



## How-To Guide

### Suggestions for Implementing the Beat the Pack Program

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#### Program Goals and Objectives

After the entire employee base attends the kick-off meeting, this section of the tool kit provides tools and suggestions to help your organization run a cost-effective in-house smoking cessation program for your employees. It will help drive utilization of the smoking cessation benefit covered through your health benefit offerings. As a reminder, your employees may be eligible for a variety of medicines and behavioral counseling programs under your benefit plan. They should always talk to their doctors to see which medications are right for them. With this program, you will:

- Give employees the support and tools they can use in tandem with the health benefit offering and physician guidance to quit and stay quit
- Provide a healthy choice for smokers if your workplace has a smoke-free policy

#### Program Audience

Any employees who want to stop smoking can sign up for this program. The tools are flexible to accommodate any size program, from small to very large. As an employer, you can determine what size fits your company best.

#### Program Setup

##### Program Leaders

Decide which department (such as human resources) will manage Beat the Pack. Your marketing or public relations staff can help promote it.

For the group meetings, you will need a facilitator, ideally someone with personal experience in quitting smoking or formal training and education in health promotion or behavior change. Depending on your resources and budget, options for the facilitator include:

- Tobacco cessation specialist
- Health educator or health coach
- Occupational health specialist
- Nurse
- Exercise physiologist

Remember, this is a suggestion for how this program could roll out. However, it is flexible and customizable based on your specific needs. Please review all the materials and consider your employee structure when preparing to roll out this program.



## Program Tools Provided in This Kit:

- **Posters:** Four types of posters have been provided, printable both on standard 8½" × 11" paper and on 11" × 17". Three highlight the rollout of the program and provide space to write in the date/time/location of the live meetings. The fourth is a motivational poster that can be displayed year-round
- **Stop-Smoking Resources:** This tool lists national stop-smoking programs and smokers' quit lines. Use this list to learn about local low- to no-cost programs that may work together with this program
- **Incentives:** Rewards improve quit rates!<sup>1</sup> We suggest some ways to inspire and reward employees
- **Certificate of Achievement:** This customizable certificate can be handed out at the completion of the program to recognize the efforts of the participants

## Metrics

- **Program Evaluation:** Survey program participants at the last meeting or at the end of the program to find out what parts of the program they liked best and to learn whether they quit smoking. These results can be compared with the baseline results from the initial survey provided in the sign-up packet

## Meetings in a Box

Since quitting smoking is difficult, having a peer group available to help in the effort is highly recommended. These meetings should be held for 4 consecutive weeks soon after the completion of the mass kick-off meeting. The content provided is flexible enough to roll out these meetings as needed based on your employee population. Focusing on positive messages throughout the program provides a different perspective and allows you to educate participants on the benefits of quitting smoking and what can be gained from quitting.

This kit contains 4 complete "meetings in a box" that work in a breakfast or lunch setting, as each lasts about 30 minutes.

- Each meeting contains the following items, focusing on a different topic:

- Facilitators' Guide
- Employee Agenda
- Presentation Slides
- Additional Handouts



## Meeting 1: Program Launch: Reasons to Quit

Additional handouts provided:

- ***Using the Buddy System to Help You Stay Quit:*** This handout guides participants on how to find a quit buddy
- ***Personal Progress Tracker:*** Using this journal page, participants write their smoking “triggers,” how they cope with these triggers, and whatever else they want to record about their progress. Give to employees monthly. You can pass out extra copies at meetings.
- ***31 Things to Do Instead of Smoke:*** This is a fun calendar that shows that each day, there is something that the participants can focus on to try to help themselves not smoke

## Meeting 2: Coping With the Urge to Smoke

Additional handouts provided:

- ***Staying Motivated to Quit:*** This handout is a resource to help participants stay motivated on their path to quit
- ***Personal Progress Tracker***
- ***31 Things to Do Instead of Smoke***

## Meeting 3: Long-term Benefits of Quitting Cigarette Smoking

Additional handouts provided:

- ***Personal Progress Tracker***
- ***Cigarette Time/Cost Calculator:*** With this chart, smokers can figure out how much money they pay for cigarettes and how much time they spend smoking. Plus, this tool provides space where smokers can write their plans for what they will do with the money and time they save from quitting
- ***Health Benefits of Quitting:*** This is an additional document to remind participants of the health risks of smoking and the potential health benefits of quitting

## Meeting 4: End of the Program: Staying Quit

Additional handouts provided:

- ***Personal Progress Tracker***
- ***Certificate of Achievement***



## Next Steps

Decide when to roll out the program. Although January is a good time to begin—quitting smoking is a common New Year’s resolution<sup>2</sup>—there is no one specific date that works better than others. Pick a time that works best for your company.

Three to 4 weeks before the program starts:

1. Hang posters to pique the interest of employees. Display them in high-traffic areas, such as the main entrance, employee cafeteria, job bulletin board, and conference room.
2. If you have an employee newsletter, mention the program in the issue published before the program starts.
3. Provide a program cover letter to opt-in participants to detail the program and expectations.
4. Decide whether you will offer incentives for being in the program, attending meetings, and/or quitting smoking. Make the awards from the templates provided or order them from a printer.
5. Set up the first meeting.
  - Give the facilitator the materials as suggested in the “Meetings in a Box” tab
  - Copy handouts for group members
  - Hang posters announcing the first meeting (if you have not already done so)
  - Remind workers who signed up of the dates of the group meetings

### References:

1. Koffman DM, Lee JW, Hopp JW, Emont SL. The impact of including incentives and competition in a workplace smoking cessation program on quit rates. *Am J Health Promot.* 1998;13(2):105-111.
2. United States Government. *Popular New Year’s Resolutions.* January 9, 2008. [http://www.usa.gov/Citizen/Topics/New\\_Years\\_Resolutions.shtml](http://www.usa.gov/Citizen/Topics/New_Years_Resolutions.shtml). Accessed March 18, 2008.