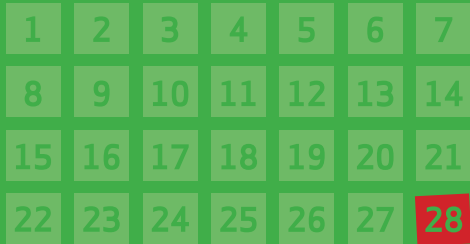


Workplace 28 day stop smoking challenge



If you stop smoking for 28 days or more,
you're 5 times more likely to stop for good



Why you should get involved

The Northern Ireland Health Survey (2014/15) reported that 22% of adults in Northern Ireland smoke, with smoking being most common among manual workers.

Using the workplace setting to encourage and support people to quit smoking helps ensure:

- better health for your workforce (smoking remains the UK's number one cause of preventable illness and premature death, killing half of long-term smokers);
- increased productivity and reduced absence due to sickness (smoke breaks and additional sick leave taken by smokers are costing UK businesses £8.7 billion annually in lost productivity);*
- improved staff morale and a good corporate image.

* British Heart Foundation: www.bhf.org.uk/health-at-work/blog/no-smoking-day

We have included details in this booklet to highlight:

1. how to support employees who want to stop smoking;
2. how to organise and participate in the workplace 28 day stop smoking challenge.

How to support employees who want to stop smoking

Across Northern Ireland, the Public Health Agency (PHA) funds stop smoking support services through GP practices and community pharmacies. The PHA also funds stop smoking services for employers and employees at their place of work. All services are **free** and **confidential**.

Good practice guidelines

- Signpost your employees to the www.want2stop.info website, where they can click on the 'Stop smoking services' or 'Smoking in the workplace' tabs.
- Participate in the workplace 28 day stop smoking challenge. See details of how to participate over the page. If now is not a suitable time, contact your local stop smoking workplace specialist to discuss alternatives.
- Make sure your policy on smoking is up-to-date and appropriately linked to your disciplinary policy.
- Download and display information for employees from the Want2stop website on local stop smoking services that are available through GPs and pharmacies.
- Order a Quit Kit to show employees the free resources they can get if they are interested in making a quit attempt. Go to www.want2stop.info/quitkit
- Allow staff to attend stop smoking support during working hours without loss of pay.
- Participate in National No Smoking Day (second Wednesday of every March).
- Contact the Tobacco Control Officer in your local council for advice on smoke-free requirements, including signage.

How to organise and participate in the workplace 28 day stop smoking challenge

If you decide that you would like your workforce to take part in the workplace 28 day stop smoking challenge, you can use these tips on how to get organised and make it successful. The easiest way to find out more is to contact your local workplace stop smoking specialist - visit www.want2stop.info/smoking-workplace/contact. They will take you through the available options.

- Start now. Use all channels of communication to let everyone know that your workplace is taking part and how they can get involved.
- Put up our poster. Visit www.want2stop.info to download a pdf version.
- Identify staff that can help promote the challenge. Put their name(s) on the poster so employees can get in contact if they would like to participate.
- Put information into payslips or include details in the company newsletter, intranet, screensavers etc.
- Order educational and promotional resources linked to smoking from www.gasp.org.uk You could then have a display in the lead up to, and during, the 28 day challenge.
- Encourage any employees who have previously stopped smoking to support the challenge by telling their story – how they did it, what support they received and how they felt afterwards.
- If you have the names of staff that want to participate, you can ask them to complete the Quit Kit order form (available at www.want2stop.info/quitkit) to help them in their quit attempt.



During the 28 day challenge

- Provide strong messages of support on day one of the challenge and at least weekly after that. Create a sense of community among employees to keep motivation high among those making a quit attempt.
- Ensure management is involved in any promotional activities and releases staff to attend.
- Involve local media, take photographs and celebrate the fact that your business is committed to the health and wellbeing of employees. The PHA communications team will be happy to help you with this, contact 0300 555 0117 (local rate) for further information.

After day 28

- Celebrate employees who successfully stopped smoking.
- Think about how you can positively support those who were not successful or who may subsequently relapse (a common occurrence).

You can get advice and support from your local Workplace Stop Smoking Service Provider through the Want2stop website at: www.want2stop.info/smoking-workplace/contact

