

THE OFFICIAL SPONSOR OF BIRTHDAYS*



The American Cancer Society Tobacco-free Workplace Tool Kit

2011 Edition

The American Cancer Society is pleased to be working with your company to provide information and messages to help your employees stay well and reduce their risk of developing cancer. By educating them about the importance of not using tobacco and the steps they can take to stay well, we can help create a world with less cancer and more birthdays.

Please be sure that the American Cancer Society is cited as your source of information when offering content to employees. All of the content in this document reflects updated information for 2011. Please be aware that changes to the text or content of this tool kit may also change the meaning of certain medical content, and is not recommended. Thank you again for your commitment to fighting cancer in the workplace.



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Moving beyond Awareness into Action

Nearly everyone in your company has likely been touched by cancer in some way – whether personally or through the experience of a family member, friend, or coworker. But everyone in your company also has the power to help prevent cancer. Did you know that nearly half of all cancer deaths could be prevented if people did what we know works: eat right, exercise, avoid tobacco, and get regular check-ups. The American Cancer Society is here to help you encourage your employees to move beyond awareness into action. The power of prevention and early detection is clear:

- Regular cancer screening tests can prevent several types of cancer before they start or find them early when treatment is more likely to be successful. Early detection could help increase the survival rates for cancers of the breast, colon, prostate, cervix, and skin.
- Cancers related to smoking and heavy use of alcohol could be avoided.
- One-third of all cancer deaths could be prevented by staying at a healthy weight through proper diet and regular exercise.
- Many skin cancer cases could be prevented if people protected themselves from the sun.

Healthy employees live longer, feel better, are happier and more productive, require fewer sick days, and help keep health care costs down. By encouraging your employees to get recommended cancer screenings and to take care of themselves with everyday lifestyle choices, your organization is taking an important step toward creating a healthy workplace.

Together with the American Cancer Society, your company can fight cancer and help save lives by improving your employees' health and well-being, while benefiting your organization's bottom line.

Addressing Tobacco Use within Your Company

Did you know that tobacco use is the single largest preventable cause of disease and premature death in the US? Are you aware that each year smoking accounts for 443,000 premature deaths and 49,400 non-smokers die as a result of exposure to secondhand smoke? (*American Cancer Society Cancer Facts & Figures 2011*)

It turns out that more than 70 percent of adult smokers say they want to quit, but without help, fewer than 5 percent succeed. As an employer, you can benefit from assisting your employees with their efforts to quit tobacco; the Centers for Disease Control and Prevention estimates that the annual cost of tobacco use to an employer averages about \$3,400 per smoker per year. Your company can help lower the number of tobacco deaths and save lives from cancer by promoting the importance of quitting and avoiding tobacco products, along with a long-term plan to implement a smoke-free workplace policy. Research shows that when employers implement a smoke-free policy, smokers are more likely to quit smoking, which can help them stay well. In addition, a smoke-free policy within your organization will send a clear message to employees and the community that you care about their health and safety.



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Employers are disproportionately affected by tobacco use, but they are uniquely positioned to affect change by establishing tobacco-free policies, ensuring effective tobacco cessation benefit coverage, and implementing workplace-based tobacco cessation initiatives. (*Source: CEO Cancer Gold Standard Implementation Guide*) Today, tobacco cessation treatment continues to be one of the most effective measures to reduce health care costs and increase productivity. To support your efforts in the workplace, this tool kit can be used as part of a year-long health promotion or wellness program. These resources can also be used to promote the American Cancer Society Great American Smokeout® on the third Thursday in November each year.

Working together with the American Cancer Society, you can educate your employees about the steps they can take to quit tobacco by using the following strategies to address tobacco risks in the workplace:

- **Establish Tobacco Policies and Restrictions** – Banning tobacco use at worksites has been shown to greatly reduce exposure to toxins and carcinogens such as carbon monoxide and benzene. It can also improve the lung function of employees and reduce symptoms related to airborne smoke. .
- **Create a Comprehensive Cessation Benefit** – The most effective tobacco cessation benefits cover proven treatment options with no out-of-pocket expense. Removing cost barriers by providing full coverage (100 percent) for tobacco cessation medications and counseling increases utilization and long-term quitting success.
- **Establish Workplace-based Tobacco Cessation Initiatives** – To improve the health of its employees and the health of America, a company should offer programs and services that will educate employees about the steps they can take to quit using tobacco. Offering a quitline coaching service is clinically proven to help a tobacco user quit successfully. The main components of successful programs include proactive counseling, access to cessation medications, and promotional assistance. Other programs include on-site support groups to help employees quit tobacco, promotion of the Society's Great American Smokeout, and use of communication channels to educate employees about the link between tobacco use and cancer and other health problems like heart disease, stroke, and emphysema.

