



STOP

SMOKING

LONDON

A PRACTICAL GUIDE FOR EMPLOYERS

SMOKEFREE AT WORK LONDON

TOBACCO'S IMPACT ON LONDON'S ECONOMY
AND YOUR WORKFORCE - UNPACKED

stopsmokinglondon.com/employers



WHY SHOULD I BE COUNTING THE COST OF SMOKING?

IN 2022, THE FINANCIAL TOLL OF SMOKING ON LONDON REACHED AN ASTONISHING £3 BILLION.

This massive figure encompasses expenditures on NHS support, social care, fire-related incidents, and the staggering loss of productivity caused by illness and early death.¹

→ Health in the balance: tobacco's toll on your people

Tobacco kills one in two of its long-term users² with smokers dying 10 years prematurely, on average.

And it doesn't stop there. Smoking's vicious grip extends far beyond mortality rates. It damages organs, fuels diseases, and undermines the vitality of your workforce.

Understanding these health repercussions is crucial for creating a Smokefree workplace.

Alongside life-threatening illnesses, smokers are also more likely to have persistent coughs and a weaker immune system.

→ Invisible impact: unmasking smoking's workplace strain

Smoking at work has been illegal since 2007 which means that your employees who smoke will be taking their breaks off-site. Beyond the smoke breaks, a deeper concern looms.

Smoking employees are taking more than just breaks – they're also taking a toll on productivity, resulting in a massive £2.5 billion hit to London's economy annually.

→ Burning issues: fires, health, and finances

Smoke-related fires blaze a trail of destruction, leading to a substantial burden on London's economy. The alarming £41 million in property damage, injuries, and fatalities illustrates the urgent need for a smokefree approach.

→ Smoke Signals: illness, absenteeism, and the bottom line

The battle against absenteeism intensifies with every puff. These alarming statistics reveal a stark contrast between smokers and non-smokers, highlighting the urgency of fostering healthier habits in the workplace.

Studies show that smokers are

33%

more likely to miss work than non-smokers.



TOBACCO KILLS ONE IN TWO



Long-term smokers



A 20-a-day smoker could save

£4,500

in a year, just by stopping smoking



The average smoker will
die prematurely by

10 YRS

3x

Nicotine vaping is significantly less harmful
than smoking and can triple a smoker's chances
of success⁴

+

You're three times as likely to quit successfully
with help from a stop smoking expert and
nicotine replacement⁵



Within eight hours of stopping smoking, harmful
carbon monoxide in your blood has halved

HOW TO EMPOWER YOUR STAFF: EFFORTLESS STRATEGIES FOR SMOKEFREE SUCCESS!



→ The route to success: behavioural support and Nicotine Replacement Therapy

Smokers are three times as likely to quit successfully by combining behavioural support with nicotine replacement products.

These include a slow release nicotine patch with fast acting lozenges, gum, an inhalator or vape to deliver a quick source of clean nicotine when cravings hit.

Nicotine replacement provides a clean and controlled avenue for relief from smoking cravings, sidestepping the thousands of hazardous chemicals and tar in traditional cigarettes. This is an opportunity to breathe easy in every sense.

Free behavioural support is available across London. For boroughs without a dedicated service, Stop Smoking London provides a telephone quit programme giving smokers access to a dedicated tobacco dependence adviser and quit programme.

Details of local services available online and through our helpline

Call **0300 123 1044** and ask to speak to a Stop Smoking London adviser

Visit **stopsmokinglondon.com** to find out more about the support available to you.

→ But how do you have 'the conversation'? It doesn't need to be awkward.

Designed to be used with every smoker interaction, **Very Brief Advice** on Smoking is designed by the National Centre for Smoking Cessation and Training (NCSCT).

It is non-judgemental, has three simple stages, **ASK, ADVISE, ACT** and takes just 30 seconds to deliver. The end result is a referral to a face to face or telephone stop smoking service through Stop Smoking London.

It does NOT involve asking someone whether they want to stop or how much they smoke – avoiding any potential embarrassment.

Very Brief Advice training is **FREE** and available online at **elarning.ncsct.co.uk/free**

By training managers, mental health first aiders and wellbeing staff on delivering **Very Brief Advice** to smokers you can create a culture where quitting smoking becomes a seamless journey, effortlessly attainable for your employees.



A PRACTICAL GUIDE FOR EMPLOYERS SMOKEFREE AT WORK LONDON



→ Be clear on nicotine vaping for stop smoking success

Are you confused about the relative safety of vaping vs smoking? Vaping is significantly safer than tobacco⁶, which kills one in two of its long-term users.

- Vaping empowers smokers to maintain a familiar motion while progressing toward their Smokefree goal.
- It is an extremely useful tool to help smokers quit, especially when combined with behavioural support.


Stop Smoking London has produced an expert guide to banish common vaping myths: stopsmokinglondon.com/guides/vaping-myths-stop-smoking-london

→ Your pocket-sized ally: Stop Smoking London's text message service

Keep motivation within arm's reach, and success will follow. Stop Smoking London's free text message service is a steadfast supporter, available at your fingertips.

