

Helping Smokers Quit:

Doing Well While Doing Good

Jeffrey R. Harris, MD MPH MBA
Health Promotion Research Center
jh7@u.washington.edu

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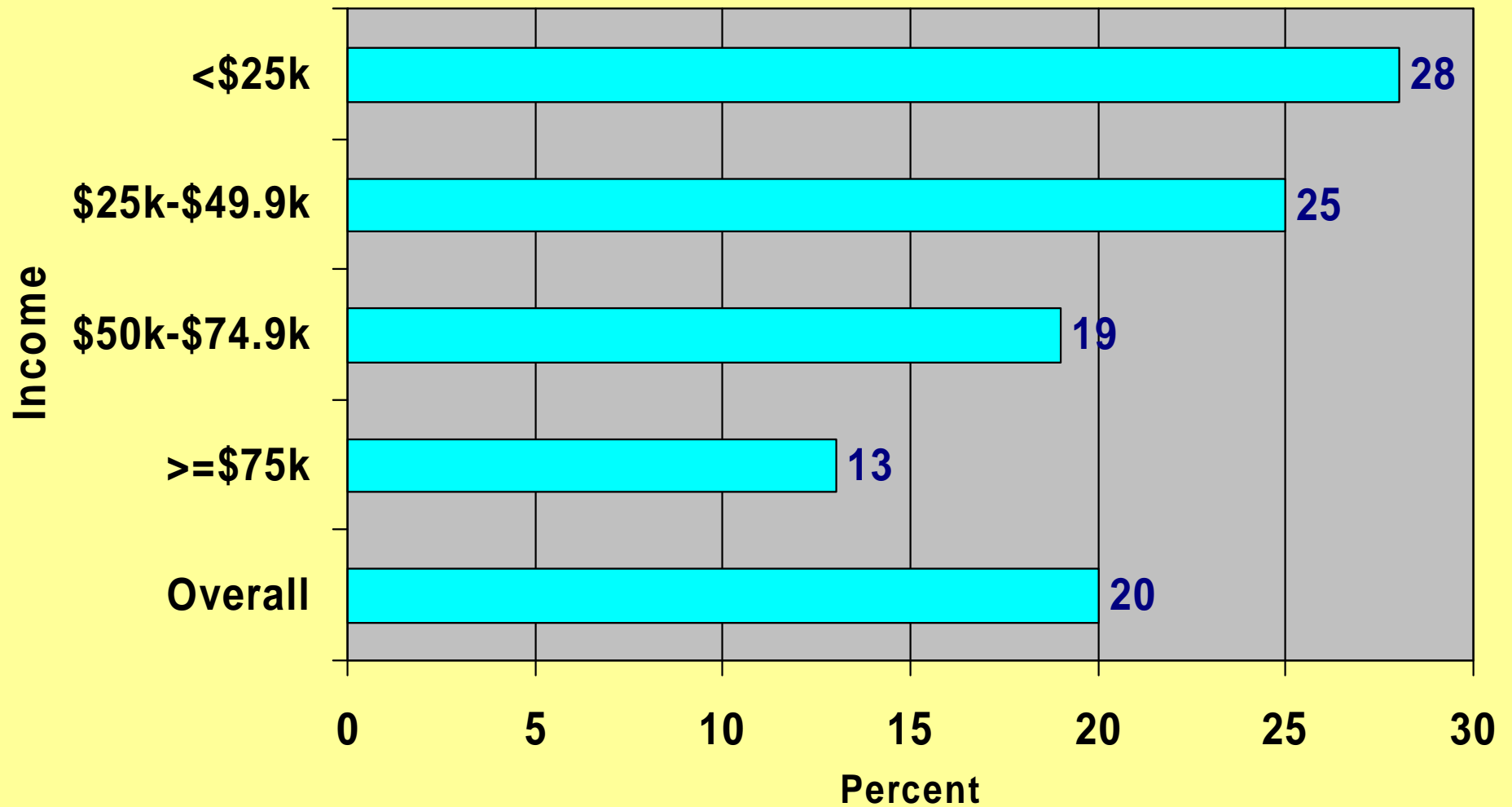
Four Questions

- Why does smoking still matter so much?
- What should employers do?
- Does cessation treatment pay off?
- Where to get more help?

Why does smoking still matter so much?

- Still a common behavior
- Big cause of health care costs
- Big cause of productivity losses

Big Disparities in Smoking Prevalence



BRFSS. Employed, insured 18-64. 2004-5.

Big Cause of Health Care Costs

- Lifetime Excess Costs for Smokers:
 - Women: \$21,500
 - Men: \$19,400

CDC. MMWR 2005;54(25):625-8. Adjusted to 2007 dollars.

Big cause of productivity losses

- Annual Excess Sick Days for Smokers:
 - Women: 2 days
 - Men: 4 days
- Annual Productivity Loss for Smokers:
 - \$2,300

Warner KE. JOEM 1996;38(10):981-2. Adjusted to 2007 dollars.

What should employers do?

- Make it easy to quit & hard to smoke
- Protect non-smokers

Four Actions For Employers

1. Cover Rx meds & face-to-face counseling
2. Cover OTC NRT
3. Cover telephone quitline
4. Restrict or ban smoking

Cover Cessation Meds & Counseling

- All FDA-approved medications
- Individual and group counseling
- Increases quitting 4-fold

Cover Over-the-Counter Nicotine Replacement Therapy

- NRT most popular but cost-prohibitive
- Can be added to health plan formularies
- Over-use and abuse not an issue

Cover Telephone Quitline

- Expert, practical help
- Very, very convenient
- Most effective/popular if NRT included
- Increases quit rates by 50%

