



Wellbeing **works** here!

## Planning & Implementing A Tobacco-Free Policy In the Workplace



**SUGGESTED TIMELINE FOR IMPLEMENTING A TOBACCO-FREE POLICY\***

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<p><b>Form an advisory committee</b> Begin creating buy-in with leadership staff.</p>	●	<div style="border: 1px solid blue; border-radius: 15px; padding: 5px; background-color: #e6f2ff;">                     For small businesses (&lt;50 employees), a timeline of 6 or fewer months may be used.                 </div>										
<p><b>Equip committee with information</b> Provide time for reading and research. Provide research-based info on tobacco, smoking &amp; secondhand smoke.</p>	●	—	●									
<p><b>Announce a commitment to a tobacco-free workplace</b> Host a forum to address questions &amp; concerns. Educate staff &amp; clients on the risks of tobacco use &amp; exposure.</p>			●	—	●							
<p><b>Develop a comprehensive policy</b> Gather input from advisory committee. Allow time for revisions &amp; feedback.</p>			●	—	●							
<p><b>Train mid management &amp; staff advocates</b> Provide information on the negative consequences and risks of tobacco use and tobacco products in the workplace. Prepare staff to address employees' questions &amp; concerns.</p>			●	—	●							
<p><b>Announce new policy &amp; launch date</b> Use newsletters, emails, staff meetings &amp; bulletin boards. Host forums to address questions. Invite supervisors &amp; trained employee advocates. Start a launch date countdown.</p>					●	—	●					
<p><b>Provide access to cessation programs &amp; products</b> Talk to Human Resources about coverage for cessation services &amp; products. Include hotlines, counseling, over-the-counter drugs as well as info on prescription drugs.</p>					●	—	●	—	●	—	●	—
<p><b>Prepare the work environment</b> Remove signs and smell of tobacco use. Display signs promoting &amp; encouraging positive health behaviors.</p>						●	—	●				
<p><b>Launch policy</b> Host kick-off event.</p>							●	—	●			
<p><b>Post Signage</b> Gather appropriate signage &amp; post in all areas. Coordinate with facilities personnel to post in designated areas.</p>					●	—	●					
<p><b>Monitor policy &amp; update employees</b></p>								●	—	●	—	●
<p><b>Showcase business &amp; policy on <a href="http://healthysarasota.com">healthysarasota.com</a></b></p>								●	—	●	—	●

## Implementing a Tobacco-Free Policy in the Workplace

- Form an advisory committee representing all segments of your workforce.
- Equip the committee with information about tobacco, smoking, and secondhand smoke.
- Announce a commitment to health and a tobacco-free workplace.
- Develop a comprehensive tobacco-free business policy.
- Announce new policy months before implementation.
- Train supervisors and employees to be advocates.
- Provide access to tobacco cessation programs, nicotine patches, gum, and other nicotine-replacement therapy.
- Prepare the work environment to be tobacco-free friendly.
- Post clear and appropriate signage before policy release.
- Reconvene with committee to discuss progress and challenges; send updates to employees.
- Showcase your tobacco-free business on [healthysarasota.com](http://healthysarasota.com).

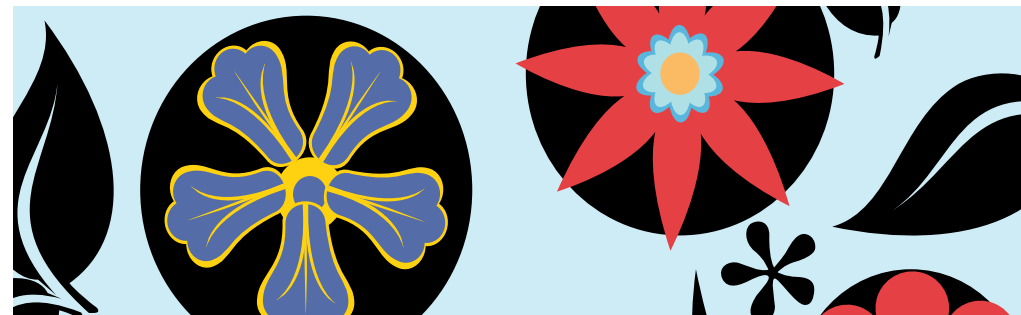
---

Contact your local Employer Cessation Coverage Specialist:  
2200 Ringling Blvd, Sarasota FL 34237  
(941) 861-2779  
[www.healthysarasota.com](http://www.healthysarasota.com)

# A Tobacco-Free Workplace Benefits Everyone

## For Employees:

- A tobacco-free environment helps create a safe, healthful workplace.
- Increases employee awareness of the risks of tobacco use.
- Workers who are affected by smoke will no longer be exposed to it at work.
- Inspires smokers to quit.
- Tobacco users appreciate a clear company policy about smoking or using smokeless tobacco at work.
- Managers have a clearly defined policy and process for dealing with tobacco use.
- Increases employee morale by conveying that the business cares about the health and safety of employees, clients, and community.