Benefits of a Tobacco-free Worksite Policy

For Employees

- A tobacco-free environment helps create a safe, healthful workplace.
- A well-planned and carefully implemented effort by the employer to address the effects of tobacco on employees' health and the health of their families shows the company cares.
- Workers who are bothered by tobacco will not be exposed to it at the worksite. Secondhand smoke contains many chemicals that can quickly irritate and damage the lining of the airways.
- Tobacco users appreciate a clear company policy about smoking or using smokeless tobacco at work.
- Managers are relieved when a process for dealing with tobacco in the workplace is clearly defined.



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For the Employer

- A tobacco-free environment helps create a safe, healthful workplace.
- Direct health care costs to the company may be reduced.
- Maintenance costs go down when smoke, matches, and cigarette butts are eliminated in facilities.
- Office equipment, carpets, and furniture last longer.
- It may be possible to negotiate lower health, life, and disability coverage because employee tobacco use is reduced.
- The risk of fire is lower.

Source: *Making Your Workplace Smoke-free: A Decision Maker's Guide*.



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A Sample Tobacco-free Workplace Policy

Use this model policy, provided by the Tobacco Public Policy Center, to create your own tobacco-free policy.

[COMPANY]'S TOBACCO-FREE POLICY

Effective [DATE], [COMPANY] is implementing a campus-wide tobacco-free policy for all employees, customers, and visitors in order to provide a clean, healthy, productive, and safe environment for all. [IF APPLICABLE]—This policy is designed in compliance with the [STATE/LOCAL LAW], which will go into effect on [DATE].

I. POLICY

This policy is in effect during and after work hours and will apply to:

- All [COMPANY] employees on all shifts;
- Customers, vendors, clients, consultants, contractors, and all other visitors; and
- Members of committees, including our Board of Directors.

Smoking and tobacco use of any kind will be prohibited on all [COMPANY] owned and/or leased locations/premises; all internal and external areas, parking garages, and parking lots; all entrances and exits; and all company owned and/or leased vehicles.

Additionally, the policy will be in place at all company-sponsored events – both on our premises and at external locations. Employees who choose to use tobacco products must do so on their regularly scheduled breaks or meal periods and off company property.

No ashtrays are permitted in any indoor or outdoor area on company premises.

II. PROCEDURE

Copies of this policy shall be distributed to all current and future employees, posted on the premises, and available for inspection upon request.

[COMPANY] shall not discharge, refuse to hire, or in any manner retaliate against an employee, applicant, or customer who exercises any rights afforded by this policy, or anyone who reports or attempts to prosecute a violation of this policy.

Compliance with this policy is mandatory, and policy violations by employees will be subject to the standard disciplinary actions of the company.

Any disputes involving the policy should be handled through the company's established procedures for resolving other work-related problems. If the problem persists, an employee can speak to [NAME OF APPROPRIATE WORKPLACE CONTACT] at extension _____, or the [AGENCY OR HEALTH DEPARTMENT CONTACT ENFORCING LAW] at _____.



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Workplace Activities

Need ideas to make tobacco cessation successful at your company? Try one or more of these “tried and true” methods to attract and keep your employees’ attention:

Adopt a Smoker

Encourage nonsmoking employees to “adopt a smoker.” The nonsmoking employee will commit to being available for the smoker trying to quit tobacco. Hold an informal sign-up breakfast for smokers and nonsmokers who are willing to “adopt” a fellow employee.

Department Competition

Create a competition between departments or regional offices to collect the most “kept” pledges to quit tobacco.

Stop Using Tobacco Stations

Set up stations where smokers can trade cigarettes or smokeless tobacco products for nicotine replacement therapies (e.g., gum, lozenges, or patches), chewing gum, carrot sticks, or lollipops.

Incentives

There’s nothing like an incentive to help strengthen the motivation to quit. Offer a cash prize or gift card for smokers who quit on or before a certain date (e.g., the American Cancer Society Great American Smokeout) and remain smoke-free for six months or one year. If your budget is tight, enter all names into a drawing for a single prize.

On-site Health Activities

Consider arranging this outreach to be part of an employee health promotion or wellness program. Arrange for blood pressure screenings, fitness activities, and healthy diet counseling for tobacco users trying to quit, as well as for non-tobacco users.

Promote the Great American Smokeout

The third Thursday in November each year is the Great American Smokeout, and the American Cancer Society continues its legacy of providing free resources (available at cancer.org/smokeout) that will educate employees about the steps they can take to quit smoking. The Great American Smokeout was inaugurated in 1976 to inspire and encourage smokers to quit for one day. The event is a great opportunity to encourage people to make a long-term plan to quit for good. Customize any of the tools in this kit to support your Great American Smokeout promotions.

Cold Turkey

Feature a “Cold Turkey” special on the company cafeteria menu, and give cold turkey sandwiches to those who have pledged to quit for the day. When promoting the Great American Smokeout, raffle a “cold turkey” for Thanksgiving to participants or hold a company drawing.

Empathy Pledge

Give special “Go easy on me. I’m quitting smoking.” stickers (available at cancer.org/smokeout) to employees who are quitting. Ask nonsmokers to give up something to empathize with smokers. Design pledge cards for the nonsmokers so they can indicate what they will give up, such as coffee, chocolate, or soft drinks.