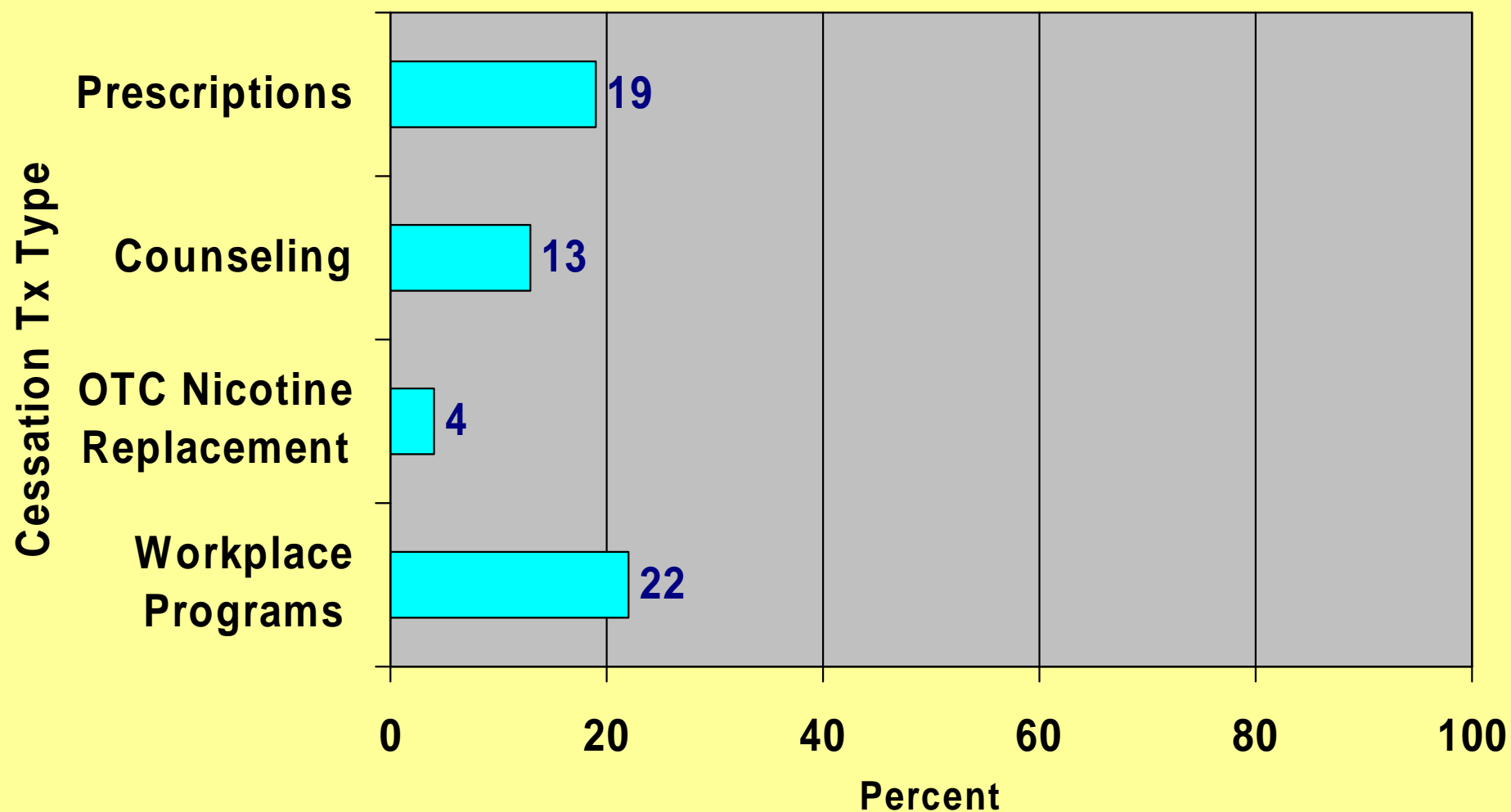
Restrict or Ban Smoking

- Protects non-smokers
- May encourage smokers to quit
- Reduces liability risk

Does Cessation Treatment Pay Off?

- Smokers' excess costs:
 - Lifetime health care: ~\$20,000
 - Annual productivity: ~\$2,000
- Cessation treatment costs: ~\$0.4 PMPM
- Break-even in 1-3 years, savings in 3-5

Large Employers Not Covering Cessation



1,074 large employers. Bondi et al. Am J Health Promot. 2006;20:214-22.

Caveats

- Quitting is hard—8 attempts on average
- Most smokers quit on their own
- 5-10% quitting per year reasonable goal
- Many will relapse
- It's still worth it!

Where to get more help?

- Health plans
- Brokers and consultants
- Voluntary health agencies: ACS, ALA
- Quitlines: www.naquitline.org
- Web & print, e.g., Purchaser's Guide

Summary

- Smoking is costly
- We know how to help smokers quit
- We must do what we know
- Can do well while doing good



Smokers in the Workplace:

Exploring Employers'
Understanding and Perceptions of the
Business Impact of Smoking

Ron Finch, EdD
Vice President
October 25, 2007



Objectives

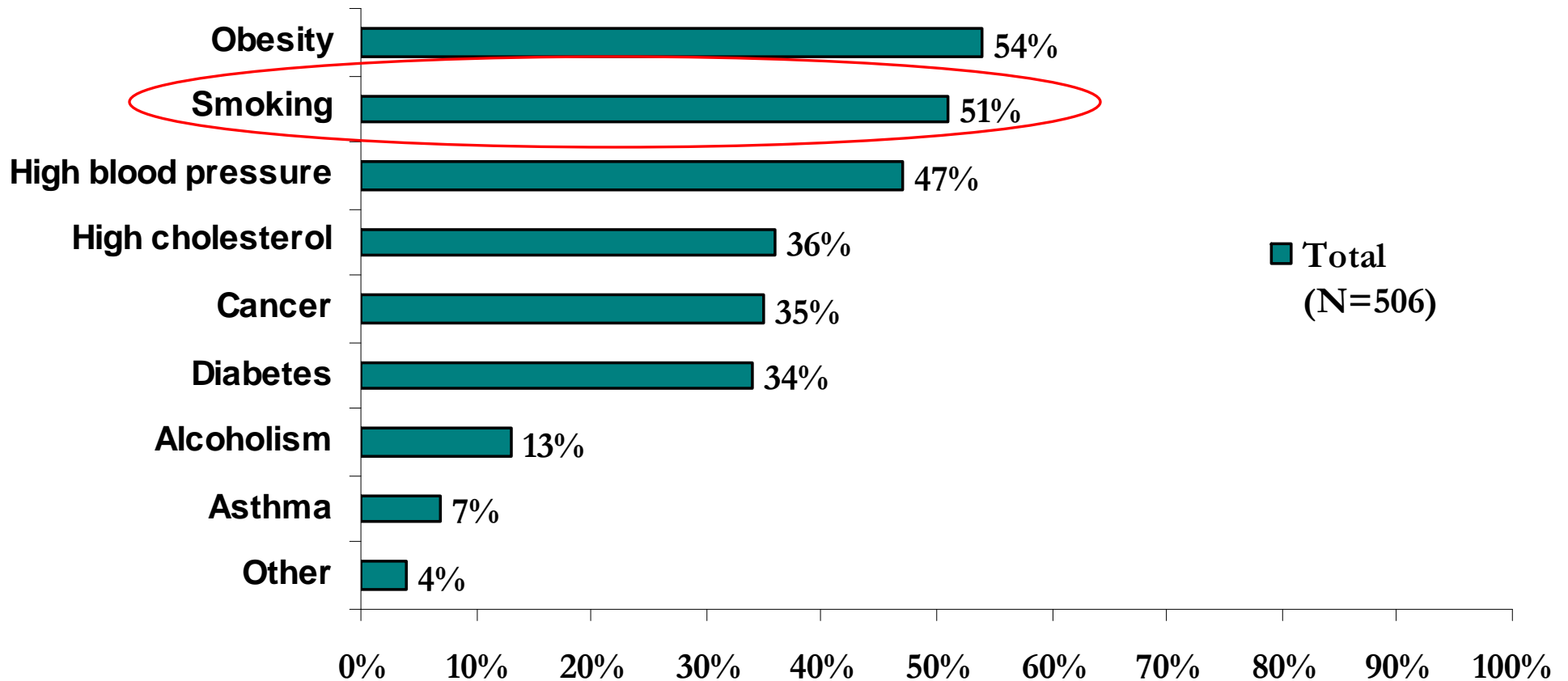
- Explore employers' understanding & perceptions of:
 - The business impact of smoking
 - The barriers to implementing comprehensive smoking cessation benefits
- Identify the types of smoking cessation benefits and resources employers provide
- Understand the perceived value of offering smoking cessation benefits and resources