## For Employers:

- A tobacco-free environment helps create a safe, healthful workplace.
- Empowers managers and supervisors with a clearly defined policy.
- Reduces direct health care costs to the company over the long term.
- Provides an attractive quality for recruitment and business.
- Reduces maintenance time and costs when smoke, matches, cigarette butts, and spit tobacco waste are eliminated from facilities.
- Lowers the risk of fires, potentially reducing insurance costs.
- Prolongs life and quality of office equipment, carpet, and furniture.
- Provides opportunity to negotiate lower health, life, and disability coverage.



The good news is the human and economic toll of tobacco use is preventable.

Businesses can take proven steps to reduce smoking and exposure to secondhand smoke in the workplace.

Furthermore, businesses can play a vital role in Sarasota County's efforts to protect workers and families from the harmful effects of tobacco.

## How Much Does Smoking Cost Your Business?

In addition to the direct harms of smoking, secondhand smoke is a serious health hazard that causes lung cancer, heart disease and other ailments in nonsmokers. Cleaning costs associated with smoking in the workplace total about \$4 billion per year. Businesses that permit smoking experience higher fire and property insurance costs, as well as higher costs of cleaning and maintenance due to smoke damage. Commercial cigarette fires cause about \$500 million

In 2013, an international, peer-reviewed journal found that smokers cost private employers an extra \$5,816 per year compared with nonsmokers<sup>1</sup>. These additional costs come from loss of productivity and increased medical costs. You can use the following formula to help you determine the cost of smoking to your business:

### Calculate the Cost of Smoking:

#### Step 1: Estimate the number of smokers at your workplace

$$\begin{array}{ccccc} \boxed{\phantom{00000}} & \times & \mathbf{18.9\%} & = & \boxed{\phantom{00000}} \\ \# \text{ of Employees} & & \text{Sarasota County's} & & \# \text{ of Smokers} \\ & & \text{Smoking Rate} & & \end{array}$$

#### Step 2: Calculate the cost of lost productivity

$$\begin{array}{ccccc} \boxed{\phantom{00000}} & \times & \mathbf{\$3,760} & = & \boxed{\phantom{00000}} \\ \# \text{ of Smokers} & & \text{Avg lost productivity} & & \text{Total Lost} \\ \text{(from Step 1)} & & \text{per smoker} & & \text{Productivity} \end{array}$$

#### Step 3: Calculate the cost of additional medical care

$$\begin{array}{ccccc} \boxed{\phantom{00000}} & \times & \mathbf{\$2,056} & = & \boxed{\phantom{00000}} \\ \# \text{ of Smokers} & & \text{Avg additional medical} & & \text{Total Added} \\ \text{(from Step 1)} & & \text{costs per smoker} & & \text{Medical Costs} \end{array}$$

#### Step 4: Calculate the total cost of smoking to your business

$$\mathbf{\text{Total Lost Productivity}} + \mathbf{\text{Total Added Medical Costs}} = \mathbf{\text{Total Annual Loss}}$$

<sup>1</sup>Berman, Crane, Seiber, and Munur, 2013, *Estimating the cost of a smoking employee*, Tobacco Control.

## **Bragging Rights**

Sarasota County weighs in as the eighth healthiest county in the state of Florida in the Robert Wood Johnson Foundation / University of Wisconsin *County Health Rankings 2014*.

By partnering with Healthy Sarasota County Workplaces, your business can be an important part of health in our community, continuing on this path to excellence.



## Forming a Tobacco-Free Advisory Committee

A Tobacco-Free Advisory Committee will spearhead a company's initiative to become tobacco-free by planning, implementing, and monitoring its tobacco policy. Therefore, taking the time to thoughtfully form an advisory committee prior to making changes in a business or organization is a key component in the beginning stages of a tobacco-free policy change.

Finding members that represent all segments of your workforce is an important strategy in building an inclusive and influential team.

