



For more information, contact:
Deborah Mower
816-994-1519
dmower@ndbh.com

Kick the Nicotine Habit: Employers Play Key Role

Kansas City, Mo. – November 14, 2016 – Life is short, and for those who smoke, quitting returns precious years and vitality. It also saves employers a lot of money. By one [estimate](#), tobacco use costs employers an average of \$5,800 per smoker per year due to lost productivity and increased health care expenses.



It's hard to quit tobacco

Tobacco is one of the strongest addictions. Research shows about 70 percent of tobacco users want to quit, yet for various biological, psychological and social reasons struggle to do so. Lack of support is another big reason.

“My efforts to quit began when I was 17,” admits Joan, a case manager for New Directions Behavioral Health who tried many times to quit smoking – and who shared her [story](#) with colleagues. “A few times I made it for months without smoking. But then I’d get lulled into thinking I could smoke just one. One was never enough.” Once Joan fully committed to change and asked for support, the doors for success opened.

Support makes a difference

Research shows that smokers who have support are more likely to quit for good. Employers, fortunately, are well-positioned to lead the charge in helping their workers commit to quit smoking.

By offering their workforces tobacco cessation programs, promoting counseling through the company insurance plan or employee assistance program, as well as providing online resources and tools, companies send the message that they care about their employees. They also stand to realize significant cost savings when employees stop using tobacco.

Triumph over tobacco

For those who want to quit smoking, the good news is that most people who try to quit eventually succeed. Every year, more than 1 million people quit smoking. And the longer a person avoids tobacco, [the healthier they get](#).

Joan is grateful she quit for many reasons. A domino effect to healthier living habits was one. Helping others quit was another. “Years after I stopped smoking, I had the opportunity to become a New Directions’ health coach. In that role, I helped our Employee Assistance Program (EAP) clients quit smoking through our tobacco cessation program. That was a tremendous privilege and brought me great joy.”

By supporting and helping their most valuable asset – their employees – employers will not only give their workers a new lease on better health and a longer life, but also reduce the organizational and societal costs associated with tobacco use.

For employers interested in a smoking cessation program for your organization, please call New Directions at 855.340.6297. Or email us at sales@ndhb.com

About New Directions Behavioral Health

Founded in 1995, New Directions helps people live healthy, balanced lives. The fast-growing health care company provides managed behavioral health services, an employee assistance program (EAP) and tobacco cessation program, organizational consulting, and health coaching to private and public health plans, Fortune 100 companies, large and medium employers, and labor groups. For more information, visit ndbh.com.

###