

SUPPORT for your employees

Each step of the way to a tobacco-free life



Help employees prepare for their journey

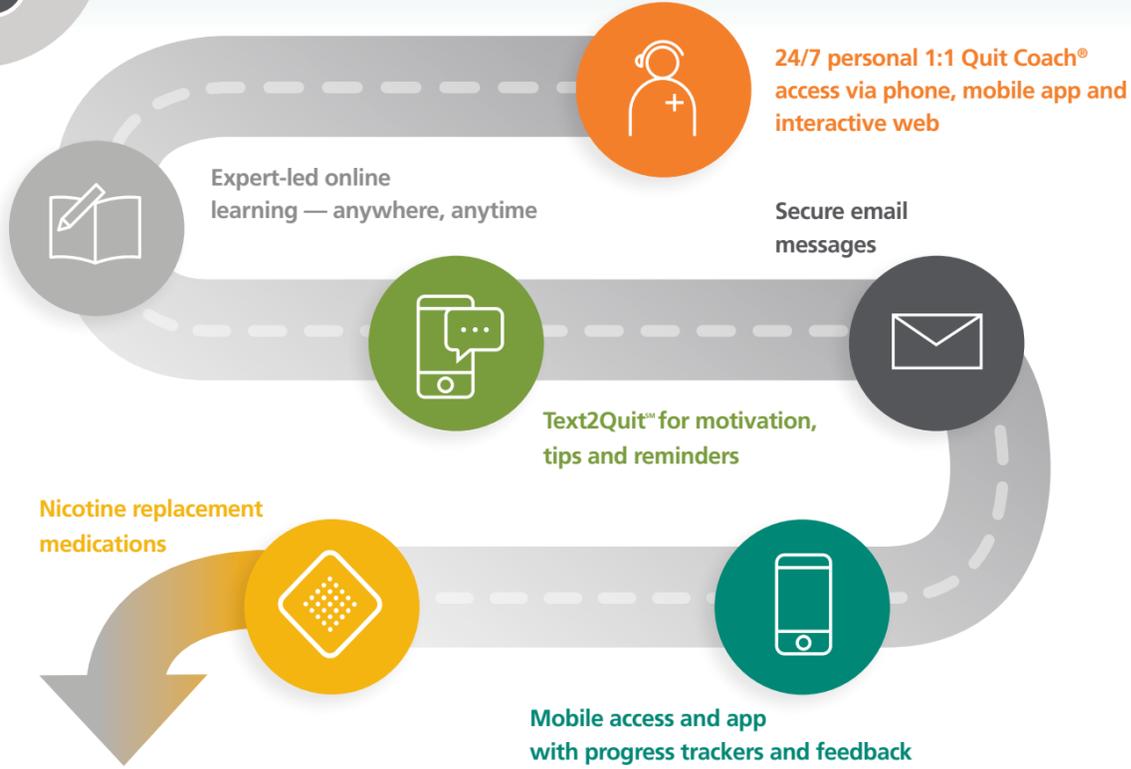
What's their why?

Benefits your employees may experience when they quit tobacco:

- Fight off diseases and infections
- Increase life expectancy up to 10 years
- Reduce risk for heart and lung diseases and cancers
- Improve mental health
- Sleep better
- Reduce the family's risk for bronchitis, asthma and ear infections
- Increase the chance of delivering a healthy baby
- Reduce the risk of sudden infant death syndrome
- Save money



Support along the journey



Your employees are not alone

ABOUT
70%
of adults in the U.S.
want to quit.¹



More than **50%** try to quit smoking each year.²



3 in 5
adults who smoked
have **successfully quit** and so can you.³



The workforce of the future is becoming addicted

- E-cigarette use in the youth and young adults has been **declared an epidemic** by the Surgeon General.⁴
- More than **5.4 million U.S. youth**,⁴ including 1 in 4 senior high and 1 in 20 middle school students use e-cigarettes.⁵

Quitting tobacco is **something your employees can be proud of.**

Learn more
optum.com/quitforlife

Sources:

1. BMJ Journals. Estimating the number of quit attempts it takes to quit smoking successfully in a longitudinal cohort of smokers. bmjopen.bmj.com/content/6/6/e011045. Accessed February 26, 2018.
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3. Babb S, Malarcher A, Schauer G, Asman K, Jamal A. Quitting smoking among adults — United States, 2000–2015. *MMWR Morb Mortal Wkly Rep* 2017;65:1457–1464. DOI: [dx.doi.org/10.15585/mmwr.mm6552a1](https://doi.org/10.15585/mmwr.mm6552a1)external icon.
4. Centers for Disease Control and Prevention. Electronic cigarettes: What's the bottom line? cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-p.pdf. Accessed July 9, 2019. 5. CDC, Electronic Cigarettes, What is the Bottom Line. cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-p.pdf.
5. Mirbolouk M, Charkhchi P, Kianoush S, et al. Prevalence and distribution of e-cigarette use among U.S. adults: Behavioral risk factor surveillance system, 2016. *Ann Intern Med*. [Epub ahead of print August 28, 2018]169:429–438. doi: [10.7326/M17-3440](https://doi.org/10.7326/M17-3440). annals.org/aim/article-abstract/269/8/112/prevalence-distribution-e-cigarette-use-among-u-s-adults-behavioral.

The Quit For Life® Program provides information regarding tobacco cessation methods and related well-being support. Any health information provided by you is kept confidential in accordance with the law. The Quit For Life® program does not provide clinical treatment or medical services and should not be considered a substitute for your doctor's care. Participation in this program is voluntary. If you have specific health care needs or questions, or if you are unsure whether Quit For Life® is suitable for you, consult an appropriate health care professional. This service should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room.