



Tobacco Cessation

Kicking the habit, personalized to you

Tobacco Cessation solutions that support participants' unique interests

Tobacco Cessation Solutions promote the elimination or reduction of tobacco use to help reduce the risk of tobacco-related health conditions such as stroke, heart attack and many cancers.

Our solutions are available in a variety of delivery methods including telephonic coaching and digital Journeys, personalized to each of your employees.

Real change is possible when tobacco users replace current habits with healthy new ones. That's the power behind the engaging, tangible and practical steps that make up our *Be Tobacco Free* digital Journeys, Telephonic Coaching and Nicotine Replacement Therapy.



Telephonic Tobacco Cessation Coaching

As part of the telephonic coaching experience with a Virgin Pulse coach, each participant will engage in a personalized cessation plan to ready participants for change and explore issues surrounding tobacco use. The duration and call frequency is based on participant-related factors, but tobacco cessation coaching typically lasts six months with an average of one call per month. Components of the coaching experience include:

- [Setting a quit date](#)
- [Quit date preparation](#)
- [Identification of tobacco triggers and coping strategies](#)
- [Individualized cessation plan](#)
- [Relapse prevention](#)
- [Risk-factor education](#)
- [Instruction on appropriate use of over-the-counter pharmacotherapy](#)

Our multidisciplinary model of health coaching provides additional support and assistance to participants who identify specific barriers to cessation and co-existent issues, such as weight gain or inability to cope with stressful situations. Our Behavior Change Framework is leveraged to help identify what "triggers" are involved in their tobacco habit and determine small steps to mitigate the risk of triggering.



Digital Tobacco Cessation Coaching

Each Journey moves participants down the road to quitting for good through our Behavior Change Framework which focuses on social support, prepping the environment for success, and identifying the triggers that help support positive behavior change:

NOT READY TO QUIT: Not ready? Not a problem. Get to know the routines, motivations and triggers in your life that lead to a smoke. Step back and see your smoking from a new angle, on your terms and your timeline.

MAKE YOUR DATE TO QUIT: You can quit! Take it one small step at a time. Set a date, then start practicing what it's like to be smoke-free by starting to say good-bye to those triggers. It's all about being ready when your quit date comes.

READY, SET, STOP SMOKING!: You can quit smoking once and for all by practicing one small, doable step at a time. Set your quit date, then start prepping your mind, body and environment. When your quit date arrives, you'll be ready!

STAY ON TRACK, STAY QUIT: Even the most devoted quitters face temptation. Practice easy ways to build the new life you want and the habits you need to stay quit for good.

SMOKELESS TOBACCO TAKEDOWN: For non-smokers who use other forms of tobacco, we offer this unique cessation program that assists you to become tobacco free.



Nicotine Replacement Therapy (NRT)

NRT is used by 40% of tobacco cessation telephonic coaching enrollees. If a participant is interested in NRT, their Virgin Pulse coach will screen for potential contraindications and, if appropriate, will order a one-month supply. Once they've started using NRT and are showing success, the coach may order an additional one-month supply during a subsequent coaching call, up to a total of two months. **Available in Patches and/or Gum & Lozenges.**

Participants are also informed of prescription medications (and their potential benefits and risks) that are used for tobacco cessation, but participants are referred to their primary care provider for all prescription medications.

CLINICAL GUIDELINES AND CERTIFICATIONS

Our tobacco cessation approach utilizes internal clinical guidelines based on the U.S. Public Health Service, Treating Tobacco Use and Dependence (2008). Our tobacco health coaches are Certified Tobacco Treatment Specialists through the University of Arizona HealthCare Partnership Program (part of The University of Arizona College of Social and Behavioral Sciences, Department of Psychology) and/or through the Duke University QuitSmart Program.

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