

## Navigating the changing tobacco landscape



### Tobacco remains a problem in the workplace

It might surprise you to learn that employee tobacco use is still a significant problem in many workplaces — including yours. While cigarette smoking has been on the decline in recent years, those who do smoke have likely done so for years. Moreover, tobacco-related problems persist due to a changing tobacco landscape that now includes electronic nicotine delivery systems (ENDS), or e-cigarettes. No matter how it is used, tobacco not only threatens your employees' health but also your company's brand, productivity and bottom line.

### Tobacco use in the workplace

You may not see your employees smoking cigarettes, but that doesn't mean they're not using tobacco. Smoking breaks are more obvious, but employees who want to keep their addiction a secret at work may use tobacco at home, in their vehicles or off site. Chewing tobacco and e-cigs can be used discreetly in bathrooms, offices and on the road, too.



### Electronic nicotine delivery systems (ENDS)

- E-cigarettes or e-cigs
- Vapes
- Juice or e-juice
- Juuls (a popular product name used generically)

<https://www.fda.gov/tobaccoproducts/labeling/productsingredientscomponents/ucm456610.htm>

About 1 in 5 U.S. adults currently use some form of tobacco product.<sup>1</sup>

About 34 million adults continue to smoke cigarettes, and another 2,000 people under age 18 smoke their first cigarette every day.<sup>1</sup>

**E-cigarette use is also on the rise, affecting:**



What's more, people who continue to use tobacco often represent the vulnerable populations, such as LGBTQ, veterans and pregnant users, those living with chronic conditions such as depression or anxiety, or those in recovery from substance use.<sup>3, 4</sup> Other users, such as those who work in rural areas and lower-income users, may also be targeted by tobacco companies.

As the tobacco landscape changes, cessation programs must change the way they approach and support users.

## Impact on employers

### Tobacco burns your business

Regardless of how and where it's used, tobacco use hurts your business in multiple ways:

- Tobacco breaks cut into employee productivity and, ultimately, your profitability.<sup>5,6,7</sup>
- Smokers get more respiratory infections than nonsmokers, which may lead to more sick days.<sup>8</sup>
- Tobacco-related illnesses such as heart disease, lung cancer and COPD increase your employee health insurance costs.<sup>9</sup>
- Employee tobacco use can damage your brand, your culture and how your business is perceived by customers and clients.



**In 2019, employee tobacco use will cost U.S. employers:**

**\$300 billion**

in medical expenses, lost productivity, worker's compensation and smoking breaks

**\$3,905**

per tobacco user, per year.<sup>2, 3, 4</sup>

### Tobacco use is the leading cause of preventable disease, disability and death in the United States<sup>10</sup>

- More than 480,000 Americans die from tobacco-related causes each year.
- More than 16 million people live with at least one smoking-related disease.
- Secondhand smoke threatens the health of 58 million nonsmokers.<sup>10</sup>

When you help your employees break free of nicotine dependence, you help them feel better and live healthier lives. Healthier employees mean potentially lower benefit costs and higher productivity. And that may mean a more robust bottom line for your business.

### Tobacco users want to quit — they just don't know how

About two out of every three tobacco users want to quit.<sup>10</sup> They may understand tobacco is an unhealthy and expensive habit. They may also know *why* they should quit. What they may not have mastered is *how* to quit.

Every year, more than half of those who use tobacco try to break the habit<sup>11</sup> — but it isn't easy without effective cessation support. Changes in the way people use tobacco, along with changes to where and how they prefer to communicate and the messages that resonate with them, have come together to create the need for innovative, personalized cessation programs that fit today's landscape — and work for your employees.

### Best practices for effective cessation programs

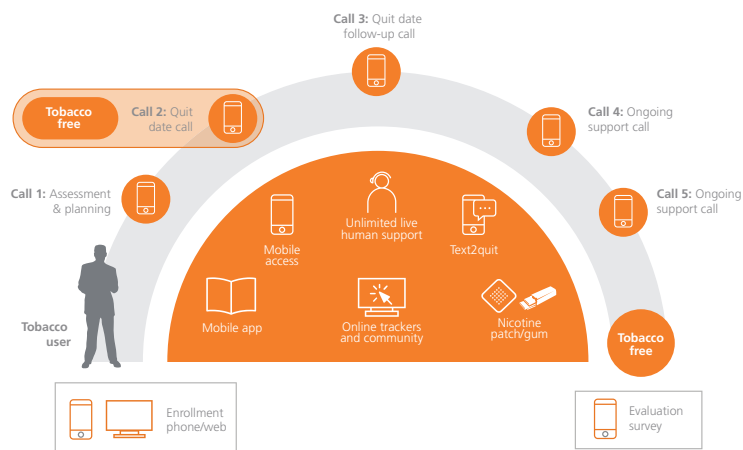
#### Choose the right tobacco cessation program for your workplace

Quitting tobacco is about learning to change behavior and making those changes stick. That starts with knowing who is using tobacco in your workplace — and why.

When choosing your tobacco cessation program vendor, keep in mind your partner should:

- Understand that offering a cessation program is just one step in creating a comprehensive plan to eliminate use in your workplace. Making sure you know how to identify your tobacco users and have smoke-free workplace policies and best practices for managing incentives are equally as important.
- Know the difference between providing education verses providing clinically proven behavior change strategies that combine the physical, psychological and behavioral aspects of quitting.
- Have clinically proven expertise and experience to not only work with the general population of tobacco users, but populations that are impacted disproportionately and have unique needs when it comes to quitting tobacco.
- Understand the tobacco users in your business and which cessation approaches would be most effective for them.
- Offer a comprehensive range of diverse quit tools, including nicotine replacement therapy, telephonic coaching, mobile app, text messaging, online community and more.
- Deliver a turnkey, effective program that includes an assigned support person, incentive design, promotional support and robust reporting.

#### A seamless connection between coaching, content and digital support



## One size does not fit all

Just as there are multiple ways your employees may use tobacco, there is more than one way to quit successfully. The most effective cessation programs help employees unlock the right combination of services to help them quit, whether they're using cigarettes, e-cigarettes, or other types of tobacco alone or in combination.

In addition, they offer innovative, personalized plans that support employees on their unique quit journey — all individualized to each employee's specific needs.

## Employees value incentives

In a recent study of 2,600 full-time U.S. workers conducted by MetLife asking what benefits they wanted most, **69% said they wanted wellness programs that reward healthy behavior.**<sup>12</sup>

Effective incentive design is a key element of success. Cessation programs should meet employees where they currently are in their journey and determine the right types of incentives to best motivate and reward them for quitting.

## Empower your employees to quit

About two out of every three tobacco users want to quit. More than half try to break the habit every year, but long-term success isn't easy.<sup>15</sup>

Quitting tobacco starts with changing behavior. Empower your employees to live healthier lives by quitting tobacco use and overcoming nicotine dependence for good.

**For more information, visit [optum.com](https://optum.com).**

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Nicotine gum, patches and lozenges may help tobacco users quit

Nicotine replacement therapy (NRT), a medically approved approach to help users quit smoking or chewing tobacco, **increases the chance of quitting smoking by about 50% to 70%** and may provide **potential cost savings of up to \$800 for employees.**<sup>13, 14</sup>



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