

# WELLNESS —WORKS—

## SMOKING CESSATION

### POINTS OF INTEREST

- Preventable diseases make up about 70% of all illnesses
- One out of four people in every workplace still smokes
- Many plans offer counseling

### THE LATEST SENSATION IN EMPLOYEE WELLNESS PROGRAMS

Though the hazards of smoking have been highly publicized for years, one out of four people in every workplace still smokes. But quitting is not easy. It requires behavioral and lifestyle changes that need self-discipline and determination. Taking advantage of the smoking cessation program offered by your employer or your health insurance plan can have a huge impact on your efforts.

### GET WITH THE PROGRAM

Your doctor can be very influential in the process of smoking cessation. An office visit is the first place to start. Your doctor can encourage you, counsel you about strategies and recommend pharmaceutical aids if appropriate. If you do not have a regular practitioner, your health plan provider can recommend a physician who has a proven track record of success.

Many plans offer individual, group and telephone counseling. The effectiveness of the counseling treatment increases with the intensity, so multiple types of counseling ensure access to many levels of intervention. Counseling includes problem solving, skills training and social support.

Medication therapy can be an important option for smoking cessation treatment. When combined with counseling, pharmacotherapy can increase quit rates 15-30%, compared to 7% without medicinal assistance.

Smoking cessation plans offered by employers provide information on websites and newsletters. A “quit kit” generally includes a letter advising you of ways to stop smoking, a guide to stopping smoking, worksheets to monitor progress and other helpful tools.



PROTECTING THE CONSUMER'S FUTURE

**NAHU**

National Association  
of Health Underwriters

EDUCATION FOUNDATION

[www.nahueducationfoundation.org](http://www.nahueducationfoundation.org)

# WELLNESS —WORKS—

## SMOKING CESSATION

When combined with counseling, pharmacotherapy can increase quit rates 15-30%, compared to 7% without medicinal assistance.

### SEE THE BENEFITS

Each year, cigarette smoking causes an estimated 438,000 deaths, or about one out of every five deaths. More deaths are caused each year by tobacco use than by HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined.

Smoking places a tremendous economic burden on the entire community. Not only does the cost of smoking burn through an individual's income — it is also a huge drain on our nation's pocketbook. Nationally, smoking-attributable healthcare costs run about \$96 billion per year.

While no health plan has a 100% success rate, about half of plans achieve 50% or better, with 17% of plans achieving a 75% success rate or above. This means that with the right plan, you have a real chance for success!

It's critical to our nation's health to recognize the correlation between the rising cost of health insurance and our health. Preventable diseases make up more than 70% of all illnesses in the United States and greatly increase the cost of healthcare. Chronic and preventable illnesses are often related to lifestyle choices such as smoking. The lifestyle choices we make are within our control, and it's time for us to stop making ourselves sick.

For more information on smoking cessation, please visit [www.nahueducationfoundation.org](http://www.nahueducationfoundation.org).

PROTECTING THE CONSUMER'S FUTURE

# NAHU

National Association  
of Health Underwriters

EDUCATION FOUNDATION

[www.nahueducationfoundation.org](http://www.nahueducationfoundation.org)

1212 New York Avenue NW  
Suite 1100

Washington, DC 20005

Phone: 202-552-5060

Fax: 202-747-6820

E-mail: [nahuef@nahu.org](mailto:nahuef@nahu.org)

The NAHU Education Foundation is a 501(c)(3) organization dedicated to educating the public about the benefits of meeting health, financial and retirement security needs through private-sector solutions.