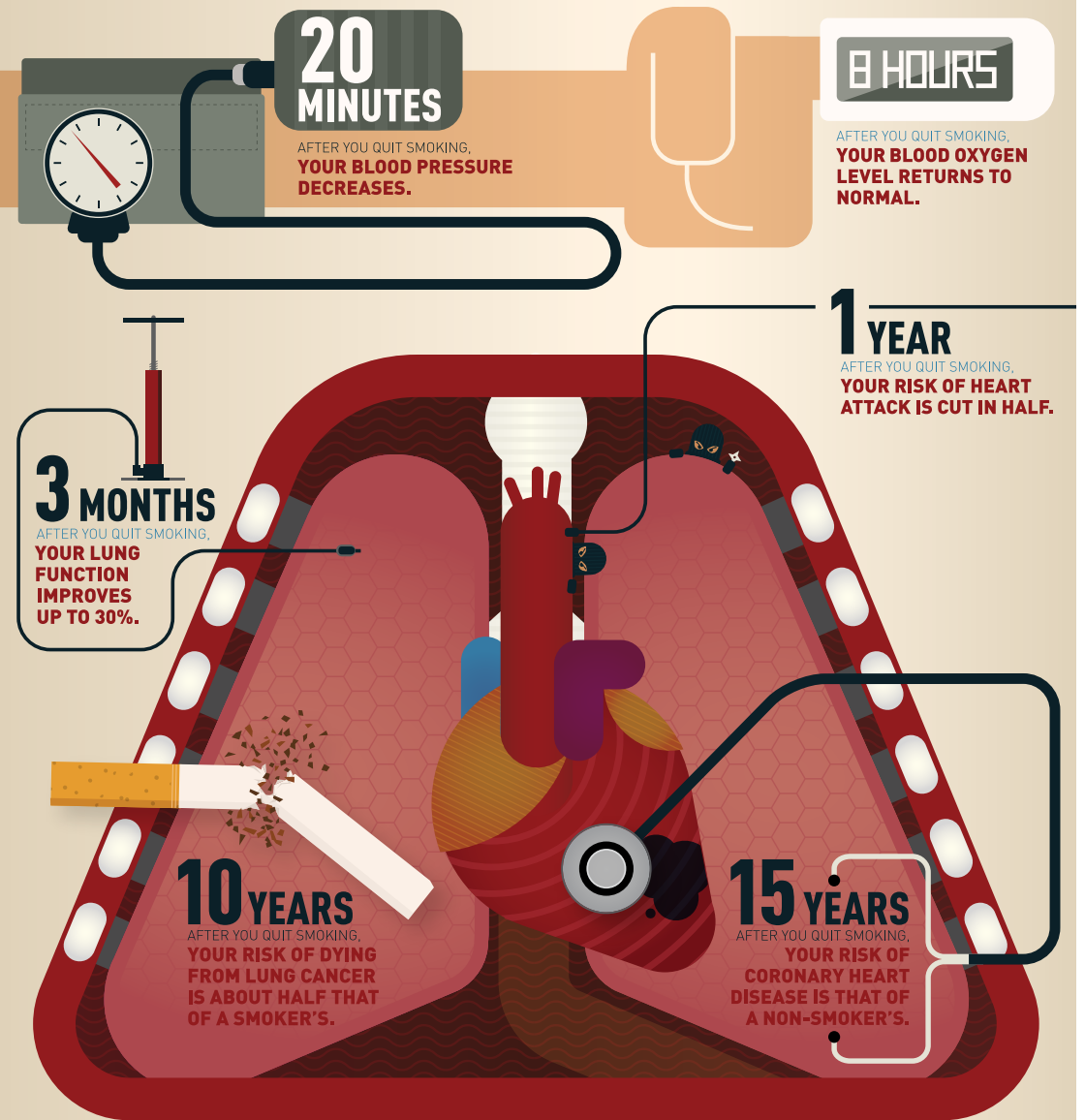
Also, research shows that appointing members to this committee, rather than requesting volunteers, yields better participation rates and leads to more proactive involvement.

### Consider including the following members in your business' Tobacco-Free Advisory Committee:

- President/CEO
- Human Resources
- Public Relations
- General Staff  
*(Smokers and nonsmokers, including former smokers)*
- Wellness Coordinator
- Union Representatives
- Risk Management
- Facilities / Custodial Staff

# FEEL GOOD ABOUT QUITTING

THE GOOD NEWS IS QUITTING CAN REVERSE MUCH OF THE DAMAGE.



Source: Tobacco Control: Reversal of Risk After Quitting Smoking. IARC Handbooks of Cancer Prevention, Vol. 11. 2007. p 11



[WWW.TOBACCOFREEFLORIDA.COM](http://WWW.TOBACCOFREEFLORIDA.COM)

# HOW DOES TOBACCO AFFECT MY HEALTH?

SMOKING CAUSES

## CORONARY HEART DISEASE,

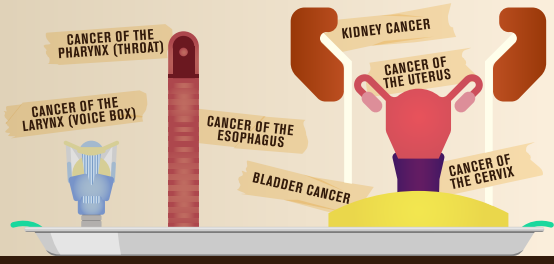
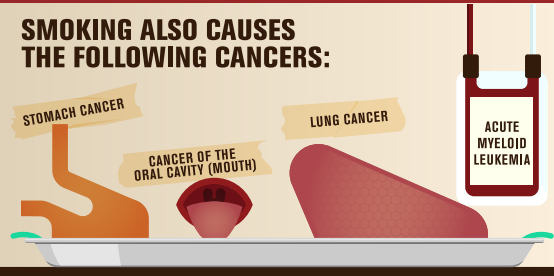
the leading cause of death in the U.S.

