

# Business Associations and Employers

The new tobacco control policy is an opportunity for:

- Business associations to proactively encourage employers to address the issues of access to, and awareness of, comprehensive smoking cessation coverage
- Employers to revisit their smoking cessation benefit or take steps to ensure the current benefit is utilized
- Employers and associations to encourage employees who are smokers to make an attempt to quit smoking

## Materials in this Section

- FAQs from Employers and Associations (background for conversations with employers and associations)
- Fact Sheet: Smoking Cessation: A Sound Investment
- Sample Letter: Employer Associations to Employers
- Sample Letter: Employers to Employees
- Fact Sheet: Are You READY to Quit Smoking?
- Sample Presentation to Employers (included on CD)

## Other Kit Materials for Business Associations and Employers

- Resource Section
  - Purchaser's Guide to Clinical Preventive Services (NBGH)
  - Seeking Savings, Employers Help Smokers Quit (*New York Times*)
  - *Covering Smoking Cessation as a Health Benefit: A Case for Employers* (Milliman)
- Case Study Section
  - Texas: Collaborating with Associations after Smoking Bans
  - Iowa: Rallying Broad-Based Support for Smoking Cessation Coverage