

Celebrate the Great American Smokeout Thursday, Nov. 17

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Sensia Healthcare
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10 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.
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.
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. 17 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. Raffle a “cold turkey” to Great American Smokeout participants or hold a company drawing.
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. Make sure your employees are aware of any insurance benefits your company may have to cover tobacco cessation counseling or nicotine replacement aids.

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