



Since we began the *Tobacco: Kick It!* Program in 2011, participants enrolled in the program have averaged a 46.28% quit rate.

Health & Wellness Solutions: Tobacco Cessation Program

Tobacco usage causes more deaths each year than HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides and murders combined. Despite the tragic impact of tobacco use, 45.3 million American adults and they impact countless others who consume second-hand smoke.

In addition to the human toll, the costs to the workplace includes diminished productivity and excessive medical expenditures—an estimated \$3,391 per smoker, per year according to the Centers for Disease Control and Prevention.

THE BEACON HEALTH OPTIONS SOLUTION

Beacon Health Options, the leader in behavioral health and wellness solutions, can help your employees make lasting changes for a healthy lifestyle.

Our tobacco cessation program, *Tobacco: Kick It!*, is a multifaceted program that delivers a wide variety of support options to improve participation and outcomes. Our program is successful because it addresses the physical dependence on nicotine as well as the social and psychological issues that reinforce the desire to smoke.

Tobacco treatment coaches work with participants to develop a tailored quit plan—meeting them where they are in their readiness to quit.

TOOLS FOR QUITTING

Beacon Health Options' *Tobacco: Kick It!* program offers a variety of support to improve participation and outcomes including:

- Telephonic coaching services
- Nicotine-replacement therapy
- A “quit kit” of educational materials
- Interactive, Web-based programming

We deliver communications via phone, mail, and internet and design daily schedules to suit

EFFECTS OF TOBACCO USE

- Tobacco use remains the leading cause of preventable morbidity and mortality in the United States.
- For every one person who dies from a smoking-related disease, 20 more people suffer with at least one serious illness from smoking.
- Quitting smoking has immediate and long-term benefits, reduces the risk of diseases caused by smoking and improves overall health.

—Centers for Disease Control

participant preferences. As a result, support is available when and where people need it.

HOW THE SERVICE WORKS

1. Participants call a toll-free number to speak with an intake specialist or take advantage of the online self-help module, "Living Free."
2. When a participant chooses coaching, a customized quit kit with educational materials and a supply of nicotine-replacement therapy products are shipped to the participant's home, based on readiness to quit.
3. A tobacco cessation coach collaborates with the participant to go over the quit plan and strategies for dealing with urges. The coach also directs the participant to relevant resources.
4. Participants have six telephonic sessions a year with a coach.
5. Participants have the option of joining a group facilitated by a coach for additional support.

RECRUITING TOBACCO USERS

Many people need to hear about the program more than once and in varying formats before making the decision to call for help. Our client organizations receive a variety of promotional materials to encourage tobacco users to enroll in the program.

We work with employers to maximize the health and productivity of the workforce, suiting your organizational culture and needs.

A LEGACY OF RESULTS

Beacon Health Options is committed to the wellbeing of your workforce. We currently provide health and wellness services across every type of employer organization. We are committed to helping your employees make lasting behavioral changes for a healthy lifestyle while we help your organization create a culture focused on health and wellness.

With over 30 years of experience, Beacon Health Options is the national leader in providing EAP, Work/Life Services and Health and Wellness programs as well as managed behavioral health care to employers, health plans, state programs and federal agencies. We specialize in behavioral health innovation, clinically driven information technology and outstanding customer service.



BEACON HEALTH OPTIONS' CUSTOMERS:

- More than 95 national and regional health plans
- 45 Fortune 500 companies
- Large and medium-sized employers
- Taft-Hartley Plans and trade unions
- Non-Profit Organizations
- Colleges and Universities
- Federal, State and Local Governments