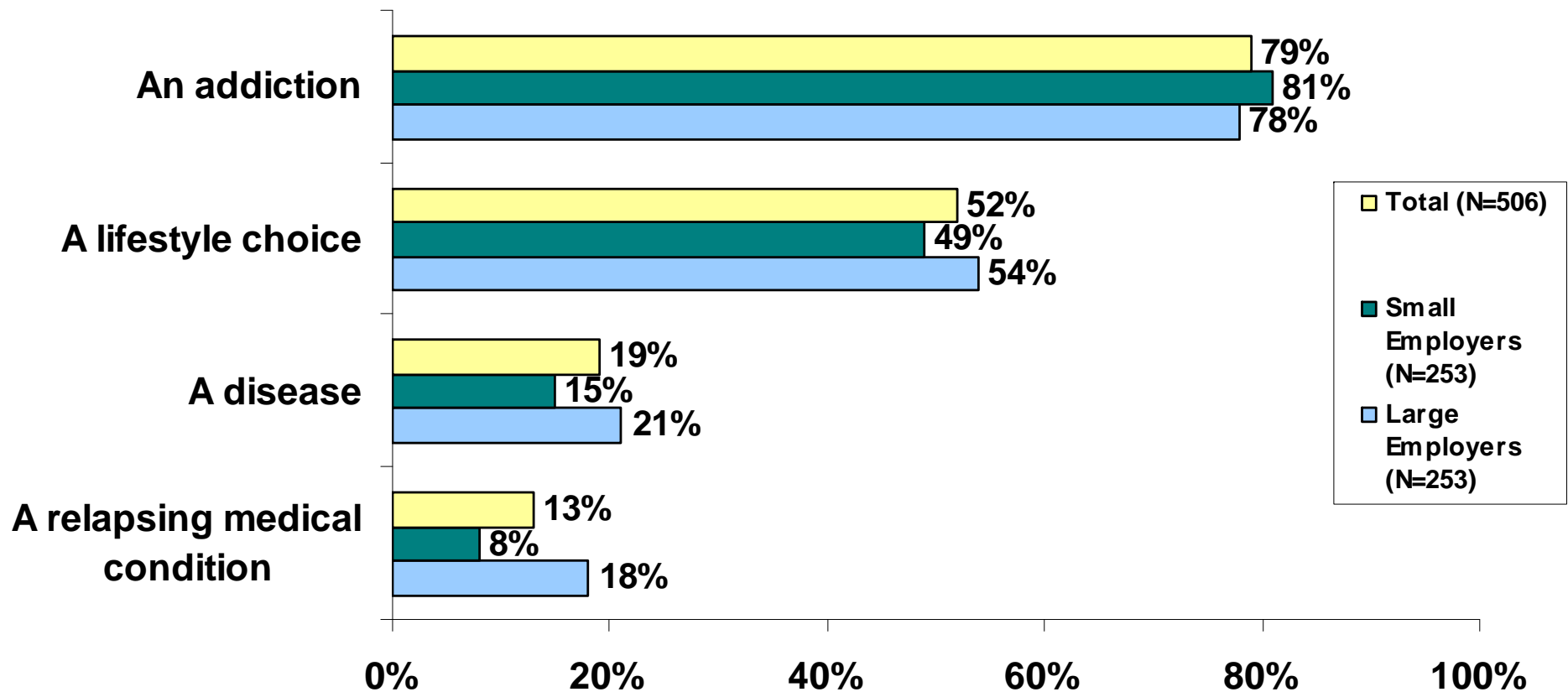
Methodology

- Conducted a 10-minute online survey among employers
- Interviewed 506 employers
 - 1,000-9,999 employees
 - 10,000+ employees
 - Split evenly