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American Cancer Society Programs & Services

More than 70 percent of adult smokers say they want to quit, but only 5 to 10 percent are successful on any given attempt. Help employees who smoke improve their health and reduce their risk of serious illness by supporting their efforts to quit. As an employer, you'll benefit, too. The Centers for Disease Control and Prevention estimates that the annual cost of tobacco use to an employer averages about \$3,400 per smoker per year. Here are additional workplace resources available through the American Cancer Society:

American Cancer Society Quit For Life[®] Program Operated by Alere Wellbeing[®]

Quit For Life is the nation's leading tobacco cessation program that provides evidence-based telephone and Web coaching to help tobacco users quit for good. With 35 years of combined experience in tobacco cessation, the American Cancer Society and Alere Wellbeing have helped more than one million people quit, serving more than 400 employers, health plans, and states. To learn more, call the American Cancer Society at 1-800-227-2345 or visit quitnow.net.

American Cancer Society Freshstart[®] Program

Freshstart is a pragmatic approach to quitting smoking that focuses on active participation and group support. To implement the facilitator-based program within your organization, a company representative needs to complete a Freshstart facilitator training program. Upon completion of the training process, the company representative is responsible for promoting and leading employees within the organization through each group Freshstart session. Learn more at acsworkplacesolutions.com/freshstart.asp

Quitting Tobacco Promotion Tools

Try one or more of the following materials to complement your company's promotional efforts. Tools available include: sample email blasts, newsletters, direct-mail postcards, electronic desktop helpers, personal testimonials, and healthy recipes.

Direct-mail Postcards, Brochures, and Posters

The American Cancer Society Print on Demand system (acsod.mechpod.com//Login.aspx?ID=1) allows your organization to access, order, and print, at cost-recovery prices, a variety of collateral pieces developed to promote tobacco cessation within your organization as the demand arises. The system is available to you via a secure Internet Web site. Each collateral piece created by the American Cancer Society has been designed to speak to the consumer (your employees).



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Desktop Helpers

Encourage staff to visit cancer.org/smokeout to download the Quit Clock countdown to quitting desktop helper, or have them download the Craving Stopper desktop helper once they've quit. Both are free, helpful tools that can be placed on employees' computer desktops to support their quit attempt.

Email Blasts

It's always a good time to remind employees about all the potential health benefits that can come from quitting and avoiding tobacco products. When promoting the Great American Smokeout, begin sending these blasts at least four weeks before the event. For employees who do not have email access, print and distribute this information before or after shift changes; or post on a bulletin board, refrigerator, or vending machine in employee break rooms.

- Email Blast 1: Put Money Back in Your Wallet
- Email Blast 2: Double Your Chances of Quitting Tobacco
- Email Blast 3: Set a Quit Day: You Can Do It!
- Email Blast 4: Your Quit Day Is Coming
- Email Blast 5: Suggestions for Your Quit Day

Newsletter Inserts

- Quitting Smoking Is One of the Most Important Steps in Creating a World with Less Cancer and More Birthdays
- Quit Tobacco for Good
- Five Keys for Quitting

Personal Testimonials

Many people have been successful in quitting tobacco products, whether cigarettes or dip. Consider featuring these individuals in the company newsletter, via an email blast, on your company intranet, or on a sign posted on an easel outside designated smoking areas.

Quitting Tobacco Quiz

Smokers can test their knowledge about tobacco and the benefits of quitting smoking.

Healthy Recipes

Most smokers are concerned about weight gain when quitting tobacco. Healthy recipes will give employees trying to quit something to do with their hands – helping them stay smoke free and giving them a delicious and healthy meal. You can find lots of healthy recipes at cancer.org/recipes or in our American Cancer Society cookbooks, available for purchase at cancer.org/bookstore.



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Email Blasts

These email blasts can also be used as newsletter inserts.

Email Blast 1: Put Money Back in Your Wallet

We all know that smoking causes a range of health problems, but have you thought about the impact on your wallet? In 2009, the Federal Tobacco Tax Increase added another 62 cents to the price of each pack of cigarettes. That tax increase and the current economy may be just the extra motivation you need to finally quit for good. According to the Campaign for Tobacco Free Kids, a pack-a-day smoker, on average, will spend \$1,808 on cigarettes each year. [Click here](#) to find out how much you already spend on cigarettes.

Beyond the extra savings on cigarettes, quitting smoking could also save you the cost of breath mints, cough drops, and cleaning expenses for your clothes, home, and car. And on top of these savings, you and your family will benefit even more over time. You can avoid many medical costs from doctor visits and medicines for the diseases and other health issues caused by smoking or by exposure to secondhand smoke.

It takes the average person 7 to 10 quit attempts to quit for good, but you can beat the odds by contacting the American Cancer Society. Put your money back in your wallet, and find out what steps you can take to stop smoking for good! Call 1-800-227-2345, 24 hours a day, 7 days a week, or visit cancer.org.

