



The West Virginia Division of Tobacco Prevention has developed a tool kit to help businesses improve their bottom line by helping employees to quit smoking.

This tool kit is a *free* resource that encourages employees to set personal goals toward adopting a tobacco free worksite and aids in helping to quit using tobacco products. Working together to encourage employees to stop the chain of tobacco addiction will eventually increase your bottom line.

This tool kit will provide you with the resources needed to help your employees quit using tobacco products and implement tobacco free worksite policies.

You will also find information to direct your employees to the WV Tobacco Quitline which offers one-on-one proactive coaching for tobacco users who are ready to quit and free Nicotine Replacement Therapy.

If you would like to order a *free* tool kit, please call 304-356-4251, or you can read more about the tool kit at our website: www.wvdtm.com.

West Virginia
TOBACCO
QUITLINE
1-800-QUIT-NOW 1-877-966-8784

division of
TOBACCO
PREVENTION
West Virginia Department of Health and Human Resources
Bureau for Public Health

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West Virginia Department of
Health and Human Resources

Bureau for Public Health



Employee Tobacco
Use Is Hurting Your
Business's Bottom Line

*Reducing Tobacco Use
in West Virginia*

WEST VIRGINIA TOBACCO
CESSATION
PROGRAM

West Virginia Department of Health and Human Resources

Tobacco Use in West Virginia

Every year, almost 3,800 West Virginia residents die prematurely because of direct effects of smoking.

An average of 73 of our friends, co-workers and neighbors die every week in West Virginia due to tobacco use.

- 1,543 die from cancer caused by smoking.
- 1,050 die from cardiovascular disease caused by smoking.
- 1,183 die from respiratory disease caused by smoking.

West Virginia's smoking-related health care expenditures are approximately \$2 billion annually. This includes ambulatory costs, hospital costs, prescription drug costs, nursing home costs and other costs.

- In 2012, the smoking rate in West Virginia was 28.2%.
- Also in 2012, 70% of tobacco users in West Virginia wanted to quit smoking.
- The rate of smokeless tobacco use by males in West Virginia is 17.2%.

Tobacco use is the leading preventable cause of death in the United States, causing more than 400,000 deaths each year.

West Virginia Vital Statistics, 2012 West Virginia Bureau for Public Health, Health Statistics Center.

Employee Tobacco Use is Hurting Your Bottom Line

In an era of rising health insurance cost, each employee who uses tobacco products directly impacts your business's bottom line by \$4,700.

Health Care Resources

- Smoking and smoking-related illnesses annually cost West Virginia employers \$1,865 per smoker in excess medical expenses.
- On average, tobacco users cost company pharmaceutical plans twice as much as nonusers.

Absenteeism

- Smoking and smoking-related illnesses annually cost West Virginia employers \$2,811 per smoker in lost productivity.
- Absenteeism is 50% higher for smokers than for nonsmokers.

Mortality

- On average, each West Virginia resident (35+) who has a smoking-related death loses 14.8 years of productive life. This equals an average of \$283,000 in lost wages due to premature death.

Productivity

- Tobacco use is a leading cause of lost productivity. Employees who smoke have almost twice as much lost production time per week than workers who do not smoke.

Workers' Compensation

- Businesses pay an average of \$2,189 in workers' compensation costs for smokers, compared with \$176 for nonsmokers. Smokers' bodies cannot heal as quickly.

How Can You Reverse This Impact on Your Bottom Line?

- Smoking and tobacco use cessation interventions are the single most cost-effective health benefit you can provide to your employees.
- Consider a work site tobacco cessation program to help your employees quit.
- Promote the West Virginia Tobacco Cessation Quitline.

The WV Tobacco Cessation Quit-Line Connects People Who Want To Quit Using Tobacco Products With an Experienced Quit Coach

The Quitline offers:

- One-on-one proactive coaching for tobacco users who are ready to quit.
- Information on tobacco dependence for health care professionals.
- Information about local resources to help tobacco users quit.
- Free Nicotine Replacement Therapy (NRT) which includes patches, gum and lozenges.
- Four free proactive coaching calls.
- Unlimited reactive coaching calls.
- Free educational materials and personalized quit plan.
- Fax to Quit Program — complete the Fax to Quit form and Quitline personnel will be in contact within 24 hours to complete the in-take process.