

## **PHYSICIAN'S OFFICE SMOKING CESSATION IMPLEMENTATION SUGGESTIONS\***

- Provide free smoking cessation information: quit kits, booklets, videotapes and audiotapes. Include information on quitting spit tobacco use.
- Provide speakers on quitting or the health effects of smoking and using spit tobacco for brown bag lunches, staff meetings, or in-services.
- Promote the free State of Michigan telephone-based cessation program (1-800-480-7848).
- Ask your Employee Assistance Program if they provide smoking cessation counseling or referrals.
- Keep a list of health plan provider(s) that cover smoking cessation classes or medications at your reception desk.
- Send a member of your internal health promotion staff, medical assistant staff, or nursing staff to a smoking cessation facilitator class.
- Offer cessation assistance at low or no cost. It costs an employer between 10-40 cents per employee per month<sup>1</sup> to offer comprehensive cessation assistance, while the cost per smoker per year costs an employer an average of \$3,383 in medical expenditures and productivity costs.<sup>2</sup>
- Offer on-site cessation classes, counseling, or self-help groups.
- Conduct a seminar at least once each year to educate and assist smoking patients who have not yet decided to quit using tobacco or who are thinking about trying to quit again.
- Participate in the American Cancer Society Great American Smokeout each November. Offer special incentives or prizes for employees and patients who quit smoking that day. Call your local American Cancer Society for event ideas and materials.
- Offer a health risk appraisal. These are confidential health questionnaires that assess each employee's health status and help them identify ways to reduce their health risks. These appraisals can also help an employer to determine the percentage of employees in their company who are using tobacco. Your local health department or health plan provider may be able to administer a health risk appraisal for your company.
- Have a list of cessation referral resources available to your staff. Print referral resources in a practice newsletter.
- Offer cessation programs to spouses of patients, too. It will be easier for the patient to quit or remain smoke-free if the spouse is smoke-free, as well.

\*Adapted from *Employers' Smoking Cessation Guide*. The guide is available online at [www.endsmoking.org](http://www.endsmoking.org).