



How-to Guide

Suggestions for Implementing the Beat the Pack Program

Kick-Off Meeting

Program Goals and Objectives

The goal of this kick-off meeting is to provide an informational launch meeting that will educate your employees on the covered smoking cessation benefit they are eligible for in order to help motivate your employees who smoke to try to quit.

Program Audience

All employees should be notified of this kick-off meeting, so they may attend and learn more about the benefit options provided by the organization. Always encourage your employees to talk to their doctors to help drive utilization of the benefit and to encourage them to take advantage of the medications that may help them become successful quitters.¹

Program Set-up

Program Leaders

Decide which department (such as human resources) will manage the Beat the Pack kick-off meeting. Your marketing or public relations staff can help promote it.

For the live meetings, you will need a facilitator—ideally someone with personal experience in quitting smoking or formal training and education in health promotion or behavior change. Depending on your resources, options for the facilitator include:

- Tobacco cessation specialist
- Health educator or health coach
- Occupational health specialist
- Nurse
- Exercise physiologist

Remember, this is a suggestion for how this program may be rolled out. However, the program is flexible and customizable based on your specific needs. Please review all the materials and consider your employee structure when preparing to roll out this program.



Program Tools Provided in This Kit



- **Customizable promotional templates**

- **Poster:** A customizable poster is provided, printable on both standard 8½" × 11" and 11" × 17" paper. The poster highlights the kick-off meeting program and provides space to write the date, time, and location of the meetings
 - **Wallet card and flash card:** Customizable printable templates, provided in both a wallet-card size and 1-page document size, can be populated and distributed to your employees. These templates can be populated with specific information about smoking cessation benefits covered for medication and counseling. Your employee can take the wallet card or 1-page document to the doctor. With this information in hand, the doctor is able to provide your employee with an appropriate plan to quit smoking.



- **Kick-off meeting presentation:** This customizable presentation outlines the health risks of smoking and the health and cost benefits of quitting. Also, placeholder slides are provided for your organization to specifically outline the provided smoking cessation benefits



- **Sign-up sheet:** A sign-up sheet is provided for display at the kick-off meeting to allow interested employees to participate in the rollout of the 4 weekly meetings, should your organization choose to provide them



- **Sign-up packet:** A sign-up packet should be given to the participants who have signed up so they may familiarize themselves with the details of the program and review some motivating materials before it begins

- **Program cover letter:** This letter provides details about the 4 weekly meetings and information about the health risks of smoking and the benefits of quitting smoking

- **Initial survey:** The survey helps to serve as a baseline before participants start the program. At the end of the program, these results should be compared with the outcomes of the program evaluation

- **Kick-Off to Quit Smoking handout:** This handout provides information on first steps to prepare them to quit smoking

- **Personal Progress Tracker handout:** A 1-page monthly tracker for employees to track their progress through the quit process



- **Monthly handouts:** 12 informational and motivational handouts can be distributed throughout the year, both to employees enrolled in the program and to those who may be considering it



Next Steps

Decide when to roll out the program. Pick a time that works best for your company. Once the kick-off meeting is completed, you will want to start the 4 weekly meetings within 2 or 3 weeks to help maximize participation.

Three to 4 weeks before the kick-off meeting:

1. Hang posters to pique the interest of employees. Display them in high-traffic areas, such as the main entrance, employee cafeteria, job bulletin board, and conference room.
2. If you have an employee newsletter, mention the program in an issue published before the program starts.
3. After the initial kick-off meeting, continue to generate interest by providing a cafeteria table display with sign-up sheets, posters, and handouts included in this kit, or those that may be available through many national Web sites regarding smoking cessation to motivate smokers.

Reference:

1. Fiore MC, Jaén CR, Baker TB, et al. *Clinical Practice Guideline: Treating Tobacco Use and Dependence: 2008 Update*. Washington, DC: US Department of Health and Human Services. Public Health Service; 2008.