Email Blast 2: Double Your Chances of Quitting Tobacco

Quitting smoking isn't easy, but it's a fight you can win. By using one or more of the following ideas, you increase your chances of staying quit for good! To learn more about them or find local resources, contact the American Cancer Society at 1-800-227-2345 or visit cancer.org/programsandservices.

- **Self-help materials** are available to help you quit smoking, no matter where you are in the process. These materials can help you learn how to prepare for your quit attempt, develop strategies to cope with cravings, and prevent relapse once you have quit. The self-help materials offer proven methods that are easy to follow and can keep your motivation high.
- **Support programs** can be found in a variety of forms – group smoking cessation programs, Internet resources, referral programs, or support groups. To learn about the options available in your community, contact the American Cancer Society at 1-800-227-2345 or visit cancer.org/programsandservices.
- **Telephone counseling** is a proven, confidential counseling method that will help you stay focused on your reasons for quitting.



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- **Nicotine replacement therapy (NRT)** can relieve many of the nicotine withdrawal symptoms that occur when a person stops smoking. Prescription medicines like Bupropion (Zyban) and Varenicline (Chantix) can also help you quit. Using medication can double your chance of successfully quitting. Talk to your doctor about a strategy that might work for you.

Email Blast 3: Set a Quit Day: You Can Do It!

Are you planning to quit smoking? Research shows that if you pick a quit day in the next 30 days and stick to it, you'll be more likely to stay quit. Here are some other ways to prepare for your quit day:

- Pick the date and mark it on your calendar.
- Tell friends and family about your quit day.
- Download the Quit Clock desktop helper from cancer.org/smokeout. The Quit Clock allows you to plug in your quit day into your computer, and then counts down to the selected day. Each morning, a new tip proven to help you quit comes up to help you prepare to stop smoking.
- Stock up on oral substitutes – sugarless gum, carrot sticks, and/or hard candy.
- Think back to your past attempts to quit. Try to figure out what worked and what did not work for you.

There is no one right way to quit. Quitting smoking is a lot like losing weight – it takes a strong commitment over a long period of time. Smokers may wish there was a magic bullet – a pill or method that would make quitting painless and easy, but, unfortunately, there is nothing like that on the market. Nicotine substitutes can help reduce withdrawal symptoms, but they are most effective when used as part of a stop-smoking plan that addresses both the physical and psychological components of quitting smoking.

To get help quitting, call the American Cancer Society any time, day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Email Blast 4: Your Quit Day Is Coming

Your quit day is coming up. You may be nervous, but you can do it! Here are some ways to prepare:

- Download special “Take It Easy on Me. I’m Quitting Smoking.” stickers and cards from cancer.org/smokeout, and let your friends, family, and coworkers know what you’re going through and how they can help.
- Download the Craving Stopper from cancer.org/smokeout. The Craving Stopper will give you encouragement and tips for 30 days to help you stay quit. You can even play a two-minute game to distract yourself – that’s the time it usually takes for a craving to subside.



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- Get rid of all the cigarettes and ashtrays in your home, car, and workplace.
- Decide on a plan. Will you use nicotine replacement therapy or other medicines? You may need to start taking prescription medicines in advance of your quit day, so build in that time if necessary.
- Will you attend a stop-smoking class? If so, sign up now.
- Practice saying, “No thank you, I don’t smoke.”
- Set up a support system. This could be a group class, Nicotine Anonymous, or a friend or family member who has successfully quit and is willing to help you. Ask family and friends who still smoke not to smoke around you and not to leave cigarettes out where you can see them.

Remember, there is no one right way to quit – do whatever works for you! To get help, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.

Email Blast 5: Suggestions for Your Quit Day

Successfully quitting smoking is a matter of planning and commitment, not luck. Decide now on your own plan. Some options include using nicotine replacement, joining a stop-smoking class, going to Nicotine Anonymous meetings, and using self-help materials, such as books and pamphlets, or any combination of these methods. For the best chance at success, your plan should include one or more of these options.

On your quit day, follow these suggestions:

- Do not smoke – not even one puff!
- Keep active – try walking, exercising, or doing other activities or hobbies.
- Drink lots of water and juices.
- Begin using nicotine replacement if that is your choice.
- Attend a stop-smoking class or start following a self-help plan.
- Avoid situations where the urge to smoke is strong.
- Reduce or avoid alcohol.
- Think about changing your routine. Use a different route to work; drink tea instead of coffee. Eat breakfast in a different place or eat different foods.

To get help quitting, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.



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Newsletter Inserts

These newsletter inserts can also be used as e-mail blasts.

Newsletter Insert 1: Quitting smoking is one of the most important steps you can take to help create a world with less cancer and more birthdays.

The federal government has taken a tougher stance against tobacco over the past couple of years, banning certain products and marketing tactics, and increasing regulation. It's an important step toward helping people break a habit with devastating health effects.

These recent developments – and the wide range of tools available to help people stop smoking – mean there has never been a better time to quit. Fewer people smoking can mean a world with less cancer and more birthdays.

