

A Guide for Employers

Smoke Free at Work London

How to support your employees and become a Smoke Free at Work employer

stopsmokinglondon.com/employers



What impact does smoking have on my business?

Smoking costs London £7.22 billion per year.[1]

This massive figure includes expenditure on NHS support, social care, fire-related incidents and the loss of productivity caused by smoking-related illness and early death. [2]

Understanding the health and financial repercussions of smoking is a good incentive for creating a smoke free workplace.

Tobacco's toll on the lives and health of your people

Smoking is the leading cause of preventable death and disease in the UK. Two in three people who smoke long-term will die prematurely, losing 10 years of their life on average. [3]

And it doesn't stop there. Smoking's grip extends far beyond mortality rates. It damages organs, fuels diseases and undermines the vitality of your workforce. Alongside life-threatening illnesses, people who smoke are also more likely to have persistent coughs and weaker immune systems.

Invisible impact: Unmasking smoking's workplace strain

Smoking has been illegal in enclosed public spaces and workplaces since 2007^{[4].}

But smoking still takes a toll on earnings and employment prospects. It's estimated that, in London, the annual impact of smoking on productivity is £5.25 billion. [5]

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 £51.8 million annual cost in property damage, injuries and fatalities illustrates the urgent need for a smoke free approach. [6]

Smoke signals: Illness, absenteeism and the bottom line

The battle against absenteeism intensifies with every puff.

People who smoke are more likely to miss work than those who don't and take an average of 2.7 days more sick leave each year. [7]

Tobacco kills two in three of its long-term users.[8]





Smoking costs London £7.22 billion per year. [1]

The average person who smokes will shorten their life by



10 years [10]

3x

Nicotine vaping is significantly less harmful than smoking and can triple your chances of success^[11]



You're three times more likely to quit successfully with help from a stop smoking expert and nicotine replacement^[12]



8h

Within eight hours of stopping smoking, harmful carbon monoxide in your blood has halved^[13]

How can I support my employees on their stop smoking journey?

The route to success: Behavioural support and stop smoking treatments

People who smoke are three times as likely to quit successfully by combining behavioural support with stop smoking treatments, such as Nicotine Replacement Therapy (NRT), prescription medication, or a nicotine vape.^[14]

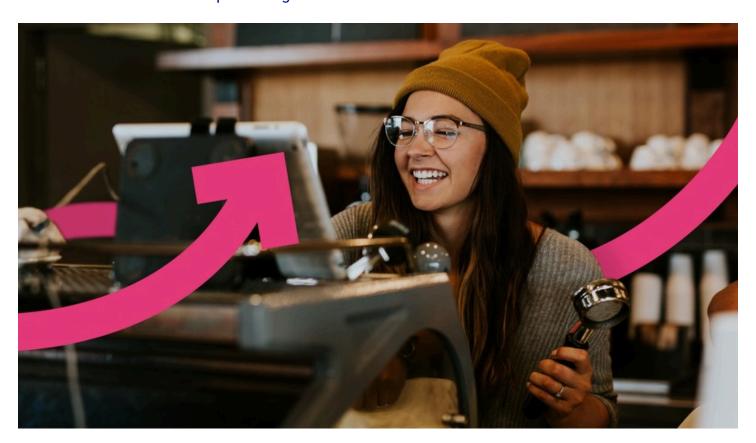
NRT includes a slow-release nicotine patch along with fast-acting NRT products such as lozenges, gums, sprays, an inhalator or vape to deliver a quick source of nicotine when cravings hit.

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

There are also several treatments available on prescription to help people beat addiction and reduce withdrawal symptoms.

Free behavioural support to quit smoking is available across London, giving people who smoke access to a dedicated stop smoking adviser and stop smoking treatments. Either through <u>face-to-face local services</u> or free access to the <u>Smoke Free App for Londoners</u>.

Your employees can <u>download the app</u> or search by borough or postcode at <u>stopsmokinglondon.com</u> to find local face-to-face stop smoking services.



Having 'the conversation': How to give Very Brief Advice on Smoking

Designed to be used with every interaction, <u>Very Brief Advice on Smoking</u> was developed by the National Centre for Smoking Cessation and Training (NCSCT).

It is non-judgmental and does not involve asking someone how much they smoke or whether they want to stop, avoiding any potential embarrassment. With three simple stages (**Ask, Advise, Act**), it takes just 30 seconds to deliver.

Acti

Do you smoke?

Did you know you are three times as likely to quit successfully with support and stop smoking aids like nicotine replacement and vaping?

Visit Stop Smoking London's website at stopsmokinglondon.com find support services in your local area and download the Smoke Free App.

The end result is a <u>referral to a local stop smoking service</u> or <u>free 24/7 access to digital support and NRT through the Smoke Free App</u> for staff who live in London.

