

StayFit & QUIT Case Study



STRATEGY

- Participate AND Complete Program
- Facilitate a Co-Worker Support Network
- Prepare for Barriers/Relapse
- Quit Date/Tobacco Cessation

"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



RESULTS

67%

Participation Rate

100%

Quit Dates Established

75%

Tobacco Quit Rate

20%

Tobacco Relapse Rate*

90%

Participant Program Satisfaction

StayFit & Quit Benchmarks: Average percent of participants who quit by the last day of the program is 50%. Relapse rate is 20%.