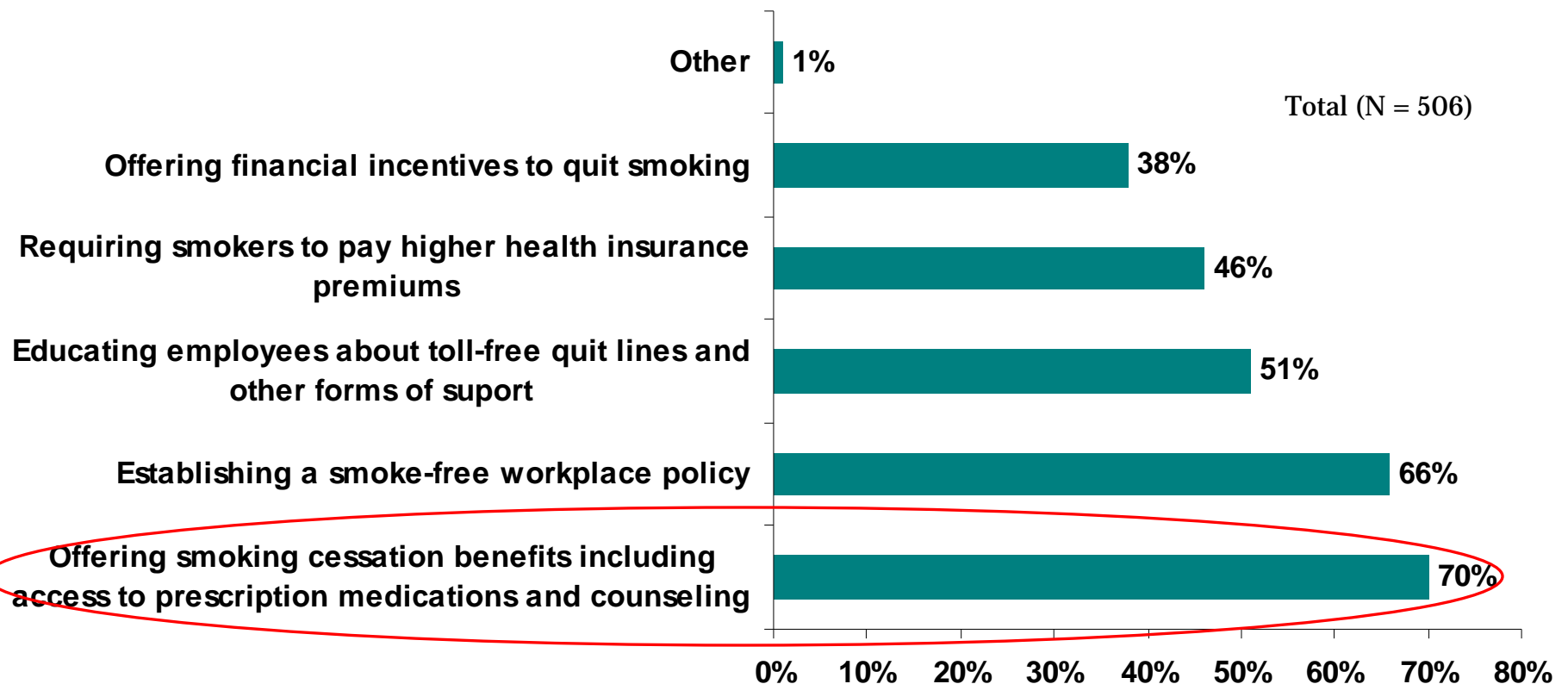
Which three of the following employee health issues are the greatest priority for your company?



Which, if any, of the following terms would you use to classify cigarette smoking?



Which of the following do you believe is the most valuable way for an employer to encourage employees to quit?





The Importance of Workplace Support

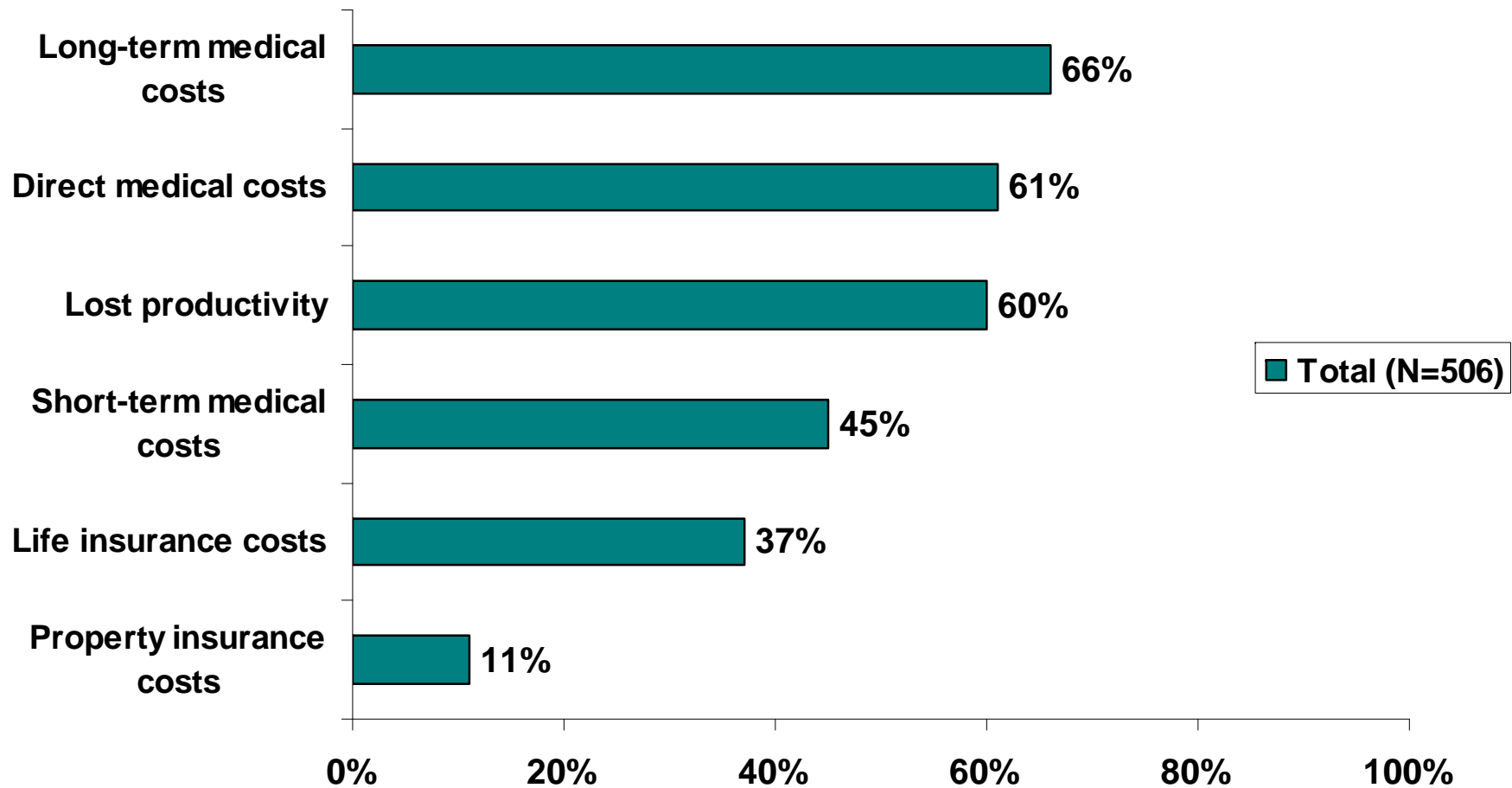
Top ranked ways employers see smoking cessation benefits helping their company:

