

# Great American Smokeout<sup>®</sup>

## Behavior Change

### *Thinking about quitting smoking?*

Any of the following items can be used as ideas and incentives to help a smoker keep his or her mind off cigarettes. There are many possibilities, so be creative.

- *Water bottles.* It is very important for a smoker to drink extra fluids when he or she begins to quit smoking. Water will help combat the symptoms of dry mouth and sore gums, throat, and tongue, as well as fighting off hunger. These symptoms appear as the body begins to heal itself.
- *Gum, mints, and lollipops.* Many smokers are accustomed to having something in their hands. These items may help with that preoccupation.
- *Stress balls.* These items can also address a smoker's preoccupation with holding something, and they can help with any potential stress.
- *Lunch vouchers or catered lunch.* By providing a free lunch, you are rewarding the employee for taking this first step toward quitting smoking, and you are helping employees avoid the temptation of lighting up if they would ordinarily leave the building for lunch.
- *Guest speaker.* Arrange for a guest speaker to talk about stress management or smoking cessation.
- *Special services.* Arrange for special events, such as massage therapy services, a cooking demonstration, or any other interesting service that will captivate your audience.
- *Incentive emails.* Send email messages to employees. Simple messages will do. Examples: "Way to go!" "Smoke-free is the way to be!" "Keep up the good work!"
- *Follow-up.* Use email, payroll stuffers, or a letter to follow up with all participants and to remind them of smoking cessation programs in the area. Also remind your employees that the Healthy Lifestyles<sup>SM</sup> Program will reimburse up to \$200 when they complete a smoking cessation program.

