

This year alone, over 430,000 Americans will die prematurely because of dependence on tobacco.¹ Thousands more will become terribly ill with tobacco-related cancer, heart, or respiratory disease. Some of these people work for you. Others are the spouse, child, parent or friend of someone who works for you. Tobacco costs—physically, emotionally and economically. You can cut those costs and improve your employees' health and productivity by helping people quit tobacco.

"American business is awakening to the growing importance of its 'human capital'—the capabilities, knowledge, experience, wellness, and full potential of its people," according to IHPM, a non-profit that links employee health to corporate success. "Yet many employers do not realize the relationship of the employees' health to corporate performance. While striving to contain the rising medical costs that put them at a disadvantage against global competitors, they are missing the competitive advantage their company can gain from investing wisely in the health—and thereby, the productivity—of their work force."

*--Health & Productivity
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Invest in Tobacco Cessation for a Healthy, Productive Workforce.

SMOKING COSTS BUSINESS

In the United States, about one in four adults smoke.² Smoking-related health care costs over \$75 billion annually—\$1,623 per smoker—and smokers use health care 50 percent more than non-smokers.^{3,4} A study of six large employers found that former smokers cost the companies an extra \$2 million annually.⁵ Add the cost of lost productivity, absenteeism, and the potential for devastating illness and death and the cost to your business more than doubles.³

How much does tobacco cost you?

Number of employees (a): _____

23% of (a):
(national average
smoking rate)² _____

Cost per tobacco user: x \$3,400³

Total cost per year: _____

Your business spends more than \$3,400 per smoker per year when you factor in⁶:

- Greater health care costs
- Increased absenteeism
- Work time spent on smoking rituals
- Higher life insurance premium costs
- Greater risk of occupational injuries
- Costlier disability
- More disciplinary actions

YOU CAN HELP

Seventy percent of Americans who smoke say they want to quit. But any smoker will tell you: It isn't easy to quit.⁷ Usually people make two or three tries, or more, before finally being able to quit for good. But there are proven methods to make quitting tobacco easier. Research shows that smokers are two to three times more likely to quit when they have help than when they try to quit on their own.⁸

Employers have an important role in helping smokers quit. For most employers, this means adding coverage for cessation services to their health insurance benefits since 64% of Americans receive their health coverage through their employer.⁹ Right now, about 24% of employers provide any coverage for tobacco cessation treatment.¹⁰

Tobacco cessation counseling is one of the best investments you can make in your employees' health. A recent report in the *American Journal of Preventive*

Medicine ranked smoking cessation counseling second only to childhood vaccination for its value for disease prevention and cost effectiveness.¹¹ Tobacco cessation is also cost-beneficial; employers have seen a return on investment in three years with benefits exceeding costs by five years.¹² Employees can see some benefits sooner, especially increases in productivity and reduced health care costs for pregnant smokers.

An effective benefit combines several counseling sessions with medications, including nicotine patches, gum or Zyban for a cost of about 33 cents per member per month.^{8,13} In addition, eliminating financial barriers to quitting (e.g. co-payments) helps get more people into treatment.¹⁴

How much would an effective tobacco cessation benefit cost you?¹³

Number of employees (a): _____

33 cents per month* : x _____

Total cost per year: _____

*Cost of pharmacology and/or telephone counseling, assuming no co-payments and 5 percent of employees use the benefits.

For more information on investing in tobacco cessation for a healthy, productive workforce, visit the PCHT website at www.paccenter.org.