

PRESS RELEASE

When its too busy to take time off work.....

New nicorette smokefree web resource for employers launched this week

Following on from NICE's¹ guidance that employees who smoke should be allowed to attend stop-smoking clinics during work hours, this week nicorette* (nicotine) launch the *nicorette smokefree* website. Nicorette's website is designed to help employers introduce smokefree to workplaces throughout the UK and offer another option for employees who are too busy to attend a stop-smoking clinic during work hours. With advice on how to support staff that are quitting and a suite of free practical and customisable tools, the *nicorette smokefree* website will bring a company's smokefree strategy to life as the UK becomes a smokefree nation on 1st July.

A smokefree company creates a healthier and happier workforce. It benefits both employees who want to stop smoking and also to non-smoking employees as they are not exposed to second-hand smoke anymore. It also greatly benefits the business' bottom-line by:

- Decreasing absenteeism: 34 million working days are lost in England and Wales per year because of sickness absence resulting from smoking related illness.²
- Employees who have never smoked miss less than 4 days of work per year compared to smokers who miss around 6 days per year, and productivity among former smokers increases over time toward values seen among never before smokers³
- Decreasing healthcare costs: Healthcare costs for smokers are as much as 40% higher than those for non-smokers⁴
- Decreasing insurance costs: Fire insurance is reduced by 25-30% in smokefree businesses⁵

There is lots of information on what HR professionals should be doing to make companies smokefree but the *nicorette smokefree* web resource is different because it offers a wide range of free internal communication tools that will help put guidance into action, engage employees and promote dialogue around a company's new smokefree status. Employers can use these tools to create highly customised internal communication documents, for example:

- A smokefree policy template to create a clear and concise document that demonstrates corporate commitment to establishing smokefree status
- A template to build easily customisable corporate smokefree web pages containing a library of information that employers can use to help their colleagues stop smoking such as advice on NRT (nicotine replacement therapy) and behavioural support programmes. The library can be tailored to suit the company's requirements
- A smokefree poster template which will announce the company's smokefree commitment to colleagues and communicate all of the above.

Ben Carrick, Senior Manager Public Policy - UK/Europe, Pfizer Consumer Health Products Company commented, 'When England goes smokefree it will be crucial that all employers have considered their workforce and put measures in place to meet the requirements of the new legislation. The new *nicorette*

smokefree website offers a wealth of information about the legislation, and a range of uniquely interactive tools to benefit companies preparing for 1 July.'

The introduction of smokefree legislation is a groundbreaking development in the continued push to help more people to stop smoking. Ultimately, it will improve the health of employees in Wales, England and Northern Ireland leading to a more productive workforce.

For over 25 years, nicorette has supported approx 60 million smokers worldwide in their efforts to quit smoking⁶ and is the number one selling stop smoking brand.⁷ With the *nicorette smokefree* website and the widest range of NRT formats to suit the needs and lifestyles of each individual employee, nicorette is fully committed to supporting employers as their companies become smokefree.

The involvement of HR, through the implementation of a corporate smokefree programme, demonstrates support for all employees and is therefore good for staff morale. To log on and find out more about the *nicorette smokefree* website and also information on local stop-smoking clinics log onto:
www.nicorette.co.uk

*Nicorette contains nicotine. Always read the label. Requires willpower

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References:

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6. <http://www.pfizer.ca/english/newsroom/press%20releases/default.asp?s=1&year=2004&releaseID=114>
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