Tobacco use remains the single largest preventable cause of disease and premature death in the US, yet an estimated 46.6 million Americans still smoke. However, more than half of these smokers have attempted to quit for at least one day in the past year. If you or someone you know needs help quitting, join thousands of people across the country in making November 17 the day you make a plan to quit for good, during the American Cancer Society Great American Smokeout®.

Quitting is hard, but you can increase your chances of success with help. The American Cancer Society can tell you about the steps you can take to quit smoking and provide the resources and support that can increase your chances of quitting successfully. To learn about the available tools, call the American Cancer Society at 1-800-227-2345. You can also find free tips and tools online at cancer.org/smokeout. The Society also offers applications on online social networks like Facebook to help you quit or join the fight against tobacco.

Every day, the American Cancer Society is working to create a world with less cancer and more birthdays – and by quitting smoking, you can take one of the most important steps toward helping make this world a reality. Depending on the age at which they quit, ex-smokers can add up to 9 or 10 more birthdays to their lives. Younger quitters can add more years of life, but nearly everyone who quits adds to their lifespan – and improves quality of life. Overall, one-third of cancer deaths could be prevented if people avoided tobacco products.

While we have made great progress to fight tobacco, there is still much work to do. Everyone can fight back to save lives, and the Great American Smokeout is a great time to start. If you want to quit smoking or help a loved one quit, the American Cancer Society is in your corner. Together, we can save lives and create a world with less cancer and more birthdays. Join us for the Great American Smokeout, and make November 17 the day you plan to quit for good. For tips on the steps you can take to quit smoking or get involved in the fight against tobacco, visit cancer.org/smokeout or call the American Cancer Society at 1-800-227-2345.



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Newsletter Insert 2: Quit Tobacco for Good!

In 1954, American Cancer Society researchers were among the first to link cigarette smoking to early death from lung cancer. In 2011, the Society continues to lead the charge to help people stay well by providing tools to help smokers quit.

Most people know that using tobacco can cause lung cancer, but few know it's also a risk factor for many other kinds of cancer, including cancer of the mouth, voice box (larynx), throat, esophagus, bladder, kidney, pancreas, cervix, stomach, and some leukemias. It's also linked to a number of other health problems, from heart disease and emphysema to stroke.

And there is no safe way to use tobacco. Cigars, pipes, and spit and other types of smokeless tobacco all pose serious health risks.

Need more motivation to quit? It takes just minutes for your body to start healing after you quit smoking. You can look forward to better circulation and lung function and an improved sense of taste and smell. And by not buying packs of expensive cigarettes, you'll also be saving money – and in these times, every penny counts.

When you're ready to quit tobacco, the American Cancer Society is here to help you locate resources and support available to you in your community. For more information, visit our Web site at cancer.org/programsandservices or call 1-800-227-2345.

Newsletter Insert 3: Five Keys for Quitting

1. Get ready.

- Set a quit date.
- Change your environment.
 - Get rid of ALL cigarettes and ashtrays in your home, car, and workplace.
 - Don't let people smoke in your home.
- Review your past attempts to quit – think about what worked and what didn't.
- Once you quit, don't smoke – NOT EVEN A PUFF!



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2. Get support and encouragement.

Studies have shown that you have a better chance of being successful if you have help.

- Tell your family, friends, and coworkers that you are going to quit and want their support. Ask them not to smoke around you, and ask them to put their cigarettes out of sight.
- Inform your health care provider (e.g., doctor, dentist, nurse, pharmacist, psychologist, or smoking counselor) about your decision to quit.
- Get individual, group, or telephone counseling. Programs are given at local hospitals and health centers. Call 1-800-227-2345 for information about programs in your area.

3. Learn new skills and behaviors.

- Try to distract yourself from urges to smoke. Talk to someone, go for a walk, or get busy with a task.
- When you first try to quit, change your routine. For example, use a different route to work.
- Do something to reduce your stress – take a hot bath, exercise, or read a book.
- Plan to do something enjoyable every day.
- Drink a lot of water and other fluids.

4. Get medication, and use it correctly.

Medications can help you stop smoking and lessen the urge to smoke. The US Food and Drug Administration (FDA) has approved the following medications to help you quit smoking:

- **Available by prescription** – Bupropion SR (Zyban), Varenicline (Chantix), nicotine inhaler, nicotine nasal spray
- **Available over-the-counter** – nicotine gum, nicotine patch, and nicotine lozenges

Remember to ask your health care provider for advice and carefully read the information on the package.

5. Be prepared for a relapse or difficult situations.

Most relapses occur within the first three months after quitting. Don't be discouraged if you start smoking again. Remember, most people try several times before they finally quit for good. Here are some difficult situations to watch for:

- **Alcohol** – When you drink alcohol, it lowers your chances of success. It's best to avoid drinking.



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- **Other smokers** – When you’re around people who smoke, it can make you want to smoke. It’s best to avoid them.
- **Weight gain** – Many smokers gain weight when they quit, usually fewer than 10 pounds. Eat a healthy diet, and stay active. Don’t let weight gain distract you from your main goal – quitting smoking. Some quit-smoking medications may help delay weight gain.
- **Bad mood or depression** – There are a lot of ways to improve your mood other than smoking.

