

WEST VIRGINIA BUSINESS OWNERS:

EMPLOYEE TOBACCO USE IS HURTING YOUR BOTTOM LINE

In this era of rising health insurance costs, each employee who uses tobacco products directly impacts your business's bottom line by \$4,700. Consider these statistics:

HEALTH CARE RESOURCES

- Smoking and smoking-related illnesses annually cost West Virginia employers \$1,865 per smoker in excess medical expenses.¹
- On average, tobacco users cost company pharmaceutical plans twice as much as non-users.²

ABSENTEEISM

- Smoking and smoking-related illnesses annually cost WV employers \$2,811 per smoker in lost productivity.³
- Absenteeism is 50% higher for smokers than for nonsmokers.⁴

MORTALITY

- On average, each WV resident (age 35+) who has a smoking-related death loses 14.6 years of productive life. This equals an average of \$283,000 in lost wages due to premature death.³

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.⁵

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.⁶

HOW CAN YOU REVERSE THIS IMPACT ON YOUR BOTTOM LINE?

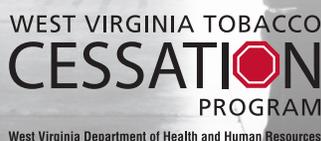
- Smoking and tobacco use cessation interventions⁷ are the single most cost-effective health benefit you can provide to your employees.
- Consider a work site tobacco cessation program to help your employees quit.

The WV Tobacco Cessation Quitline 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 intake process

CALL THE DIVISION OF TOBACCO PREVENTION FOR MORE INFORMATION: 866.384.5250



REFERENCES:

- ¹ WV Bureau for Public Health; Division of Tobacco Prevention. Tobacco is Killing and Costing Us.
- ² From Colorado Department of Public Health and Environment. Tobacco Cessation Sustainability Partnership, 2010.
- ³ WV Bureau for Public Health; Division of Tobacco Prevention. Tobacco is Killing and Costing Us. 2012.
- ⁴ <http://www.healthguidance.org/entry/6290/1/Smoking-and-Health-The-Facts.html>. 2013.
- ⁵ University of California, Santa Clara. 2013. <http://tobaccofree.ucsc.edu/pdf-only/fact-sheet.pdf>
- ⁶ The Association of Health Risks With Workers Compensation Costs. Journal of Occupational and Environmental Medicine. 43(6): 534-541, June 2001.
- ⁷ Partnership for Prevention. Priorities for America's Health: Capitalizing on Life-Saving, Cost-effective Preventive Services, 2006