

StayFit™ & QUIT Tobacco Cessation Program

The Impact of Tobacco Use in the Workplace

One hundred thirty-five million adults aged 20 to 64 years are currently employed in the United States and 23% of these workers are current smokers. Smokers have almost twice the absenteeism rates (6.0 workdays per year) of non-smokers (3.2 workdays per year). Employees who use tobacco negatively impact productivity which impacts a company's bottom line*.

It is in an employer's best interest to provide a voluntary, proactive tobacco cessation intervention program to assist employees with eliminating tobacco from their lifestyle to improve personal health and wealth, workplace productivity and ultimately support employer healthcare affordability.

StayFit & QUIT supports participants who are not sure if they want to quit, participants who are thinking about quitting and participants who are ready to take action.

"The StayFit & QUIT tobacco cessation program is the greatest. Step-by-step this program helped me to get into a different mindset. Instead of I have to quit smoking it was more like-- WOW, I can do this!"
2013 StayFit & QUIT Participant



StayFit™ & QUIT

The StayFit™ & QUIT program is a positive approach to breaking the tobacco habit (cigarettes, snuff, and chewing tobacco). The program instruction combines health education, health facts and the personal economics impact of tobacco use.

Participants are provided with quitting strategies and skills FIRST before being asked to set a quit date as part of the program. This approach allows participants to build a trusting relationship with their facilitator as well as a network of "quitters" among program participants who will become an integral part of their social quit support group throughout their tobacco-free journey.

Return on Investment

Helping employees quit their tobacco habit not only improves their future health and wealth, it also helps control healthcare costs*.

- Cost \$1,623 in excess medical costs per person per year.
- Cost \$1,760 in lost productivity per smoker per year.
- Second hand smoke exposure costs \$490 in extra medical expenses per year per non-smoker exposed.

*Source: http://www.pfizer.com/files/products/Smoking_in_the_US_Workforce.pdf

Onsite (Group Classes)

Focusing on a variety of evidence-based cessation practices, the onsite sessions are facilitated by a Certified Tobacco Cessation Specialist and delivered in a small group setting (up to 30 people) to create a social network of support that will help them on their tobacco-free journey. Six sessions over a 6-week period introduce participants to key strategies and tactics required to achieve success.

- Understanding Addiction
- Affirming a Commitment to QUIT
- What to Expect
- Setting a QUIT date
- Methods to QUIT
- Dealing with Relapse and Withdrawal



Online (Self-Directed)

This self-directed program is conveniently available on the StayFit Plan website and is ideal for off-site employees or tobacco users who prefer to work on their own. Participants have access to the six modules 24/7 and can apply the information at their own pace.

Once the program is completed, participants may opt to complete the program post-quiz and submit their results to receive a "Certificate of Completion". A score of 80% or better is required in order to receive credit for completion. This information can be tracked to support benefit linked incentives.

Webinar (Group Classes) or Telephonic Coaching

The online webinar method offers the same program structure as the six-week onsite programs but with the flexibility to allow multi-locations and synchronous distance education. Webinars provide a convenient and enjoyable way to obtain meaningful education with live, real-time interaction with the instructor. Our BEGIN health coaches offer a 1:1 support model that includes six sessions and is billed by case rate.

Survival Kits and Workbooks

The StayFit & QUIT Guide can be downloaded for FREE on our website, or booklets can be purchased for an additional charge. The guide offers all of the components of the program that can be used at-home or in conjunction with the onsite classroom or webinar forum. The StayFit & QUIT kits help smokers "kick the habit" by providing alternative activities to replace tobacco use. Kits can be purchased for a nominal fee and include: (minimum order 12 kits):

- Stress Ball Key Ring
- Rubber Band Bracelet
- Mints/Gum
- How to stop smoking tip guide
- Lollipop
- Toothpicks

Reporting

The StayFit & QUIT program provides employers with a robust executive outcome report that includes:

- Program Participation
- QUIT Rates
- Estimated Return on Investment
- Participant Program Satisfaction

Contact Us Today!

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