

# Tobacco Cessation



MASSACHUSETTS

## Programs and Resources

The latest research on smoking is staggering. One in five Americans is a smoker,<sup>1</sup> and approximately 440,000 people die each year of smoking-related illnesses,<sup>2</sup> including 38,000 non-smokers who are exposed to second-hand smoke.<sup>3</sup> Tobacco addiction also causes nearly \$193 billion in health-related economic losses annually.<sup>4</sup> If you have employees who smoke, Blue Cross Blue Shield of Massachusetts offers a variety of resources to help them quit and get healthier.

If your company has 51 or more subscribers, we offer a comprehensive range of smoking cessation programs and resources to help your employees put down the pack for good. To learn how to implement these programs at your company, please contact your account executive or wellness consultant today.

### Online Tobacco Cessation Support

- **QuitNet.<sup>®</sup>** QuitNet is an online community that provides support from other tobacco users trying to quit. The program uses evidence-based methods for treating tobacco addiction to provide a powerful and effective individually tailored support program to help employees quit—for good. Users can create a personal plan for quitting based on their “quit date,” receive Quit Tip emails for motivation and encouragement, and access a quit counselor for support. Members of Blue Cross Blue Shield of Massachusetts can access QuitNet by visiting [www.mybluehealthma.com](http://www.mybluehealthma.com). QuitNet can also be made available to an employer’s non-Blue Cross Blue Shield of Massachusetts members.\*
- **Break Away from the Pack Email Campaign.** As part of this campaign, Blue Cross Blue Shield of Massachusetts provides you with pre-written emails for you to send to program participants to help them quit. You can run this program at any time during the year and modify it to meet the specific needs of your company.
- **AHealthyMe! Self-Care Center for Smoking & Tobacco.** Sponsored by Blue Cross Blue Shield of Massachusetts, this self-care center informs smokers about the physical effects of nicotine, offers practical advice for quitting, and provides various interactive tools, resources, and tips. Your employees can access this resource by visiting [www.ahealthyme.com](http://www.ahealthyme.com) and clicking on **Self-Care Centers** on the left side of the page.
- **Try-To-Stop.** Available in 11 different languages, [www.trytostop.org](http://www.trytostop.org) is an online resource with advice, success stories, and tools to help your employees quit. In particular, the **Quit Wizard** can help participants put together their own personal quitting plan.

\*Talk with your Blue Cross Blue Shield of Massachusetts wellness team about eligibility and associated costs.

1. American Cancer Society, “Questions About Smoking, Tobacco, and Health,” [http://www.cancer.org/docroot/PED/content/PED\\_10\\_2x\\_Questions\\_About\\_Smoking\\_Tobacco\\_and\\_Health.asp](http://www.cancer.org/docroot/PED/content/PED_10_2x_Questions_About_Smoking_Tobacco_and_Health.asp) (accessed July 24, 2009).
2. American Cancer Society, “Cigarette Smoking,” [http://www.cancer.org/docroot/PED/content/PED\\_10\\_2X\\_Cigarette\\_Smoking.asp?sitearea=WHO](http://www.cancer.org/docroot/PED/content/PED_10_2X_Cigarette_Smoking.asp?sitearea=WHO) (accessed July 24, 2009).
3. National Cancer Institute, “NCI Health Information Tip Sheet for Writers: Secondhand Smoke,” <http://www.cancer.gov/newscenter/tip-sheet-secondhand-smoke> (accessed July 24, 2009).
4. Centers for Disease Control and Prevention, “Fact Sheet: Economic Facts about U.S. Tobacco Use and Tobacco Production,” [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/economics/econ\\_facts/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/econ_facts/) (accessed July 24, 2009).

## Phone-Based Tobacco Cessation Support

### • **Try-To-Stop Hotlines.**

• These hotlines offer toll-free, confidential telephone services to smokers who want to quit and family members looking for support. The hotlines provide information, over-the-phone counseling, and referrals to local tobacco treatment centers.

– **1-800-Try-To-Stop (1-800-879-8678)** (Massachusetts residents)

– **1-800-QUIT-NOW (1-800-784-8669)** (National hotline)

• **QuitNet Telephonic Coaching.\*** The QuitNet telephonic coaching program provides phone support through scheduled calls with a trained cessation counselor. Each call is placed at a strategic interval to ensure individuals get the support they need when they need it. Eligible participants will also receive unlimited inbound calls to the QuitNet Member Support Center.

## Onsite Programs\*

Blue Cross Blue Shield of Massachusetts can provide several onsite support options, including one-time seminars and multi-session programs. Participants will be provided with valuable information about the benefits of quitting, tips for preparing to quit, and resources to support them along the way. To schedule an onsite program, please contact your account executive or wellness consultant.

## Educational Materials

• **Living Healthy Smoke-free.<sup>SM</sup>** This poster promotes the **1-800-Try-To-Stop** quit line.

• **Try-To-Stop.** This brochure promotes the Try-To-Stop quit line and website and the **QuitWorks<sup>TM</sup>** program.

• **Break Away from the Pack.** This brochure includes 20 facts everyone should know about smoking, including myths and reasons to quit, and promotes the phone-based smoking cessation support programs.

## Other Tobacco Cessation Support

• **Incentives.\*** Through our worksite wellness programs, you can provide your employees with incentives for participating in various events and programs that promote good health and positive behavior change.

• **Smoking Cessation Aids.†** Most Blue Cross Blue Shield of Massachusetts pharmacy plans cover smoking cessation products, such as patches, gum, Zyban,<sup>®</sup> and Chantix.<sup>®†</sup> Employees must receive a doctor's prescription in order to use their pharmacy benefit for smoking cessation products, including over-the-counter aids. Please note, employee prescription coverage depends on individual benefit design.

\* Talk with your Blue Cross Blue Shield of Massachusetts wellness team about eligibility and associated costs.

† As with any medication, these can have side effects—some serious—and may not be appropriate for every individual.

Members should discuss any health concerns with a health care provider to determine which medication is right for them.

