



Incentives

As part of this smoking cessation program, you may want to offer incentives. Incentives motivate program members to quit smoking and reward those who succeed. In a stop-smoking program, incentives can:

- Enlarge the number of smokers who enroll in and complete the program^{1,2}; desirable incentives can increase program participation by 12% to 35%³
- Result in higher quit rates at 6 and 12 months⁴

This tool kit includes some ways to acknowledge your workers' efforts.

Certificate of achievement

On the CD-ROM is a template for a certificate of achievement. You can give this document to workers who are smoke-free at 3 months, 6 months, and longer. Or, at the end of the program, you can give certificates to members who have attended all of the meetings.

Other low-cost ideas

Here are some samples of other low-cost incentives:

- Special assigned parking space for a week
- Coupon for a free coffee or lunch in the cafeteria
- Existing company giveaways, such as a mug, pen, T-shirt, book bag, or clock
- Copy of a book on quitting smoking
- 2 movie passes
- \$10 or \$20 gift card to a local restaurant or grocery store
- Gift basket of fruit or other food items
- Pizza or sandwiches at the final group meeting

More suggestions

If you have a larger budget, incentives may include:

- \$50 cash prize
- \$50 off the employee contribution for health insurance
- \$100 discount off membership at a health club
- Fine watch
- Drawing for a cash prize, gift card, spa weekend, overnight hotel stay, etc
- Announcement and photo in local newspaper to congratulate participants who quit smoking



References:

1. Volpp KG, Gurmankin Levy A, Asch DA, et al. A randomized controlled trial of financial incentives for smoking cessation. *Cancer Epidemiol Biomarkers Prev.* 2006;15(1):12-18.
2. Hennrikus DJ, Jeffery RW, Lando HA, et al. The SUCCESS project: the effect of program format and incentives on participation and cessation in worksite smoking cessation programs. *Am J Public Health.* 2002;92(2):274-279.
3. Partnership for Prevention. Planning a worksite health promotion program. In: *Healthy Workforce 2010: An Essential Health Promotion Sourcebook for Employers, Large and Small.* Washington, DC: Partnership for Prevention; 2001. http://www.prevent.org/images/stories/Files/publications/Healthy_Workforce_2010.pdf. Accessed April 6, 2008.
4. 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.