- “Improving the health of employees” (78%)
- “Decreasing health care costs” (74%)

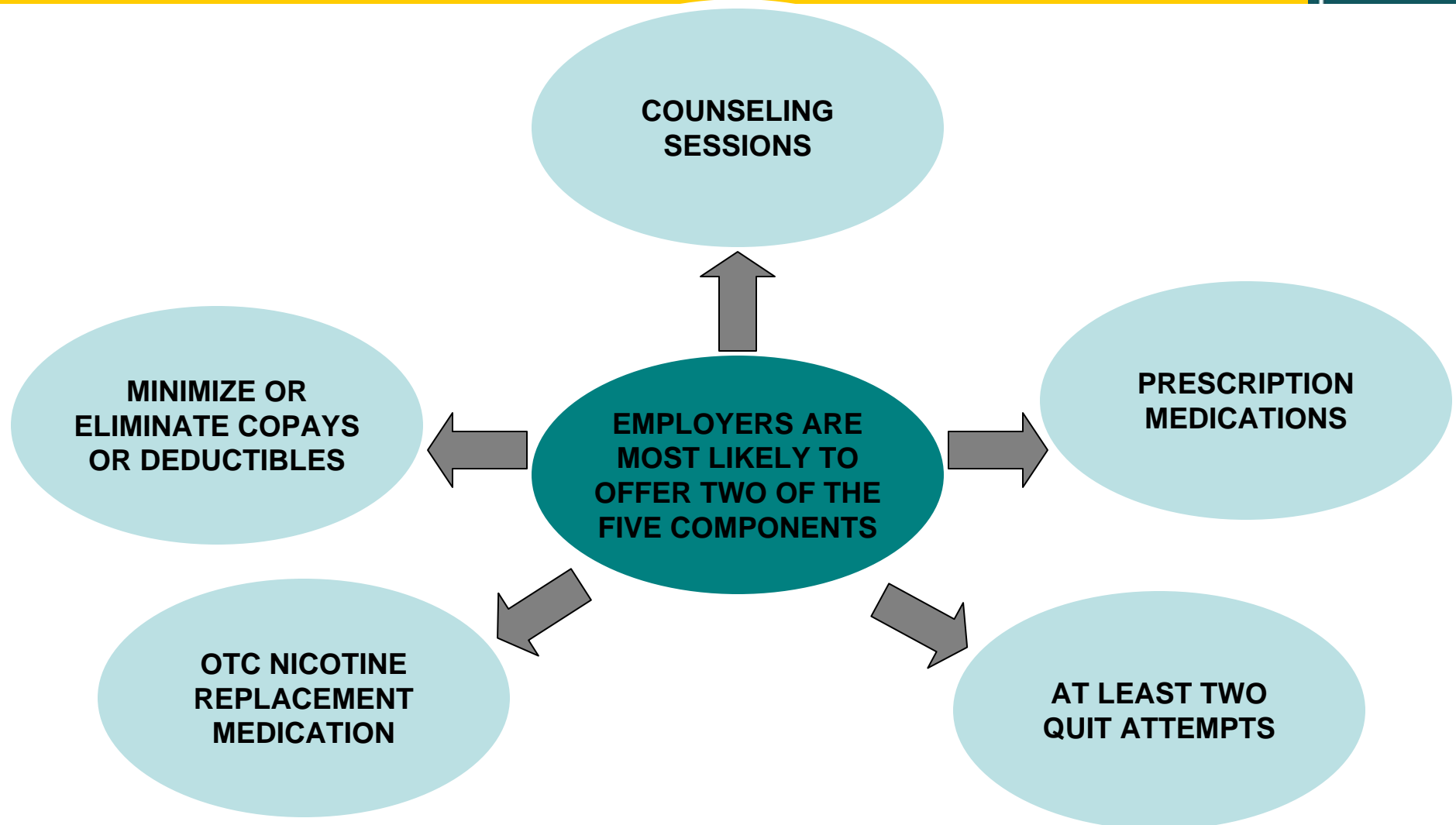
In your opinion, do you believe providing smoking cessation benefits to help employees quit or reduce smoking can help your company?



Which of the following costs associated with smoking do you believe is the most harmful to your business?

