



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

Wellness Tools For You

Tobacco-Free Tool Kit

Blue Cross and Blue Shield of Alabama offers the Tobacco-Free Tool Kit as a program guide to help educate your employees about the dangers of tobacco. Encouraging employees to quit tobacco can reduce healthcare costs while preventing lost productivity and even premature deaths among employees.

Scope

According to the Centers for Disease Control and Prevention (CDC), the impact of smoking on United States worker productivity adds up quickly for employers because of multiple factors including premature deaths, increased usage of sick days used by smokers versus nonsmokers and decreased productivity of smokers when compared to nonsmokers.

There is no safe form of tobacco. Cigar and pipe smoke contain just as many toxins as cigarette smoke, and smokeless forms of tobacco are just as addictive. Electronic cigarettes, or e-cigs, have also become a dangerous trend, exposing users to a variety of cancer causing chemicals.

So, why not do something to encourage your employees to quit? This Tobacco-Free Tool Kit provides educational resources and marketing materials designed to help you create a personalized campaign against tobacco use in your workplace.

How to Create a Tobacco-Free Workplace

- Create and communicate a clear tobacco-free policy
- Tie tobacco-free policies to your corporate values
- Use enclosed sample corporate policy, survey and email communication

Support Your Employees' Quit Attempts: Offer Cessation Products and Services

- Counseling
- Medical Therapies
- Self-help materials or education/awareness materials



How to order the Tobacco-Free Tool Kit

- 1 Go to **www.AlabamaBlue.com/Employers**.
- 2 Select **“Forms and Materials.”**
- 3 Enter the stock number for the materials you'd like to order and do one of the following:
 - Download and print materials from the tool kit;
 - Order the materials online; or
 - Call your Marketing Representative to order materials for your wellness campaign.

Title	Stock Number
<i>High Cost of Tobacco</i> – Poster	FHV-5
<i>Sample Communications</i> – Booklet	FHV-6
<i>Resources</i> – Handout	FHV-7
<i>Vaping: What you need to know</i> – Handout	FYH-5
<i>Vaping: What you need to know</i> – Poster	FYH-6
<i>Daily Habits</i> – Handout	FYH-8
<i>Smoking Cessation</i> – Handout	FYH-91
<i>Snuffing Out Secondhand Smoke</i> – Handout.....	FYH-142