SMOKING CAUSES

## LUNG CANCER AND LUNG DISEASES

including COPD, emphysema, bronchitis, and chronic airway obstruction.

### SMOKING ALSO CAUSES THE FOLLOWING CANCERS:

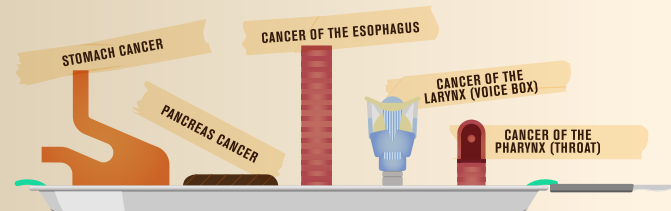


### SMOKELESS TOBACCO PRODUCTS,

such as spitting tobacco, dip, chew, snuff and snus, are also harmful to your health and aren't a safe alternative to smoking.



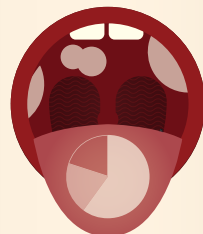
### SMOKELESS TOBACCO USE CAN CAUSE THE FOLLOWING CANCERS:



### COMPARED TO NON-SMOKERS, SMOKING IS ESTIMATED TO INCREASE THE RISK OF:

MEN DEVELOPING LUNG CANCER BY <b>23x</b>	WOMEN DEVELOPING LUNG CANCER BY <b>13x</b>	STROKE BY <b>2 TO 4x</b>
CORONARY HEART DISEASE BY <b>2 TO 4x</b>		CHRONIC OBSTRUCTIVE LUNG DISEASE such as bronchitis and emphysema is <b>12 TO 13x</b> MORE LIKELY FOR SMOKERS.

On average, smokers die **13 TO 14 YEARS EARLIER** than non-smokers.



SPIT TOBACCO CAUSES

### LEUKOPLAKIA,

a disease of the mouth characterized by white patches and oral lesions on the cheeks, gums, and/or tongue. Leukoplakia occurs in more than half of all users in the first three years of use.

STUDIES HAVE FOUND THAT

**60%-78%**

of smokeless tobacco users have oral lesions.

### SMOKELESS TOBACCO USERS HAVE:

**80%** HIGHER RISK OF ORAL CANCER

**60%** HIGHER RISK OF PANCREATIC CANCER

## Responding to Employees

Employees will need support while adjusting to a tobacco-free policy. The advisory committee must be prepared to elicit, listen to, and respond to employee concerns.

Hold discussions with individuals, groups, departments, and clients, emphasizing how an addiction to tobacco impacts health, safety, and recovery from mental illnesses and substance abuse disorders. Allow individuals to express themselves and provide opportunities for leadership to fully describe the rationale for a tobacco-free initiative. Be open to suggestions on how to make the transition to a tobacco-free campus easier.

Potential Challenge	Recommendation
Staff may report that they do not want to be responsible for “policing” clients, visitors, and co-workers	Make it clear that it is everyone’s job to create a healthy work environment by respectfully enforcing the policy; provide information regarding the policy and the harmful effects of tobacco
Resistance to new policy	Announce the policy months in advance; educate about the risks associated with tobacco use and the benefits of a tobacco-free environment
Managing residences and businesses within an association or commercial plaza	Have a representative speak at a homeowner’s association meeting and talk with local business owners; involve neighboring businesses
Staff believe it is their right to smoke	Have a representative from Human Resources provide information on Florida laws regarding smoking indoors (i.e. the Clean Indoor Air Act)
Individuals in short- and long-term residential health care facilities argue for the right to use tobacco in what they consider to be “home”	Acknowledge that it is difficult to quit tobacco but that it is the responsibility of the agency to promote a healthy environment; provide access to cessation counseling and medications



## SAMPLE COMMITMENT

### Memorandum

Date: January 22, 2020  
To: All Employees  
From: Mr. Brown, CEO, **Dream Florists, Inc.**  
Re: Tobacco-Free Workplace

**Dream Florists, Inc.** recognizes the overwhelming scientific evidence assembled by the U.S. Surgeon General, Centers for Disease Control, Environmental Protection Agency, and World Health Organization, which demonstrates that tobacco is a profound agent of deadly diseases responsible for millions of deaths worldwide each year both to tobacco users and non-users. All forms of tobacco are now known to be harmful and highly addictive.

Recognizing the hazards of tobacco use, our company has joined efforts with Healthy Sarasota County Workplaces to reduce the exposure of employees and families to environmental tobacco smoke and tobacco products. Our company is committed to being a model and leader in promoting a healthy workplace by implementing a tobacco-free policy.