Combine with Stop Smoking London's telephone quit programme to receive automated guidance in addition to your weekly telephone call with your Stop Smoking London tobacco dependence adviser.

Smokers can sign-up for the text message service on the Stop Smoking London website stopsmokinglondon.com



Stop Smoking London's free text message service

Sign up online:
stopsmokinglondon.com



WHAT TO DO NEXT



EMBARKING ON YOUR SMOKEFREE AT WORK JOURNEY NEED NOT INVOLVE UNCOMFORTABLE CONVERSATIONS OR OVERWHELMING STEPS.

→ **Three steps to triple stop smoking success for your team:**

1.

Provide your HR experts, managers and wellbeing colleagues with access to training on Very Brief Advice on Smoking.

elearning.ncsct.co.uk/free

2.

Make information about local stop smoking services available at work. Download a full colour poster and a graphic for display screens, from stopsmokinglondon.com

3.

Giving staff members time off to go to tobacco dependence appointments and being encouraging of their quitting journey is more likely to lead to fewer smokers in your workforce.

WHAT IS VERY BRIEF ADVICE FOR SMOKERS?

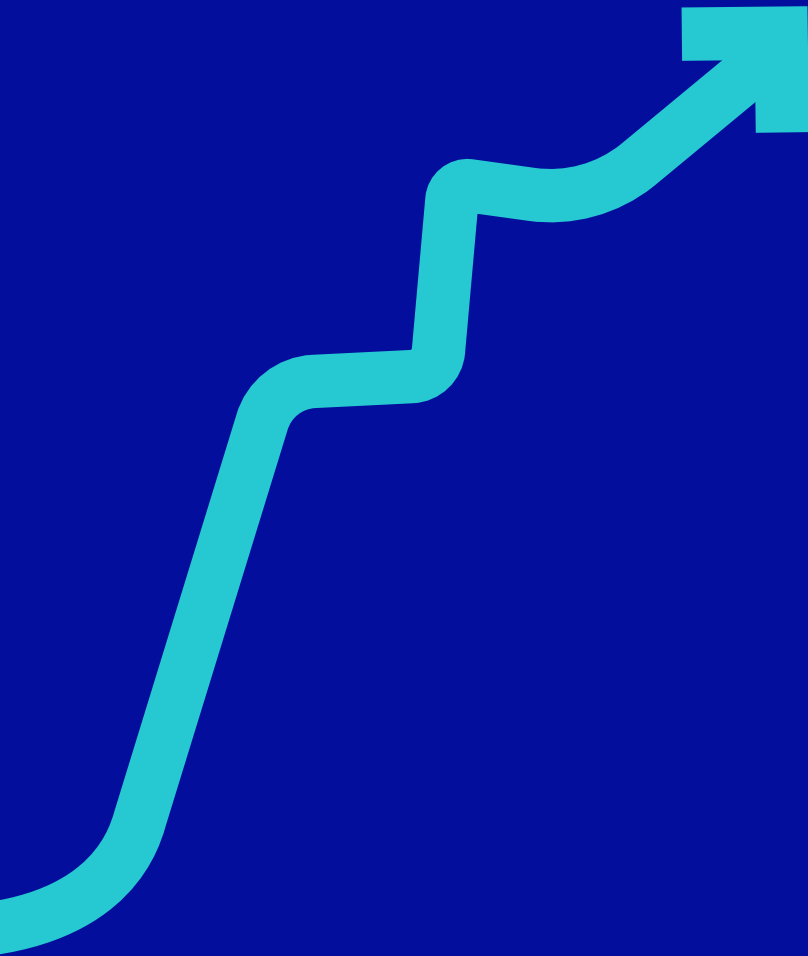
→ **Designed to be used with every patient or client interaction, this NCSCT training has three stages, Ask, Advise, and Act:**

ASK	Do you smoke?
ADVISE	Do you know you are three times as likely to quit successfully with support and stop smoking aids like nicotine replacement and vaping?
ACT	Visit Stop Smoking London's website stopsmokinglondon.com and call their helpline to get free help to quit.

Find out more about becoming a Smokefree at Work employer

Discover resources to help you develop your own smokefree work policy and communicate with your staff.

Visit stopsmokinglondon.com/employers to find out more.



STOP SMOKING LONDON

Supported by

The London Tobacco Alliance, a partnership of ADPH London, the NHS, OHID and London Councils.

stopsmokinglondon.com/employers

1. www.ash.org.uk/resources/view/ash-ready-reckoner
2. www.who.int/news-room/fact-sheets/detail/tobacco
3. www.nottingham.ac.uk/news/pressreleases/2012/october/university-research-reveals-smokers-take-27-extra-sick-days-per-year.aspx
4. www.gov.uk/government/publications/nicotine-vaping-in-england-2022-evidence-update/nicotine-vaping-in-england-2022-evidence-update-summary
5. www.nhs.uk/live-well/quit-smoking/nhs-stop-smoking-services-help-you-quit/
6. www.gov.uk/government/publications/nicotine-vaping-in-england-2022-evidence-update/nicotine-vaping-in-england-2022-evidence-update-summary

