

## ValueOptions Provides Tobacco Cessation Support

Despite widespread publicity of the harmful effects of tobacco use, 22 percent of adult Americans continue to smoke, and many others chew or dip tobacco. Because tobacco use presents a significant risk to the health of employees and to organizational bottom lines, ValueOptions has developed an initiative to help employers construct, implement and promote a workplace-based tobacco cessation program: “Quittin’ Time: Helping Employees Become Tobacco-free.”

While more than 70 percent of smokers want to quit, each year only about 3 percent to 5 percent of smokers quit for a year, for longer or for good. It takes most smokers several attempts to stop smoking permanently. As your behavioral health partner, we can help improve the success rates for your employees.

“Successful quitting requires addressing the physical dependence on nicotine as well as the psychological and social issues that reinforce tobacco-using behaviors,” notes Chuck Taylor, executive vice president of ValueOptions’ Employer Solutions Division. “ValueOptions offers this kind of support for individuals and helps employers capitalize on the power of the workplace community to motivate and support employees in the quitting process.”

### Support for organizations

In support of this initiative, the following value-added services are available to your organization:

- **A CD-ROM** was mailed in early June. It contains information, guidelines and tools to help employers understand the scope of the problem in both human and financial terms, enlist senior management support, develop an integrated program and communicate with their workforce to educate, motivate and sustain this desired behavior change. The information is also available online at [www.valueoptions.com](http://www.valueoptions.com)
- **Client summit teleconferences** reviewed the value and critical components of a successful workplace-based tobacco cessation program.
- **Your account services team** is available for consultation.

### Support for individuals

**EAP plan:** Our professional EAP staff is prepared to provide employees and their family members with stage-based behavior change information, support and referrals to available resources to help them create a personalized tobacco cessation program. We recognize that supportive and motivational counseling is a key component of a successful cessation program.

**MHSA plan:** ValueOptions care managers will refer MHSA plan participants to public/community resources via the Internet or toll-free telephone numbers. In addition, care managers will assist individuals with any behavioral health issues that may be contributing to their use of tobacco.

Anyone can benefit from quitting tobacco use—regardless of age, tobacco use history or whether he or she already has a tobacco-related disease(s). And while quitting is difficult, effective help is available. We look forward to working with your organization on this initiative.

Other ValueOptions workplace-based prevention programs:

- A Workplace Strategy for Suicide Prevention: Reaching Out to Troubled Employees
- Domestic Violence: Prevention at Work

Healthy Lifestyles/Healthy Weight: A Strategy for the Workplace