If you are having problems with any of these situations, talk to your doctor or other health care provider.

Newsletter Insert 4: Helping a Smoker Quit: Do’s and Don’ts

General Hints for Friends and Family

- **Do** respect that the quitter is in charge. This is his lifestyle change and his challenge, not yours.
- **Do** ask the person whether he wants you to call or visit regularly to see how he is doing. Let the person know that it’s OK to call you whenever he needs to hear encouraging words.
- **Do** help the quitter get what he needs, such as hard candy to suck on, straws to chew on, and fresh veggies cut up and kept cold in the refrigerator.
- **Do** spend time doing things with the quitter to keep his mind off smoking – go to the movies, take a walk to get past a craving (what many call a “nicotine fit”), or take a bike ride together.
- **Do** help the quitter with a few chores, some child care, cooking – whatever will help lighten the stress of quitting.
- **Do** celebrate along the way. Quitting smoking is a BIG DEAL!
- **Don’t** take the quitter’s grumpiness personally during his nicotine withdrawal. The symptoms usually pass in about two weeks.
- **Don’t** offer advice. Just ask how you can help with the plan or program he is using.

If Your Smoker ‘Slips’

- **Don’t** assume that he will start back smoking like before. A “slip” (taking a puff or smoking a cigarette or two) is pretty common when a person is quitting.
- **Do** remind the quitter how long he went without a cigarette before the slip.
- **Do** help the quitter remember all the reasons he wanted to quit, and to forget about the slip as soon as possible.
- **Don’t** scold, nag, or make the quitter feel guilty. Be sure the quitter knows that you care about him whether he smokes.



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If Your Smoker Relapses

Research shows that most people try to quit smoking 7 to 10 times before they succeed. If a relapse happens, think of it as practice for the time he will succeed. Don't give up your efforts to encourage and support your loved one. If the person you care about fails to quit:

- **Do** praise him for trying to quit and for whatever length of time (days, weeks, or months) of not smoking.
- **Do** encourage him to try again. Don't say, "If you try again ..." say, "When you try again ..." Studies show that most people who don't succeed in quitting are ready to try again in the near future.
- **Do** encourage him to learn from the attempt. Things a person learns from a failed attempt to quit may help him be successful in a future attempt. It takes time and skills to learn to be a nonsmoker.
- **Do** say, "It's normal to not succeed the first time you try to quit. Most people understand this and know that they have to try to quit again. You didn't smoke for two whole weeks this time. You got through the worst part. Now you know you can do that much. Now that you know you can get through the worst part, you can get even further next time."

If You Are a Smoker

- **Do** smoke outside and always away from the quitter.
- **Do** keep your cigarettes and matches out of sight – they might be triggers for your loved one to smoke.
- **Don't** ever offer the quitter a smoke, even as a joke!
- **Do** join your friend in his effort to quit. It's better for your health and might be easier to do with someone else who is trying to quit!

To get help quitting, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.



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Personal Testimonials

Personal Testimonial: “I Did It!”

There could be an advocate of the American Cancer Society Great American Smokeout within your organization. Many people have quit using tobacco products for good. Consider featuring these individuals in the company newsletter, via an email blast, on your company intranet, or on a sign posted on an easel outside designated smoking areas.

Collect the following information:

- Name
- Numbers of years using tobacco products
- Number of years without using tobacco products
- Reasons for deciding to quit
- Quit method
- Challenges of quitting
- Encouragements/coping strategies for getting through difficulties
- Life after tobacco



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Quitting Tobacco Quiz

Test your knowledge about tobacco and the benefits of quitting smoking. You just may see why there's never been a better time to quit.

1. Currently, ___ US states do not have a statewide smoke-free law in effect, or have a law that does not cover all workplaces or populations.
 - a. 5
 - b. 18
 - c. 27
 - d. 33

Answer: c. 27

2. True or False? Each year, about 3,400 nonsmoking adults die of lung cancer as a result of breathing secondhand smoke.

Answer: True

3. Within ___ after quitting, the carbon monoxide level in your blood drops to normal.
 - a. 12 hours
 - b. 24 hours
 - c. 36 hours
 - d. 48 hours

Answer: a. 12 hours

4. True or False? In 46 states, the majority of adults (50% or more) who ever smoked have now quit smoking.

Answer: True (46 states and the District of Columbia)

5. In the US, tobacco use is responsible for nearly ___ in ___ deaths.
 - a. 1 in 5
 - b. 2 in 5
 - c. 1 in 3
 - d. 1 in 2

Answer: a. 1 in 5

6. True or False? Smoking-related diseases remain the world's most preventable cause of death.

Answer: True



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7. True or False? A smoker who quits at age 30 can expect to live about 5 years longer than those of the same age who continue to smoke.

Answer: False – Smokers who quit at age 30 can expect to live up to 9 or 10 years longer.

