



Quit4Life for Businesses

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Burden of Tobacco Use in Indiana

Single most preventable cause of death and disease

11,100 Hoosier lives lost due to tobacco use every year

Nearly \$3 billion spent annually in medical expenditures; \$3.1 billion in lost productivity

Everyone shares in the costs for smoking - at \$920 per Hoosier household per year

For every pack of cigarettes sold in Indiana, it spends \$15.90 in health care costs related to tobacco

CDC *Business Pulse: Tobacco Use*



[CDC Business Pulse: Tobacco Use](#)

[Interactive Infographic](#)

1 REDUCED PRODUCTIVITY AND HIGHER EXPENSES

Smoking hurts the U.S. economy. It costs more than **\$300 billion a year** in direct medical care and lost productivity. [Sources](#)

Smokers are estimated to cost employers nearly an additional **\$6,000 more per year** than nonsmokers



Small business
with 5 smokers

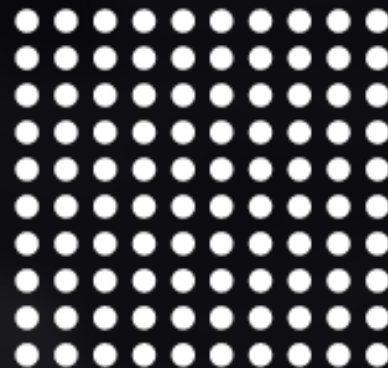


\$30,000

in additional costs
each year



Large business
with 100 smokers



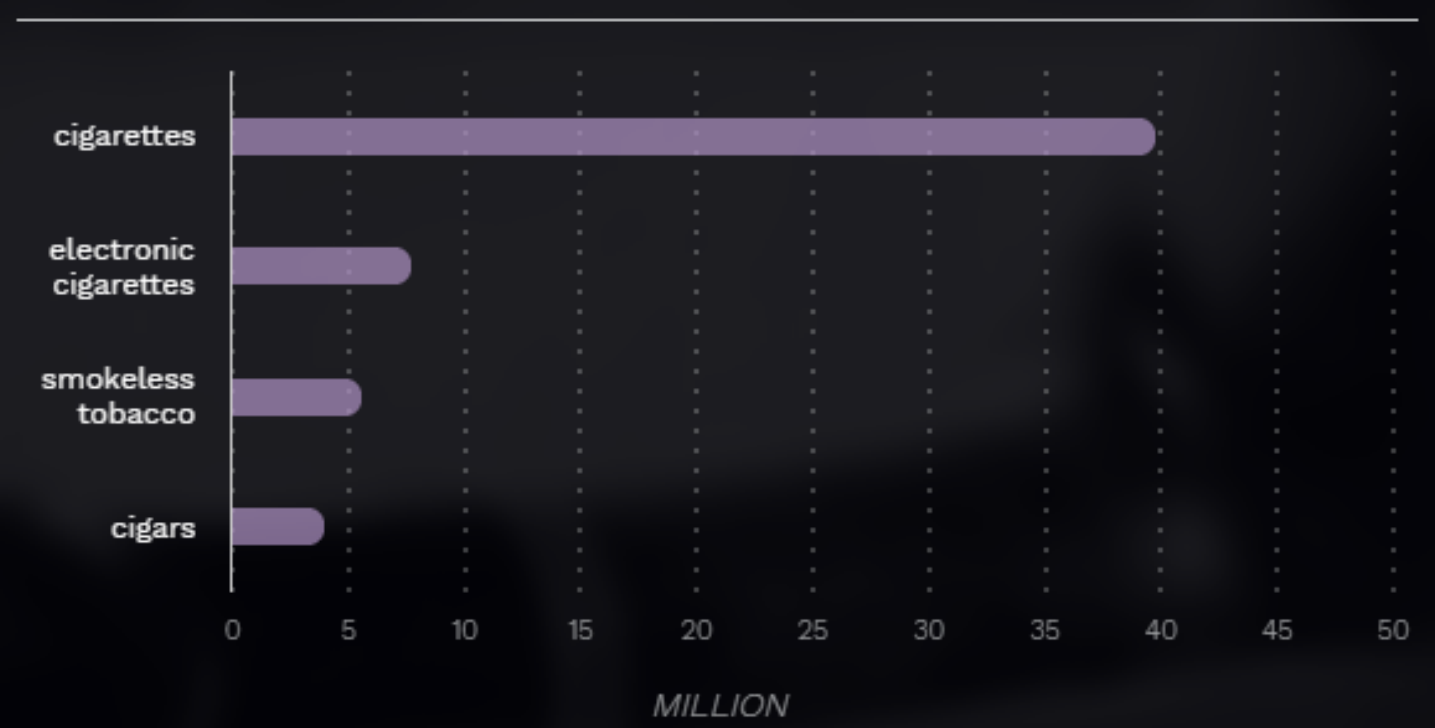
\$600,000

in additional costs
each year

[Source](#)

4 CIGARETTES ARE JUST PART OF THE PROBLEM

More than **49 million** adults in the United States use a tobacco product regularly.



Some workers may use more than one form of tobacco product.



More than three in four users of e-cigarettes **also smoke regular cigarettes.**

QUIT NOW INDIANA

Over 120,000 served and counting.

*Celebrating 10 Years of
Helping People Quit Tobacco!*



Quit4Life Overview

Mobilizes organizations to support employees who use tobacco to quit in the next 90 days

Participating employers receive:

- Promotional material starter kit
- Marketing support
- Cessation training
- All for free!

Opportunity for Employers

Quit Now Indiana is extending it's Quit4Life campaign to Indiana employers

Tobacco use costs all Hoosiers.

Quit4Life offers employers cessation resources and a low-cost, high-impact way to encourage quit attempts and reduce tobacco use.

How to Get Involved

Sign up for a free promotional starter toolkit

Assign Quit Captains for your company

Maintain communication and receive support from Quit Now
Indiana

Collateral Material

Palm cards, table tents, posters, floor graphics, buttons, pens, digital graphics included in toolkit



#Quit4Life

Save your life and your money.

What's your reason?

Call 1.800.Quit.Now

Tobacco kills 1 in 5 smokers.



#Quit4Life

I hate smoking, it's time to quit.

What's your reason?

Call 1.800.Quit.Now

Tobacco kills 1 in 5 smokers.



#Quit4Life

Tobacco use may cause disease even death.

What's your reason?

Call 1.800.Quit.Now

Tobacco kills 1 in 5 smokers.

Indiana Tobacco Quitline

- ✓ Telephone counseling
- ✓ Text program option
- ✓ Web based program
- ✓ 2 weeks medication (if eligible)
- ✓ Tailored, evidence-based, confidential
- ✓ Available to anyone age 13 and older



Measuring Success

Quit Rate	29%
Quits in One Year 10,725 participants in FY 2015 x 29%	3,110
Potential Annual Savings Medical expenses, lost productivity and years of potential life lost \$5,800 x 3,110	\$18M
Spending on Quitline services \$110 avg. per participant (x 10,725 participants)	\$1.1M
	ROI potential 18:1
Recommend Quitline to other tobacco users	95%

Tobacco prevention saves lives and money

The best state tobacco prevention programs have saved \$3 in health care costs for every \$1 spent.

Declines in Indiana's youth and adult smoking rates have resulted in 207,000 fewer smokers, saving an estimated \$5.1 billion in future health costs.

Thank You

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