 3-5 text daily. You can even sign up for text specific to pregnant women, teens, or veterans.
- **National Quitline**, 1-877-44U-QUIT
- Local and state telephone quitlines, 1-800-QUIT-NOW



Workplace education

Time Well Spent contains posters, fliers and articles to help support your workplace wellness campaign.

It's time to kick some butts!

When it comes to smoking, be a quitter

Quitting smoking is the most important thing smokers can do to live a longer, healthier life.¹ Yet almost one in every five American adults smoke.²

You're not weak, you're addicted

If you're tired of stop smoking and always seem to pick it up again, you're not alone. Nicotine, the drug in tobacco, is as addictive as heroin or cocaine. When you breathe in cigarette smoke, the instant nicotine reaches your brain, even faster than drugs taken through a needle.³ Smoking, and all second-hand smoke, your hormones, your respiratory system, your women who is pregnant, nicotine affects your body in the same way. A smoker who tries to quit faces up to a few weeks of withdrawal force after just a few weeks of smoking. But also, there is a real risk of addiction here to be tackled when someone quits smoking.

Making it through the cravings

Between the withdrawal symptoms and the challenge of breaking habit, it's no wonder many smokers have a hard time quitting. So are some ways to cope?⁴

- **Take a brisk walk.** Goes a long way. Brisk walks can help through your craving and withdrawal symptoms. It can also begin the amount of time it takes for your next craving to hit.
- **Spend time in places where you can't smoke.** Try the gym, museums, bookstores and malls.
- **Change other habits too.** If you used to smoke when you wakened up, avoid the TV set. If you had to smoke with your morning coffee, have tea instead. Make plans to do something you enjoy when you would have smoked your favorite cigar of the day – take a walk outdoors, call a friend, take a bath or play a game. If you change your routine, you are less likely feel something is missing.

When you quit smoking
The health benefits are immediate

You don't have to wait to enjoy the health benefits from quitting cigarettes. Your body starts to change as soon as you stop:⁵

- **Within the first 20 minutes.** Your heart rate and blood pressure drop.
- **Within 12 hours.** The level of carbon monoxide in your blood returns to normal.
- **Within two to three months.** Your circulation improves and your lung work better.
- **Within one to nine months.** You start coughing as much or feel as out of breath. The tiny hair-like structures in your lungs called cilia start working better to trap the mucus and clear mucus, lowering your risk of infection.
- **Within one year.** Your risk for heart disease is reduced by half.
- **Within two to five years.** Your risk for a stroke is the same as a nonsmoker.
- **Within ten years.** Your risk for mouth, throat, esophageal and bladder cancer is cut in half.
- **Within 10 years.** Your risk for cancer of the voice box and pancreas is lower, and your risk of dying from lung cancer is cut in half.
- **Within 15 years.** Your risk for coronary heart disease is the same as a nonsmoker.

Get help and improve your chances

If you're trying to quit and need help, try these resources:

- The American Cancer Society has online guides on how to quit smoking. Visit cancer.org and go to the **Stop Smoking** tab, then scroll down to the bottom and select **Guide to Quitting Smoking**.
- The American Lung Association has a detailed list of the reasons why you should quit smoking and tips on how to do it. Visit lung.org, go to the **Stop Smoking** tab, under the link to **Quit Smoking** section, select **More**.
- Nicotine Anonymous (tobacco-free phone, text and online) go both on their website and internet meetings, and in-person counseling in some states. Call 1-800-QUIT-NOW (784-8688) or 1-800-ACS-2345 (2345) for full help support.

Counseling and support could double your chances of quitting.⁶ You also can talk to your doctor about a drug treatment that might be right for you. Whatever you decide to do, there's no better time than now. You'll start enjoying the health benefits immediately, and continue to enjoy them for a long time to come.

Crush your cigarette cravings

Exercise is hard enough without 50 different toxins in your lungs

It's no wonder you don't feel many smokers running marathons. But the truth is, exercise is a great way to help you quit smoking. Exercise works because it helps raise energy levels, avoids weight gain.¹

Research has found that just 10 minutes of exercise reduced craving for regular smokers. The study also showed that exercise made cigarettes appear less attractive to smokers.²

And it's been found that exercise helps smokers with a high risk of relapse because of emotional distress, since exercise can reduce anxiety sensitivity and depressive symptoms.³

Start at the right pace!

If you just stopped smoking, ease yourself into exercising with low-intensity cardiovascular (also called aerobic) or light strength training (also called weight lifting) exercises. Starting an exercise program at a high intensity right after you quit smoking could be dangerous.

Start by exercising at a low intensity for short durations. Walking, biking or swimming for 15 to 20 minutes at a time is a great way to increase your cardiovascular endurance after you quit smoking.

Gradually work your way up to moderate-intensity cardiovascular exercises for durations of 30 to 60 minutes at a time. To achieve substantial health benefits, it's advised that adults participate in at least 1/2 hour of moderate-intensity aerobic activities every week and strength-training activities at least two times per week.

Some smokers are afraid of feeling sick without nicotine. But exercise can help here, too by reducing the worst symptoms of smoking withdrawal, such as:⁴

- irritability
- depression
- headaches
- difficulty concentrating
- stress

Exercise can also lead to better overall health and well-being, and can help quitters shed unwanted weight.

Cardiovascular, or aerobic, exercises include those that work large muscle groups and get your heart rate up for a sustained period. **Strength training or weight lifting exercises improve muscle tone and strength.**

Stop letting your money go in smoke

Quitting smoking is hard. But it's worth the effort – both to your health AND to your wallet.

The average smoker spends \$1,825 each year¹ on cigarettes. Can you think of a better use for your money?

It's not just smokers who pay more. Businesses pay more in health care and workers' compensation costs. What's more, taxpayers pick up the burden on smoking-related government spending.

Quit smoking. Save money. Save your health.

Log in at anthem.com/ca for tools, resources and health programs to help you get the most from your health care dollars.

- Smoking Cessation programs
- Special offers
- And more



Upcoming Wellness on the Run Webinars

Next Webinar: The stress factor: how to manage stress and depression in the workplace.

Date: Wednesday, September 20th, 2017

Time: 2:00 PM Eastern Daylight Time

Register on Time Well Spent today!

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2017 DocTalks

Your employees can get health tips with our free DocTalk webinars!
DocTalk webinars are available to all members and their spouses.

September 12, 2017 12:00 pm. & 3:00 p.m. EDT	Heart Health Sanjay Lall M.D., F.A.C.C. Medical Director
October 10, 2017 12:00 pm. & 3:00 p.m. EDT	Diet, Nutrition and Weight Loss Presenter: Richard M. Lachiver, MD, MPH, FACPM Regional Vice President and Medical Director
December 12, 2017 12:00 pm. & 3:00 p.m. EDT	LiveHealth Online: Telehealth on The Cutting Edge Presenter: Sharon S. Boose, Sales Director, LiveHealth Online, Anthem, Inc.

A woman with a backpack is hiking on a trail. She is wearing a blue long-sleeved shirt and black pants. She is smiling and looking towards the camera. The background shows a body of water and a wooden railing. An orange banner is overlaid on the left side of the image.

Questions?