8. Cigarettes, cigars, smokeless tobacco, and pipe tobacco consist of dried tobacco leaves, as well as ingredients added for flavor and other properties. More than 4,000 individual compounds have been identified in tobacco and tobacco smoke. Among those 4,000 individual ingredients, more than _____ compounds are known carcinogens (cancer-causing agents).
- 60
 - 90
 - 120
 - 400

Answer: a. 60

9. True or False? Experts estimate that the 2009 cigarette tax increases will prevent more than 900,000 smoking-related deaths

Answer: True

10. What is the average cost of a pack of cigarettes in the US?
- \$3
 - \$5
 - \$7
 - \$10

Answer: b. \$5

To get help quitting, call the American Cancer Society, any time day or night, at 1-800-227-2345, or visit cancer.org/smokeout.



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Healthy Recipes

Roasted Root Vegetable Soup

Making roasted vegetable soup couldn't be easier. Spread the veggies out on a baking sheet, stick them in the oven until soft and lightly caramelized, and then purée with broth. No standing vigil over the stockpot, constantly stirring for even cooking. Line your baking sheet with aluminum foil or parchment paper to speed cleanup.

Serves 6

Prep time: 30 minutes or less

Total time: 1 hour and 15 minutes or less

Ingredients

- 1 pound carrots, peeled and cut into 1 1/2 inch pieces
- 1 pound parsnips, peeled and cut into 1 1/2 inch pieces
- 1 sweet potato, peeled and cut into 1 1/2 inch pieces
- 2 tablespoons chopped fresh ginger
- 2 tablespoons olive oil
- 2 tablespoons honey
- Salt and freshly ground black pepper
- 6 cups reduced-sodium chicken broth, or vegetable broth, heated

Directions

- Preheat the oven to 400 degrees.
- On a rimmed baking sheet, combine carrots, parsnips, sweet potato, and ginger. Drizzle with oil and honey and toss lightly to coat. Sprinkle with salt and pepper.
- Roast for 40 to 50 minutes, or until tender and slightly charred, stirring every 10 to 15 minutes for even roasting.
- Transfer vegetables to a food processor or blender, add 1 to 2 cups broth, and blend until smooth. Transfer to a stockpot, adding the remaining broth to achieve desired consistency, and heat through.

Root vegetables – likes carrots, parsnips, beets, and turnips – are just plain good for you. Packed with vitamins and minerals, they typically keep well in the refrigerator for 1 to 2 weeks.

Nutritional Information (Approximate Per Serving): Calories: 180; Calories from Fat: 45; Total Fat: 5 g; Saturated Fat: 0.6 g; Trans Fat: 0 g; Polyunsaturated Fat: 0.9 g; Monounsaturated Fat: 3.6 g; Cholesterol: 0 mg; Sodium: 560 mg; Total Carbohydrate: 32 g; Dietary Fiber: 5 g; Sugars: 16 g; Protein: 2 g

Reprinted, with permission, from the American Cancer Society. *The Great American Eat-Right Cookbook*. (Atlanta, GA: American Cancer Society, 2007), p. 73.



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Greek Chicken and Tzatziki Pitas

Packaged “thinly sliced” chicken breasts are now available at most supermarkets. These cutlets cook in a jiffy and fit snugly in a pita pocket for lunch or a light dinner. If they aren’t available, slice regular breasts lengthwise to make even, easy-to-grill cutlets.

Serves 4

Prep time: 30 minutes or less

Total time: 30 minutes or less

Ingredients

- 1 tablespoon olive oil
- 1 tablespoon plus 1 teaspoon lemon juice, divided
- 3 garlic cloves, minced, divided
- 1 teaspoon dried oregano
- 4 “thinly sliced” boneless, skinless chicken breasts or 2 boneless, skinless chicken breasts, sliced lengthwise
- 1 (6-ounce) container nonfat plain yogurt
- 1/2 cucumber, peeled, seeded, and chopped
- 2 to 3 shakes hot sauce, such as Tabasco, or to taste
- 1 tablespoon chopped fresh dill
- Fresh lemon juice
- Salt and freshly ground black pepper
- 4 lettuce leaves
- 1 tomato, sliced
- 2 (6- to 7-inch) whole wheat pitas, halved

Directions

- In a shallow plate, combine oil, 1 tablespoon lemon juice, 2 minced garlic cloves, and oregano. Add chicken, turning to coat, and marinate for 15 minutes.
- In a bowl, combine yogurt, cucumber, hot sauce, dill, and the remaining garlic and 1 teaspoon lemon juice. Season with salt and pepper.
- Preheat a lightly oiled grill to medium-high.
- Remove chicken from marinade and sprinkle with salt and pepper. Grill chicken for two to three minutes per side, or until cooked through.
- Divide lettuce and tomato in pita halves. Add chicken and top with sauce.

Tzatziki is a yogurt- and cucumber-based sauce. To add a little zing, chop up some pepperoncini and Kalamata olives and add to sauce.



