

# Celebrate the Great American Smokeout: Thursday, November 18

## 12 Promotional Ideas to Promote Tobacco Cessation

1. Ask any former smokers from your company to give a testimonial on his or her experience with successful quitting and feature a couple stories in your company newsletter. Ask them to describe their reasons for quitting, the difficulties and encouragements along the way, and life after cigarettes.
2. Post and distribute Quit Line materials to interested employees or offer a wellness talk on the hazards of smoking, nicotine replacement products, quitting strategies and resources to support cessation efforts. Educational information available at [www.WiQuitLine.org](http://www.WiQuitLine.org).
3. Hold an informal sign-up breakfast for smokers and nonsmokers who have “adopted” a fellow employee. Pledges can be downloaded at [www.cancer.org/smokeout](http://www.cancer.org/smokeout).
4. Create a competition between departments to collect the most “kept” pledges to quit smoking.
5. Ask nonsmokers to also pledge to give up something such as coffee, chocolate, soda, etc. on Nov. 18 to empathize with smokers.
6. Set up Great American Smokeout stations where smokers can trade their cigarettes for chewing gum, carrot sticks or lollipops to help them kick the habit.
7. Offer “quit kits” to all employees who make a quit attempt. Kits may include a water bottle, sugar free gum or hard candy, a rubber band, straws, and a Quit Line card.
8. Give all those who pledged to quit smoking a free or reduced price lunch on Nov. 18.
9. Celebrate successful quitters by putting a banner or poster in the lunchroom and asking all former smokers to sign it, indicating how long they’ve been smoke-free.
10. Offer a cash prize or gift card incentive for smokers who quit by Nov. 18 and remain smoke-free through the New Year.
11. Make sure your employees are aware of any insurance benefits your company may have to cover the cost of tobacco cessation counseling or nicotine replacement aids. Don’t forget to promote an online resources your insurance carrier may offer to help people quit using tobacco.
12. Sponsor a 1 mile all employee walk during the lunch hour or at the change of shifts to give smokers another option for keeping busy during a time they may usually smoke. Nonsmokers should also be encouraged to participate to show their support. Give all walk participants a chance to win a raffle prize(s) to help increase participation in this event.



If you would like more information on Sensia’s Time to Quit tobacco cessation program, please contact John Lerand at 414-359-9440 for more information.

Mary Kelly, MS, RD, CD, CDE,  
[mkelly@sensiahealthcare.com](mailto:mkelly@sensiahealthcare.com)

*For more information regarding Sensia Healthcare’s  
Wellness Programs, contact John Lerand at  
414-359-9440 or email him at: [jlrand@sensiahealthcare.com](mailto:jlrand@sensiahealthcare.com).*