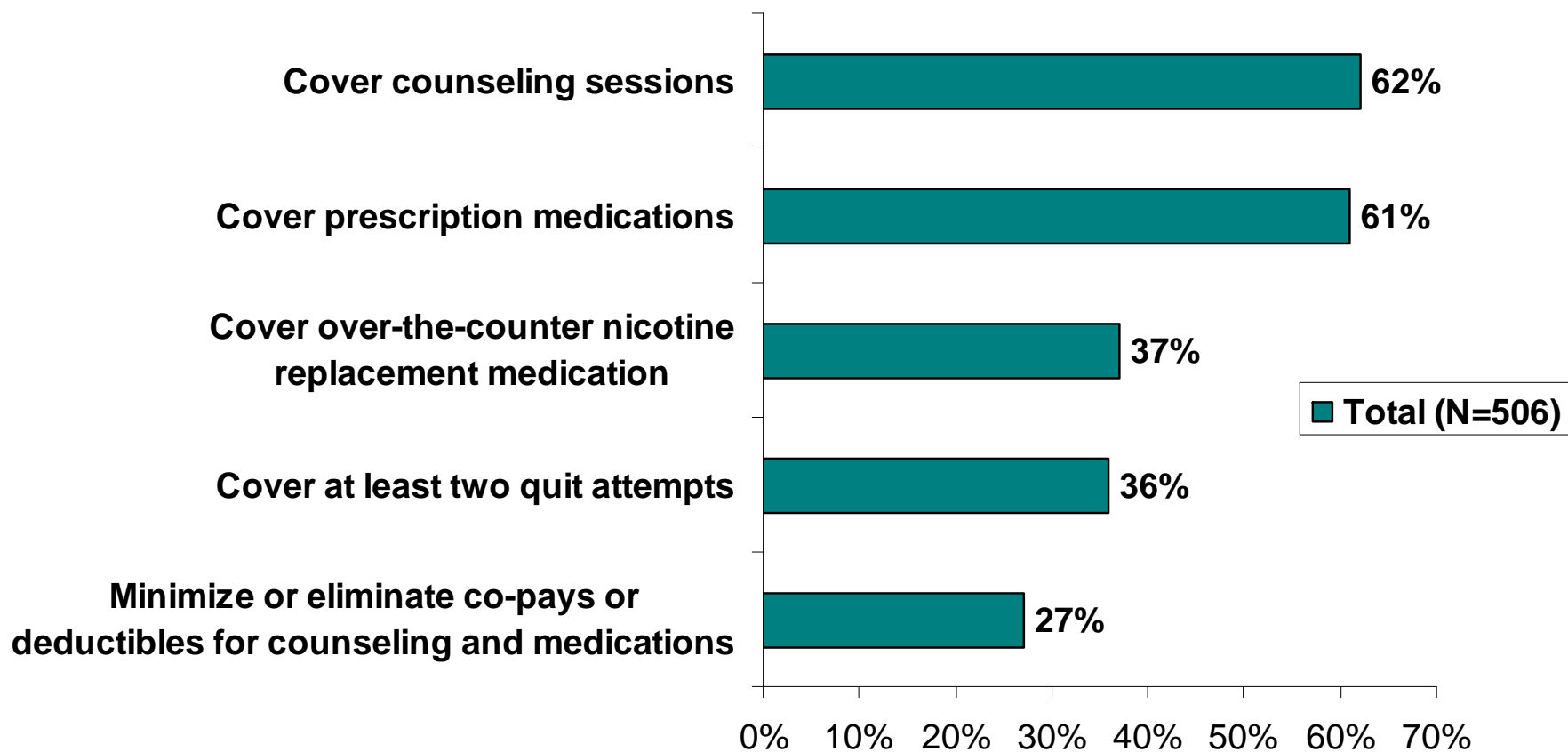


CDC Recommended Smoking Cessation Benefit Components





What Employers Cover





What Employers Cover

- **Employers are most likely to offer only 2 out of the 5 recommended components**
- **96% of employers believe that it is beneficial to provide employees with all CDC components**
- **93% believe that the CDC guidelines would be effective in helping employees to quit smoking**



What Employers Cover

- 74% of employers believe that their company would be likely to provide employees with all CDC components
- Only 2% of companies provide comprehensive smoking cessation benefits for employees
- 19% offer none of these components
- 26% of small employers and 13% of large employers do not offer any of these components



What Employers Cover

- Employers report that smoking cessation efforts have increased over the past year
 - 52% report that their company is doing more in terms of encouraging employees to quit smoking
 - Large companies are doing more than small companies (56% vs. 47%)
- Most common additions
 - 42% establishing a smoke-free workplace policy
 - 35% covering counseling
 - 32% covering prescription medications



What Employers Plan to Cover

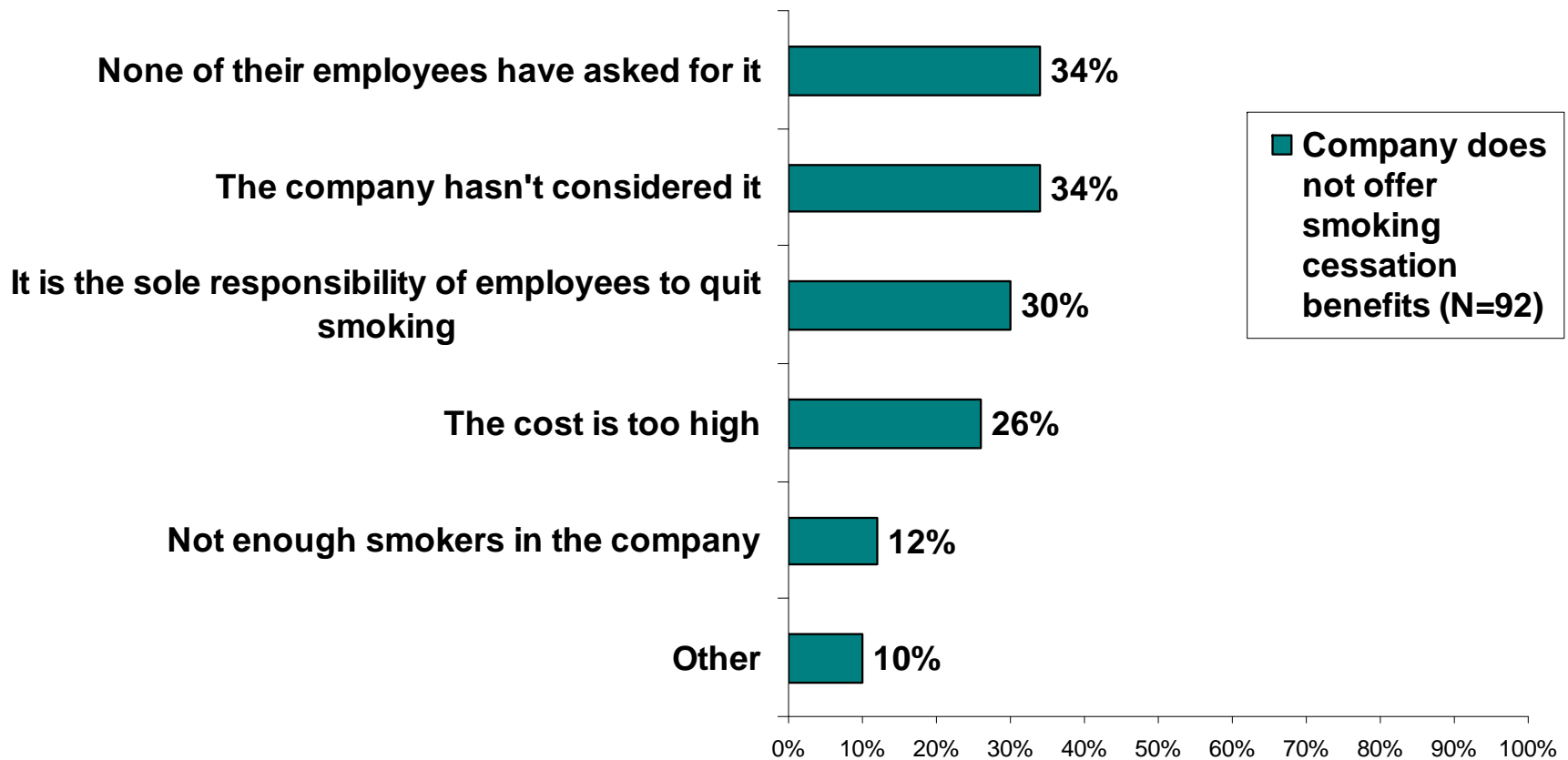
- 83% of employers report they plan to implement at least one new policy to reduce smoking
- Few anticipated that they would cover multiple quit attempts for employees
- Requiring smokers to pay higher health premiums is the top anticipated addition to smoking cessation programs (41%)
- This was followed by establishing a smoke-free workplace policy (27%) and offering financial incentives to quit smoking (27%)
- Employers least frequently cited covering multiple quit attempts in the next couple of years (16%)