By training your HR experts, managers, wellbeing leads and mental health first aiders to deliver Very Brief Advice to someone who smokes, you can create a culture where stopping smoking becomes a seamless journey that is achievable for your employees.

Very Brief Advice training is **FREE** and available online at https://elearning.ncsct.co.uk/vba-launch



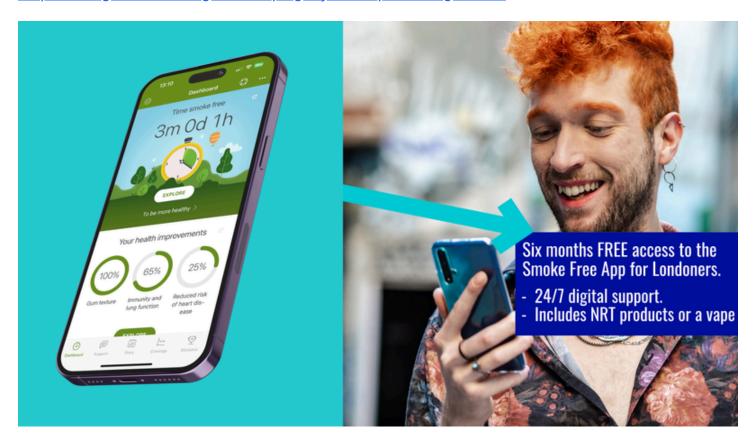
Very Brief Advice on Smoking takes just 30 seconds to deliver

Vaping as a way to stop smoking: Be clear on how it can help

Are you confused about the relative safety of vaping vs smoking?

- Vaping is significantly safer than tobacco^[15], which kills one in two of its long-term users.
- Vaping empowers someone who smokes to maintain a familiar action while progressing toward their smoke free goal.
- Vaping is an extremely useful tool to help people quit smoking, especially when combined with behavioural support.

Stop Smoking London has produced a guide on common vaping myths at stopsmokinglondon.com/guides/vaping-myths-stop-smoking-london



A stop smoking adviser in your pocket

Stop Smoking London offers <u>exclusive access to the Smoke Free App</u> ensuring 24/7 support is available at your employees' fingertips.

Combined with behavioural support from tobacco dependence advisers, free NRT products or a vape and a supportive online community. It's a stop smoking adviser in your pocket.

Your employees can find out more about the app and download it on the Stop Smoking London website at stopsmokinglondon.com/smokefree-app-for-london.

What to do next

Three simple steps to support your employees and become a Smoke Free at Work employer

- 1. Give your HR experts, managers, wellbeing leads and mental health first aiders access to training on Very Brief Advice on Smoking. Find out more at https://elearning.ncsct.co.uk/vba-launch
- 2. Provide information about local stop smoking services and other resources, such as the Smoke Free App, to your employees. Download a full colour poster and a graphic for display screens from stopsmokinglondon.com/employers.
- 3. Give employees time off to go to tobacco dependence appointments and encourage them on their quitting journey.

Want to know more about becoming a Smoke Free at Work employer?

Find out more and download posters and digital assets to promote Stop Smoking London and the free Smoke Free App offer at stopsmokinglondon.com/employers.

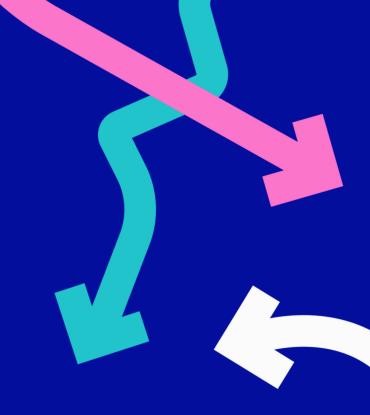
As easy as one, two, three...

Three simple steps to a smoke free workplace



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Stop Smoking London is the public-facing arm of the London Tobacco Alliance, a partnership organisation that aims to make London Smokefree by 2030. londontobaccoalliance.org.uk

- [1] + [2] https://ash.org.uk/resources/view/ash-ready-reckoner
- $\hbox{[3] https://ash.org.uk/uploads/Smoking-Statistics-Fact-Sheet.pdf}$
- [4] https://www.gov.uk/smoking-at-work-the-law
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- [9] https://stopsmokinglondon.com/calculator/
- [10] Doll R, Peto R, Boreham J, Sutherland I. Mortality in relation to smoking: 50 years' observations on male British doctors. BMJ 2004;328:1519–33
- [11] https://www.gov.uk/government/publications/nicotine-vaping-in-england-2022-evidence-update/nicotine-vaping-in-england-2022-evidence-update-summary
- [12] https://www.gov.uk/government/publications/nicotine-vaping-in-england-2022-evidence-update/nicotine-vaping-in-england-2022-evidence-update-summary
- [13] https://ash.org.uk/resources/view/stopping-smoking
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