Effective September 01, 2020, **Dream Florists, Inc.** will implement a business-wide tobacco-free policy for ALL employees on ALL shifts and ALL visitors, vendors, and customers. Our goal is to provide a clean, healthy, productive, and safe environment for all.

This policy will be driven by respect for others and the environment and relies on the thoughtfulness, consideration, and cooperation of tobacco users and non-users for its success.

Additional information will follow. Any questions you may have regarding this policy should be directed to Mrs. Smith, employee wellness coordinator, at 941.123.4567.

Thank you,

Mr. George Brown

## **A Tobacco-Free Policy Should Include:**

- Purpose of the policy
- Policy Statement
- Definition of Tobacco (should include e-cigarettes or other electronic nicotine delivery devices)
- Effective date
- A link between the policy and the organization's values and strategies
- Clear statement of where tobacco products are prohibited
- Clear statement of where/when tobacco products are NOT permitted (if anywhere or if at any time)
- Information on cessation services and quit hotlines
- Enforcement methods
- Consequences of noncompliance
- Contact person who can answer questions



# SAMPLE ADVANCE ANNOUNCEMENT

## Memorandum

Date: February 22, 2020  
To: All Employees  
From: Mr. Brown, CEO, **Dream Florists, Inc.**  
Re: Tobacco-Free Workplace

Tobacco use is proven to be a threat to the health of both the user as well as those nearby. Our company has joined efforts with Healthy Sarasota County Workplaces to reduce the exposure of employees and families to environmental tobacco smoke and tobacco products. Effective September 01, 2020, **Dream Florists, Inc.** will implement a business-wide tobacco-free policy for ALL employees on ALL shifts and ALL visitors, vendors and customers. Our goal is to provide a clean, healthy, productive and safe environment for all.

Smoking will be prohibited throughout the property as well as at off-site events sponsored or coordinated by **Dream Florists, Inc.** In addition, use of all tobacco products, including smokeless/chewing tobacco and other products containing tobacco and/or nicotine will be prohibited.

This policy is being announced in advance in order to provide employees sufficient time to adapt as well as to facilitate a smooth transition to a tobacco-free environment.

Enforcement of this policy will depend on the cooperation of all employees, both to comply and encourage others to do so. It is the responsibility of all employees to observe this tobacco policy and set a standard for customers and vendors.

Those employees who use tobacco products and would like to quit are invited to participate in smoking cessation seminars and programs which will be offered by the company at no expense to the employee in upcoming months. Our health partners, the Tobacco Free Partnership of Sarasota County as well as the Florida Quitline, will provide support services. All current tobacco users as well as spouses / dependents of someone who uses tobacco products are strongly encouraged to attend.

Any questions you may have regarding this policy should be directed to Mrs. Smith, employee wellness coordinator, at 941.123.4567.

Thank you,

Mr. George Brown

**“The reaction from the public has been great, and we have a lot more people coming here because it is smoke-free.”**

*-Local Sarasota business owner  
on implementing a tobacco-free policy*





# SAMPLE POLICY

## Memorandum

Date: March 22, 2020  
To: All Employees  
From: Mr. Brown, CEO, **Dream Florists, Inc.**  
Re: Tobacco-Free Policy

Our company has joined efforts with Healthy Sarasota County Workplaces to reduce the exposure of employees and families to environmental tobacco smoke and tobacco products. Our goal is to provide a clean, healthy, productive, and safe environment for all.

Effective September 01, 2020, **Dream Florists, Inc.** will implement the following business-wide comprehensive tobacco-free policy for ALL employees on ALL shifts and ALL visitors, vendors, and customers:

Smoking and tobacco use are prohibited in all **Dream Florists, Inc** locations with no exception. This includes but is not limited to all indoor and outdoor areas and properties. Indoor areas and properties include but are not limited to all common work areas, elevators, hallways, company owned or leased vehicles, garages, restrooms, dining areas, employee lounges, meeting rooms, and all other enclosed areas in the workplace. Outdoor areas include but are not limited to parking lots, grounds, rooftops, plazas, courtyards, entrance and exit ways, and any other areas belonging to or leased by **Dream Florists, Inc.** Also, smoking and tobacco use are prohibited within personal vehicles when on any property owned or leased by **Dream Florists, Inc.**

For purposes of this policy, "smoking" is defined as inhaling, exhaling, burning, carrying or possessing any lighted tobacco product, including cigarettes, cigars, pipe tobacco, and any other lit tobacco products.

For the purposes of this policy, "tobacco use" is defined as the personal use of any tobacco product, whether intended to be lit or not, which shall include smoking as defined above as well as the use of smokeless tobacco, including snuff; chewing tobacco; smokeless pouches; any other form of loose-leaf, smokeless tobacco; as well as the use of unlit cigarettes, cigars, pipe tobacco, any other lit tobacco products or electronic nicotine delivery devices.

Employees will be informed about this policy through a policy manual, emails, and subsequent trainings. Tobacco Free signs will be posted at our facilities and in our vehicles. Our company will assist employees who wish to quit using tobacco by facilitating access to recommended tobacco cessation programs and/or materials. Any violations of this policy will be handled through standard disciplinary procedures.

