Tobacco Cessation Challenge

Focus Area: Tobacco Cessation

Objective: To help current tobacco users quit tobacco products

Length of Challenge: Four weeks

Materials Needed:

- ☐ Challenge Tracking Sheet
- ☐ Prizes (optional)

Directions: You will use the tracker to record how many cigarettes, cigars, pipes or smokeless tobacco products you've used each day. *Record which tobacco product you used and how many. The goal is to have the fewest points at the end of the challenge. Encourage others to participate and set a quit date. Special recognition will be given to those who quit using tobacco completely!

Regional/Satellite Offices & AWS Employees: This challenge can be hosted across regional/satellite offices and/or with AWS employees.

Getting Started:

1. Decide what dates your "Tobacco Cessation Challenge" will run.
2. [OPTIONAL] Establish a sign-up period (for example, one week) before the challenge start date.
3. Determine how participants will submit their Tracking Sheets and how winners will be rewarded.
   Remember: Challenge rewards do not have to be tangible. Announcing the "Tobacco Cessation Challenge" winner(s) in an email, e-newsletter and/or flier are all great ways to give recognition!
4. Announce the challenge to employees! (This can be done via email, e-newsletter, department intranet, and/or fliers.)
5. At the close of the sign-up period (if you established one), contact all participants to share the following:
   - A welcome, congrats and/or thank you for participating in the challenge.
   - Dates of when the challenge will begin and end.
   - Instructions on how to participate in the "Tobacco Cessation Challenge".
   - Details about how to submit their Tracking Sheets and how winner(s) will be rewarded.
     NOTE: Don't forget to BCC participants if contacting them via email.
6. Print or attach via email the "Tobacco Cessation Challenge Tracking Sheet". Distribute it to all participants.
7. As the four-week challenge comes to an end, send a reminder to participants to submit their "Tobacco Cessation Challenge Tracking Sheet". Announce the winner(s)!

Sample Weekly Emails:

Welcome Email

Subject: Welcome to the Tobacco Cessation Challenge!
Body:

Hello,

Welcome to the **Tobacco Cessation Challenge** with the < insert dept > Wellness Council!

We're excited that you're joining us for the next month to make strides toward becoming tobacco-free.

Use the Tracker to record how many cigarettes, cigars, pipes or smokeless tobacco products you use each day. Record which tobacco product you used and how many. The goal is to have the fewest points at the end of the challenge. Encourage others to set a quit date. Ask them to join you. Special recognition will go to the employees who quit using tobacco completely!

Good luck in your journey toward a healthier YOU!

Week #1 Email

Subject: It's happening! (Tobacco Cessation Challenge)
Body:

It's officially Week #1 of the **Tobacco Cessation Challenge** with the < insert dept > Wellness Council!

Quitting tobacco is one of the most important steps you can take to improve your health. This is true no matter your age or how long you have used tobacco. The good news is there are proven treatments that can help you quit. Know your options. Click here to see what is available to you.

Stay positive and be well!

Week #2 Email

Subject: Hello Week 2! (Tobacco Cessation Challenge)
Body:

Hello Week #2 of the **Tobacco Cessation Challenge** with the < insert dept > Wellness Council!

Can electronic cigarettes help adults quit smoking cigarettes?

E-cigarettes are not currently approved by the FDA as a quit smoking aid. The U.S. Preventive Services Task Force, a group of health experts that makes recommendations about preventive health care, has concluded that evidence is insufficient to recommend e-cigarettes for smoking cessation in adults, including pregnant women. What's the bottom line? Click HERE to find out.

How are you doing so far with becoming closer to tobacco-free? Share with us on Facebook (@WFHTN), Twitter (@WFHTN), or Instagram (@workingforahealthiertn)!

Week #3 Email

Subject: You're halfway there! (Tobacco Cessation Challenge)
Body:

You are halfway through the **Tobacco Cessation Challenge** with the < insert dept > Wellness Council!

According to the Center of Disease Control and Prevention (CDC), some benefits of quitting smoking occur quickly; more occur over time:

- Your risk for a heart attack drops sharply just one year after you quit.
- After two to five years, your chance for stroke could fall to about the same as a nonsmoker's.
- Within five years of quitting, your chance of cancer of the mouth, throat, esophagus and bladder is cut in half.
- Risks for other conditions—including ulcer, peripheral artery disease, and cancers of the larynx, lung and cervix—are reduced after quitting.
- The risk of having a low birth weight baby drops to normal if you quit before pregnancy or during your first trimester.

Keep it up! Struggling? Use the resources in the Week 1 email to get back on track.

Week #4 Email

Subject: This is it! (Tobacco Cessation Challenge)
Body:

It's the final week of the **Tobacco Cessation Challenge** with the < insert dept > Wellness Council! In the last leg, take a moment to think back to when you started this challenge.

- Why did I want to participate?
- What have I learned about myself through this?
- What am I most proud of accomplishing since starting this?
- How am I feeling?

Be sure to celebrate your successes so far, no matter how small!

Wrap-Up Email

Subject: Thank you for participating in the Tobacco Cessation Challenge!
Body:

YOU DID IT! You made it to the end of the Tobacco Cessation Challenge with the < insert dept > Wellness Council! We hope this challenge helped you cut back your tobacco use for better health. We'd love to hear what you thought about the challenge by providing your feedback in the short survey here: < insert survey link >. Have photos, a video or a success story to share? We'd love to receive them! Simply submit to WFHT.TN@tn.gov