

## Sample Presentation to Employers: The Value of Providing Smoking Cessation Coverage

The presentation included on the CD in this kit highlights key statistics and information that supports covering smoking cessation as a standard benefit of the employee health coverage. It can be tailored for a particular audience, and altered or shortened as necessary.

While 70 percent of employers feel that offering smoking cessation benefits is the most effective way to encourage employees to quit, only two percent have a comprehensive smoking cessation benefit as outlined by the CDC and AHRQ.<sup>1</sup> Communicating the value and ROI of offering smoking cessation coverage is essential to bridging this gap.

### The Presentation Aims to Address the Following Objectives:

- Understand cigarette smoking as a significant health issue
- Assess the economic burden of smoking
- Illustrate the growing recognition of the value of smoking cessation
- Agree that smoking is a chronic, relapsing medical condition
- Demonstrate the significant health benefits of smoking cessation
- Review leading practices in providing a smoking cessation benefit

<sup>1</sup> Finch R. National Business Group on Health. Smokers in the workplace: exploring employers' understanding and perceptions of the business impact of smoking. [www.businessgrouphealth.org/meetings/forum2007/presentations/plenary/plenary6.pdf](http://www.businessgrouphealth.org/meetings/forum2007/presentations/plenary/plenary6.pdf). Accessed August 26, 2008.