Motivating Employers to Cover Smoking Cessation Benefits

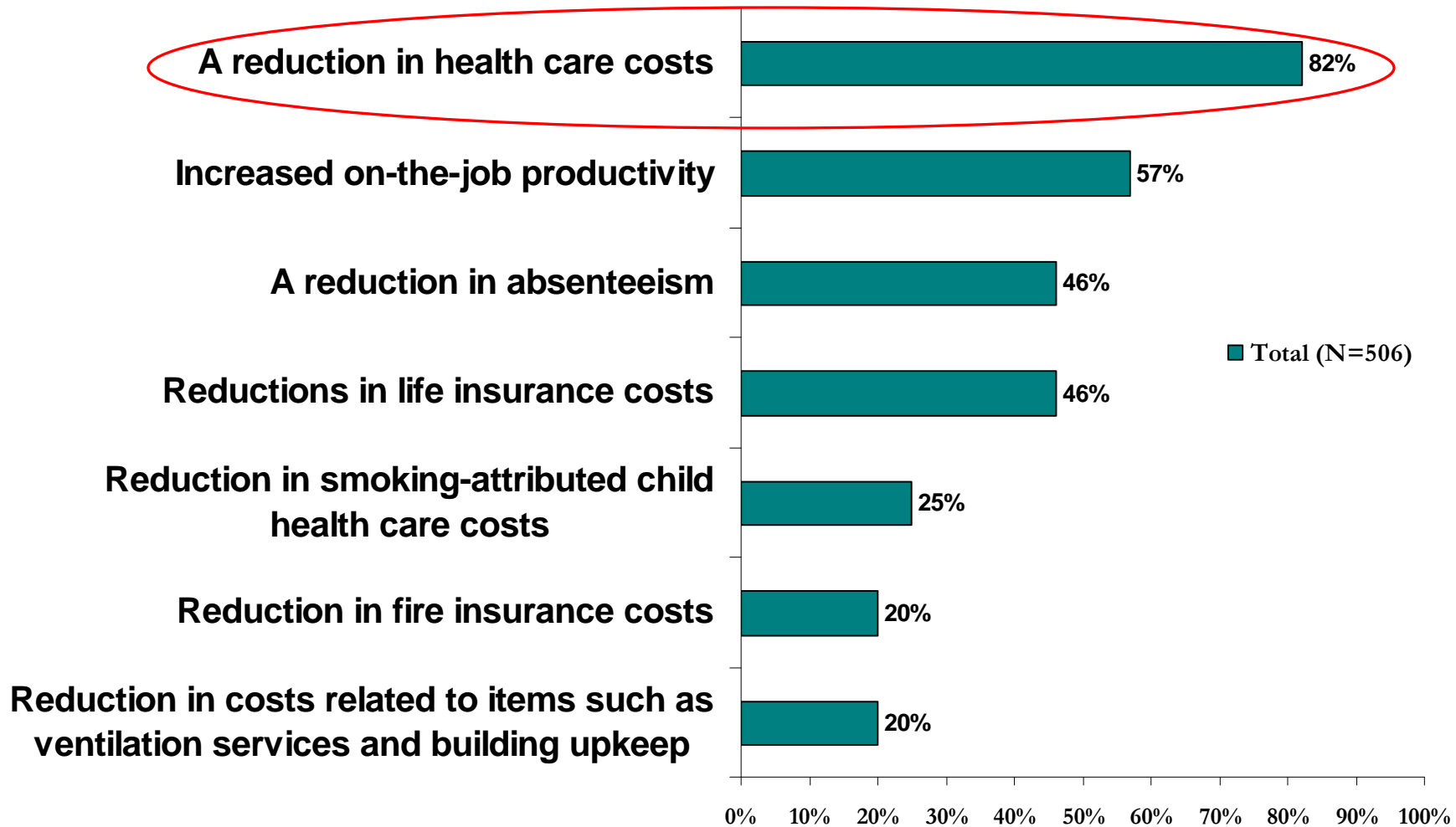


- Most employers are covering at least one component of the CDC-recommended smoking cessation benefit
 - 19% of companies are not implementing any component
- Employers' most frequently cited barriers to offering smoking cessation benefits are:
 - None of their employees has asked for it (34%)
 - The company hasn't considered it (34%)

To the best of your knowledge, why has your company decided not to offer smoking cessation benefits?



Which of the following potential outcomes would motivate your company to provide employees with smoking cessation benefits?