Questions may be directed to Human Resources or the Employee Wellness Coordinator at 941.123.4567.

Thank you,

Mr. George Brown

Available online at [healthysarasota.com](http://healthysarasota.com)

**A Tobacco-Free Policy is good for:**

- **Business**
- **Health**
- **Environment**

## Training Supervisors, Managers & Staff Advocates

It is important to support and train managers and supervisors to advocate for a tobacco-free policy. It is equally important to train employees as advocates. They can all be a valuable resource by explaining the reasoning behind a policy change using positive communication. Encourage all staff to enforce the policy.

Remember to focus on the dangers of tobacco when advocating for policy change rather than blaming smokers. Here are some helpful and powerful key talking points that can be used to coach employees in how to respond when asked about the workplace tobacco-free policy:

- Tobacco use is the leading cause of preventable death in the USA. (CDC)
- Tobacco use reduces a person's life expectancy and quality of life.
- Secondhand smoke causes heart disease and lung cancer.
- There is no safe amount of secondhand smoke. Breathing even a little secondhand smoke can be dangerous.
- To decrease the chances of negative health effects, it is simply best to avoid exposure to secondhand smoke—for smokers and nonsmokers alike.
- *The Surgeon General's Report on Reducing Tobacco Use* found that tobacco-free policies in workplaces "have been shown to decrease daily tobacco consumption and to increase smoking cessation among smokers." (U.S. Department of Health and Human Services, 2000)
- Passing tobacco-free policies has been shown to be effective for reducing overall use rates and protecting the health of the majority who choose not to use tobacco.

## Cutting-Edge Findings on Tobacco Cessation:

1. Smoking cessation treatments that have been found to be safe and effective include a combination of counseling and medications.
2. Face-to-face counseling and interactive telephone counseling are more effective than giving educational or self-help materials alone.
3. The effectiveness of counseling services increases as their intensity (the number and length of sessions) increases.
4. Smokers are more likely to use telephone counseling than to participate in individual or group counseling sessions.
5. The Food and Drug Administration has approved six first-line medications to help smokers quit:
  - Five are nicotine replacement therapies that relieve withdrawal symptoms.
  - The sixth medication, bupropion SR (sustained release), is a non-nicotine medication that is thought to reduce the urge to smoke by affecting the same chemical messengers in the brain that are affected by nicotine.

### Prescription & Over-the-Counter Tobacco Cessation Medications\*

Type	Form	Common Brand Name(s)	Availability
<b>Nicotine Replacement Therapy</b>	Gum	Nicorette®	Over-the-counter (OTC)
	Patch	Nicoderm®, Habitrol®, Prostep®, Nicotrol®	OTC & prescription
	Inhaler	Nicotrol®	Prescription
	Nasal Spray	Nicotrol®	Prescription
	Lozenge	Commit®**	OTC
<b>Bupropion SR</b>	Pill	Zyban®, Wellbutrin®	Prescription

\*Approved by the Food & Drug Administration (FDA) and addressed in the 2000 PHS Guidelines.

\*\*Received FDA approval on October 31, 2002, therefore not addressed in the 2000 PHS Guidelines.

## Best Practices in Employer Interventions: Tobacco Cessation Benefits

Offering cessation treatment benefits through your health plan increases the number of tobacco users who quit and remain tobacco-free. Listed below are best practices in employer interventions.

1. Negotiate various cessation treatment services with your health plan and offer two or more of these benefits:
  - Initial Screening—a medical professional asks the patient, at every visit, if s/he uses tobacco products and is ready to quit.
  - Multiple forms of counseling (i.e., individual, group, telephone).
  - FDA-approved prescription drugs, including bupropion (Zyban®, Wellbutrin®), varenicline (Chantix™), and prescription nicotine replacement therapies (i.e., nasal spray, inhaler, patch).
  - Over-the-counter nicotine replacement therapy (i.e., gum, patch, lozenge).
  - Individual treatment courses that cover a minimum of four 10-minute counseling sessions, follow-up contact, and medications.
2. Communicate any benefit changes on behalf of smoking cessation to employees through newsletters, e-mails, payroll inserts, announcements, and Summary Plan Descriptions.
3. Encourage employees to talk to their own healthcare providers about cessation treatments.

Some private health insurance plans cover tobacco dependence counseling or medications. Encourage all employees to verify specific coverage.

**More than two-thirds  
of individuals who use tobacco  
want to quit.**

*- Prochaska et al., 2004*

## Benefits of a Tobacco-Free Workplace



Help raise your revenue, protect the health of your employees and increase worker productivity by becoming a tobacco-free company.

**Environment:** Decreases cleaning and maintenance costs. Reduces the risk of fires, potentially decreasing insurance costs.