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Nutritional Information (Per Serving): Calories: 250; Calories from Fat: 55; Total Fat: 6 g; Saturated Fat: 1.2 g; Trans Fat: 0 g; Polyunsaturated Fat: 1.2 g; Monounsaturated Fat: 2.8 g; Cholesterol: 70 mg; Sodium: 160 mg; Total Carbohydrate: 21 g; Dietary Fiber: 2 g; Sugars: 5 g; Protein: 30 g

Reprinted, with permission, from the American Cancer Society. *The Great American Eat-Right Cookbook*. (Atlanta, GA: American Cancer Society, 2007), p. 87.

Black Bean and Butternut Squash Chili

This autumnal stew is reminiscent of the bright red, orange, and golden hues of the leaves when butternut squash is in season. Loaded with nutritious and fiber-full veggies and beans, this comforting chili fills you up without weighing you down.

Serves 6

Prep time: 30 minutes or less

Total time: 1 hour or less

Ingredients

- 1 tablespoon canola oil
- 2 garlic cloves, minced
- 1 onion, chopped
- 1 red bell pepper, seeded and chopped
- 2 tablespoons chili powder
- 2 teaspoons ground cumin
- 1 teaspoon dried oregano
- 5 cups peeled, seeded butternut squash, cut into 1-inch pieces
- 1 (14 1/2-ounce) can vegetable broth or reduced-sodium chicken broth
- 1 (10-ounce) can diced tomatoes with chiles, such as Ro*Tel
- 1 (15-ounce) can no-salt-added corn, drained
- 1 (15-ounce) can black beans, rinsed and drained
- Salt and freshly ground black pepper

Directions

- In a large stockpot over medium heat, add oil. Sauté the garlic, onion, and bell pepper for 8 to 10 minutes, or until softened.
- Add chili powder, cumin, and oregano and stir to combine.
- Add squash, broth, and tomatoes and their juice and bring to a boil, stirring to combine.
- Reduce the heat, cover, and simmer for 20 minutes, stirring occasionally.
- Add corn and beans and simmer for 5 to 10 minutes, or until the squash is tender, stirring occasionally. Season with salt and pepper.



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Nutritional Information (Per Serving): Calories: 190; Calories from Fat: 35; Total Fat: 4.0 g; Saturated Fat: 0.4 g; Trans Fat: 0.0 g; Polyunsaturated Fat: 1.5 g; Monounsaturated Fat: 1.8 g; Cholesterol: 0 mg; Sodium: 555 mg; Total Carbohydrate: 35 g; Dietary Fiber: 9 g; Sugars: 11 g; Protein: 7 g

Reprinted, with permission, from the American Cancer Society. *The Great American Eat-Right Cookbook*. (Atlanta, GA: American Cancer Society, 2007), p. 43.

Braised Red Cabbage and Apples

Red cabbage is always a colorful addition to any meal, as well as being a good source of antioxidants and vitamins A and C. Cruciferous vegetables – a group that includes cabbage, broccoli, cauliflower, Brussels sprouts, and kale – have compounds thought to reduce the risk of colon cancer. Include these, along with other vegetables, on your weekly shopping list.

Serves 8 to 10

Prep time: 15 minutes or less

Total time: 45 minutes or less

Ingredients

- 2 teaspoons canola oil
- 1 head red cabbage, quartered, cored, and thinly sliced
- 3 Granny Smith apples, peeled, cored, and chopped
- 1/2 cup orange juice or water
- 2 tablespoons cider vinegar
- 2 tablespoons light brown sugar, or to taste
- Salt

Directions

- In a large skillet or stockpot over medium heat, add oil. Sauté the cabbage and apples for 3 to 5 minutes.
- Add orange juice, vinegar, and sugar and sauté until cabbage begins to wilt.
- Cover and cook for 20 to 30 minutes, or until the cabbage is tender and the apples are soft, stirring occasionally.
- Season to taste with salt.

Nutritional Information (Per Serving – For 8 Servings): Calories: 85; Calories from Fat: 15; Total Fat: 1.5 g; Saturated Fat: 0.1 g; Trans Fat: 0.0 g; Polyunsaturated Fat: 0.5 g; Monounsaturated Fat: 0.7 g; Cholesterol: 0 mg; Sodium: 15 mg; Total Carbohydrate: 18 g; Dietary Fiber: 3 g; Sugars: 15 g; Protein: 2 g

Reprinted, with permission, from the American Cancer Society. *The Great American Eat-Right Cookbook*. (Atlanta, GA: American Cancer Society, 2007), p. 116.



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Lung Cancer PowerPoint Presentation

Educate your employees on the facts about lung cancer with this 20-minute presentation created by the American Cancer Society.

Presentation Package

The presentation package includes a PowerPoint presentation and detailed script for delivering the information to your employees. To access the presentation, perform the following steps:

1. Log onto:
<http://www.cancer.org/acs/groups/content/@nho/documents/document/lungcancerpowerpointpackageabr.pdf>
2. Save the PDF package to your personal computer. It includes speaker's notes and instructions for displaying the slides.