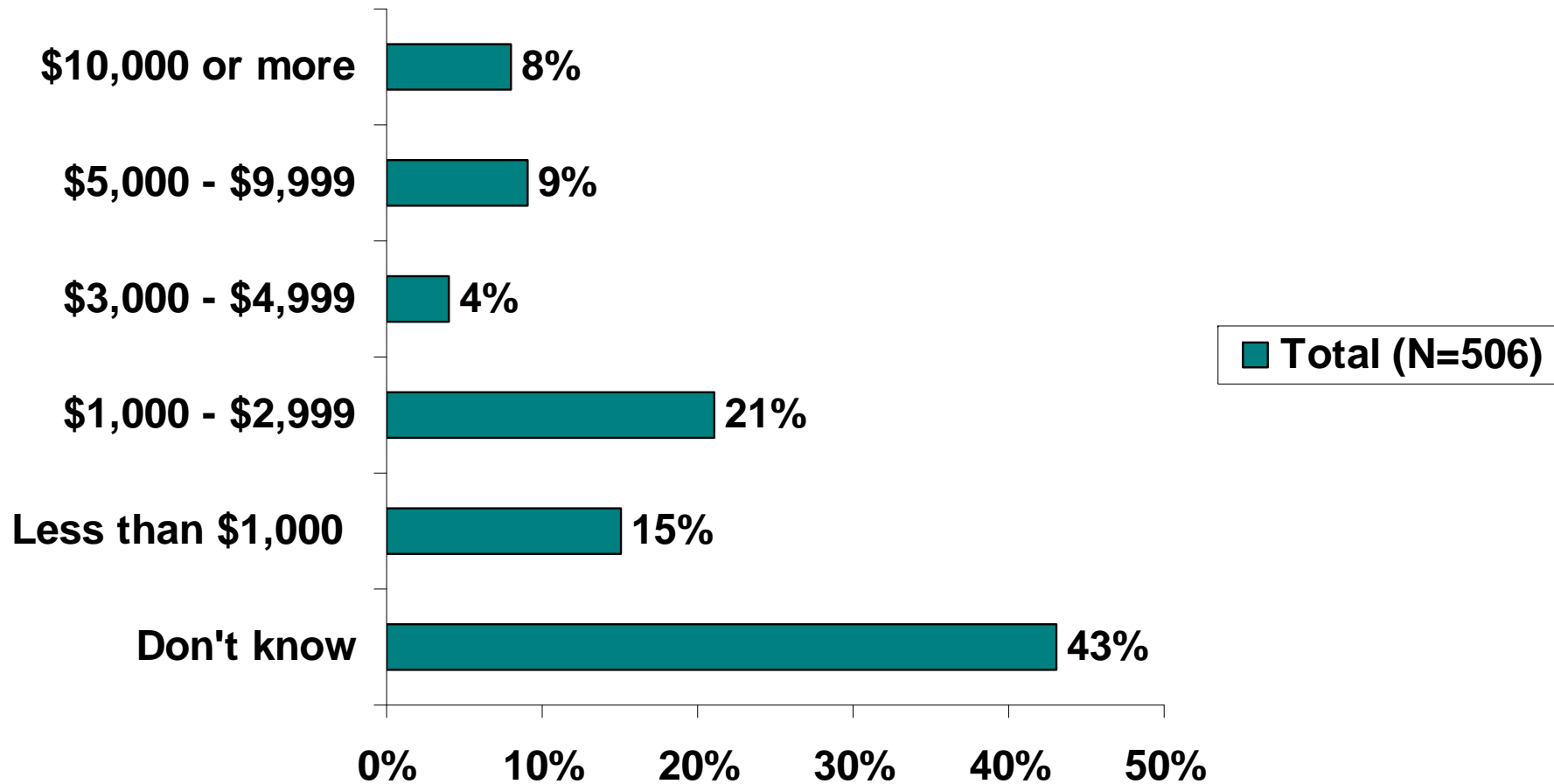


Motivating Employers to Cover Smoking Cessation Benefits



- State or city smoke-free air policies can have an impact on the types of smoking cessation benefits that companies offer
- Specifically, 46% of employers whose state or city has a smoke-free air policy report that the policy influenced their decision to offer or broaden the types of smoking cessation benefits they offer
- 42% of employers who do not have state or local smoke-free legislation believe having the legislation would influence them to implement smoke-free policies

How much do you believe the average adult smoker costs his/her employer in excess medical expenditures annually?





Executive Summary

- Smoking is one of the most important health issues
- Smoking cessation benefits as a way to improve health and reduce costs
- Unsure about the impact smokers can have on their business
- Doing more than they were last year
- Understand the value of offering smoking cessation benefits
- Few provide the benefits recommended by CDC



October 25, 2007

Tobacco and Smoke-Free Workplace

Mary Marsten

Manager, Health & Wellness



- **In 2006 LMC Established a new Health & Wellness organization**

- Sole focus is improving the health and well-being of our employees in order to improve our employees productivity and manage our health care costs
- Objectives are to provide resources, education and programs for our employees to better manage their health
- Created “*LM HealthWorks*” to brand the initiative
- *LM HealthWorks Gateway* – web portal for information and links to resources and tools

How We're Getting There

- Executive level understanding that smoking and the use of tobacco products affects the health of every LMC employee—including those who do not use tobacco products
 - Affects not only health care costs but also productivity
 - Research shows 50% of healthcare costs are attributable to lifestyle choices, such as smoking
- Revised existing smoke-free workplace policy effective January 1, 2007
- Introduced a tobacco cessation program in September prior to launch of new policy
- Started a robust communications plan in August prior to launch

- Revision of existing smoke-free workplace policy
 - Pre-2006, policy prohibited smoking inside the building
 - Lockheed Martin moved to a 100% tobacco and smoke-free environment on January 1, 2007
 - Policy revision prohibits the use of all tobacco and smoking products on LMC properties
 - Draft policy sent out for review and comment to committee of individuals representing each business area
 - Review identified areas that needed to be addressed and provided sense of ownership to each business area

- Tobacco cessation program—*LM HealthWorks* Quit For Life
 - Program offered through Free & Clear
 - Addresses all tobacco types
 - Offered to all Lockheed Martin employees, spouses and dependents over 18 including interns and part-time employees
 - *LM HealthWorks* Quit For Life Program addresses three components of the “triangle of addiction”: psychological, physical *and* behavioral
 - no cost to employees and eligible dependents
 - Web and phone access to coaches and materials
 - Includes Nicotine replacement therapy (NRT): gum, patch or lozenge and/or
 - Prescription medications: bupropion and Chantix

- Targeted communications/reasons for the change and our overall goal presented to key stakeholders
 - Managers, HR, ESH, Procurement, Facilities, Clinics
 - HR Link, LeaderLink articles
 - Enlisted help of EAP to provide training and resources for HR and Managers through conference calls and webinars
 - Employees
 - Corporate and local communications
 - Links through LMHealthWorks Gateway to educational materials and resources
 - Newsletters and internal plasma screen TV announcements
 - eLife articles (electronic announcements)
 - FAQs

- **Created and distributed co-branded posters and brochures (Free & Clear/LMHealthWorks) to all locations**
- **Checklist to Business Areas**
 - **People:**
 - Contact leadership to discuss implementation
 - Distribute the new policy
 - Contact facilities or building management to plan implementation activities
 - Provide materials to managers about implementation activities
 - Promote *LM HealthWorks* Quit For Life program
 - Consider using EAP to help manage employee reactions
 - Contact your customers
 - **Property:**
 - Remove all ash trays and tobacco product receptacles
 - Remove all cigarette and tobacco product machines
 - Update all signage to reflect a 100% tobacco and smoke-free location
 - Consider a 100% tobacco and smoke-free location sign at your reception desk for visitors



Questions?

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