**Productivity:** Reduces health care costs and increases worker productivity. Smokers who quit save businesses \$5000+ per year per smoker, on average.

**Morale:** A tobacco-free policy inspires and assists tobacco users in quitting. Boosts morale by telling employees you care about their health and safety. Leads to more satisfied clients and community.

**Reduced Secondhand Smoke:** Creates a healthier work environment for employees. Reduces secondhand smoke and all its negative health consequences.

**Health:** Helps prevent tobacco-related diseases like cancer, heart disease and stroke. Reduces illness-related absenteeism.

# 3 FREE & EASY WAYS TO QUIT



Talk to a Quit Coach® who can help you quit tobacco.

**1-877-U-CAN-NOW**

1-877-822-6669



Online help quitting tobacco is only a few clicks away.

[tobaccofreeflorida.com/webcoach](http://tobaccofreeflorida.com/webcoach)



Looking for local face-to-face help? Find classes near you.

[tobaccofreeflorida.com/ahec](http://tobaccofreeflorida.com/ahec)

## Other Cessation Resources

### Gulfcoast South Area Health Education Center

Tobacco Cessation Counseling and Group Classes, Face-to-Face Support Groups, On-site for 10 or more employees, Free Nicotine Replacement Therapy (941) 361-6602 [www.ahectobacco.com](http://www.ahectobacco.com)



(866) 534-7909

### Florida Department of Health

Sarasota County Tobacco Prevention Program (941) 861-2969 [www.sarasotahealth.org/tobaccofree](http://www.sarasotahealth.org/tobaccofree)  
Tobacco Free Florida (877) 822-6669 [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com)



### American Cancer Society

Quit For Life Program  
Comprehensive cessation program for employees and employers  
[www.cancer.org/Healthy/StayAwayfromTobacco/quit-for-life](http://www.cancer.org/Healthy/StayAwayfromTobacco/quit-for-life)



### American Lung Association

Freedom from Smoking  
Free online smoking cessation program.  
[www.ffsonline.org](http://www.ffsonline.org)





**Quitting:  
on your phone,  
on your terms.**



### About SmokefreeTXT

SmokefreeTXT is a mobile service designed for adults across the United States. SmokefreeTXT was created to provide 24/7 encouragement, advice, and tips to help smokers stop smoking for good.

### Signing up is quick and easy!

There are 2 ways to sign up:

1. Text the word QUIT to IQUIT (47848) from your mobile phone, answer a few questions, and you'll start receiving messages.
2. Click the button to the right to sign up, answer a few questions, and you'll start receiving text messages.

If you pay for individual texts, this program may not be for you.\* Check with your mobile provider. If you're not trying to quit smoking but you are interested in seeing how SmokefreeTXT works, we invite you to sign up. But first, please send an email for instructions on how to sign up. If you would like to unsubscribe from SmokefreeTXT, text the word **STOP** to IQUIT (47848). For help, text the word **HELP** to IQUIT (47848).

\*There is no additional fee for this service. However, message and data rates may apply. If you don't have unlimited texts and would still like to participate, you can control the number of messages you receive by texting in any of the appropriate keywords. You do not need to opt in to the program to use this feature, and you will only receive messages from us when you want them. These messages will still count toward your monthly text message allotment.

Quit Smoking  
**TODAY!**  
we can help

Visit [www.smokefree.gov/smokefreetxt](http://www.smokefree.gov/smokefreetxt) today!





## Tobacco Program Costs

Tobacco cessation programs are not expensive. They often save money:

- Cost analyses have shown that tobacco cessation benefits, from an employer's perspective, are cost-saving.
- A comprehensive and effective smoking cessation program will usually cost less than \$0.50 per member per month (PMPM).
- Each employee or dependent who quits smoking reduces annual medical and life insurance costs by at least \$210 almost immediately.

Below are calculations of smoking cessation annual medical savings for conditions associated with smoking:

Short-Term Consequences of Smoking on Selected Conditions	Annual Medical Savings per Smoker Who Quits
Coronary Heart Disease & Stroke	\$153
Adult Pneumonia	\$3
Low-Birthweight Babies	\$9
Childhood Asthma	\$14
Other Childhood Respiratory Conditions	\$8
Childhood Otitis Media (Ear Infections)	\$5
<b>Annual Total</b>	<b>\$192</b>



**A winning effort  
begins with preparation.**

## House Cleaning: Preparing the Work Environment

It is important to provide a fresh clean start for all individuals who will be asked to abide by a tobacco-free workplace policy. This “clean slate” environment should be prepared before a policy release.

### Start with a clean up:

- Remove all designated smoking areas.
- Get rid of outdoor smoking equipment, ashtrays, etc.

### Create a supportive environment:

- Transform old smoking areas into fresh clean tobacco free outdoor spaces for lunch and breaks.
- Provide appropriate signage:
  - in the interior and exterior of all buildings.
  - in all parking lots.
  - in all driveways, by sidewalks, patios, etc.



Available online at [healthysarasota.com](http://healthysarasota.com)

Healthy Sarasota County Workplaces provides signage and other resources to partners who choose to adopt a tobacco-free policy.



*These and other signs are available - **contact us for details***



Wellbeing **works** here!

The Tobacco Free Partnership of Sarasota County assists businesses in Sarasota County with establishing a tobacco-free policy.

For assistance with tobacco-free signage and help with implementing a tobacco-free policy:

Please call (941) 861-2779

or email [tobaccofree@healthysarasota.com](mailto:tobaccofree@healthysarasota.com)

For more information and resources, please visit:

[www.healthysarasota.com](http://www.healthysarasota.com)

## Some Tobacco-Free Workplaces Share Their Experiences...

“Our workplace became smoke-free about three years ago. We convened a small steering committee of employees consisting of smokers and nonsmokers from a variety of departments, offered free smoking cessation counseling and offered deeply discounted prescriptions for smoking cessation medications. We were concerned about upsetting employees, patients and visitors with this new policy. We planned a date certain for going smoke-free and offered ‘cold turkey’ sandwiches to quitters on that day. It was one of the smoothest, least controversial and successful wellness programs we have offered to our employees. We did not get the push back, complaints and anger we anticipated from our smokers and our nonsmokers were very happy about the new policy. It was a huge win/win for all of us.”

“The reason why we designated all worksite campuses as tobacco-free environments is to take a positive step towards eliminating the number one cause of preventable illness in Florida and the United States: smoking. We all know by now that smoking causes a number of health-related illnesses from both first- and second-hand smoke.”

“After implementing the tobacco-free hiring policy... we thought we would have several applicants vocalizing their displeasure with this policy but we have been pleasantly surprised to see the opposite happen. Many an applicant have commented on the policy and are pleased to see that such measures are being taken to encourage a healthy lifestyle for those within the organization. They find the commitment to employee health refreshing and worthy.”

# Healthy Sarasota County Invites You!

Healthy Sarasota County encourages employers who have enrolled in Healthy Sarasota County Workplaces to showcase the changes they have made in the workplace that support healthy living for employees. Examples of such changes include implementing tobacco-free or drug-free workplace policy, and promoting healthy eating and weight loss.

**HEALTHY SARASOTA COUNTY**  
Wellbeing lives here!

THE LATEST:  
Pine View School Python Run - 4/12/14  
VIDEO: Make S210 Your Goal Every Day

HOME | ABOUT | NEWS | PARTNERS | CONTACT | JOIN OUR MAILING LIST

S210 | FAMILIES | SCHOOLS | CHILD CARE | HEALTH CARE | WORKPLACES | RESOURCES | AROUND THE COUNTY

**Make it Your Business**  
Sarasota County businesses can be designated as a Healthy Sarasota County Workplace in recognition of new or existing corporate wellness programs.

**Learn More**

**The Target Areas**  
We focus on seven target areas to create healthier workplaces and offer resources to help you get started.

**Get Resources**

**Healthy Sarasota County Workplaces**  
This initiative provides **free** corporate wellness consultations and programs to local businesses. We focus on **seven target areas** that create a healthier work environment and more productive employees.

Platinum, Gold, Silver, and Bronze designations are awarded based on accomplishments your business has made in the target areas. We can help you implement new wellness programs to work toward the designation. [More on becoming a HSC Workplace...](#)

**Already doing great things?** Your current programs and past accomplishments count toward your designation - just tell us about them!

**To learn more or get started, call (941) 861-2998**

**Healthy Sarasota County Workplaces Partners:**

Florida Health | SARASOTA COUNTY SCHOOLS | Sarasota County | HEALTHY START | SARASOTA MEMORIAL HEALTH CARE SYSTEM | Tidewell | YOUR LOCAL, TOP JOB-READY HOSPITAL SINCE 1980

**BUILDING UPON A FOUNDATION OF SUCCESS**  
Sarasota County ranked as Florida's third healthiest in the *Robert Wood Johnson Foundation/University of Wisconsin County Health Rankings (2012)*. HSC Workplaces seeks to build on this success by empowering local businesses. Our ultimate goal is to promote a healthier, thriving, and sustainable community.

HOME | ABOUT | NEWS | PARTNERS | CONTACT  
S210 | FAMILIES | SCHOOLS | CHILD CARE | HEALTH CARE | WORKPLACES | RESOURCES | AROUND THE COUNTY  
© 2012 COMMUNITY HEALTH IMPROVEMENT PARTNERSHIP  
This site made possible through the efforts of the HEALTHY WEIGHT COLLABORATIVE



**Healthy Sarasota County Workplaces**  
2200 Ringling Blvd, Sarasota FL 34237  
(941) 861-2779 | [tobaccofree@healthysarasota.com](mailto:tobaccofree@healthysarasota.com)  
[www.healthysarasota.com](http://www.healthysarasota.com)