

Tobacco use remains the leading preventable cause of death in Kentucky. This toolkit provides guidance for implementing the Preferred Network Employers initiative in the workplace.

Dear Employers:

We hope that you will take just a few moments to review the enclosed materials. We are confident you will find them helpful in adding tobacco cessation to your employee's health care benefits.

Tobacco dependency is increasingly recognized as the single largest cause of preventable chronic disease and death in Kentucky. Smoking puts the smoker and the nonsmoker at risk. Overwhelming evidence shows that quitting tobacco is the greatest single thing someone can do to lead a healthier and more productive life. More than 58% of tobacco users in Kentucky say they want to quit; many lack the resources they need to **be** successful.

Your employees look to you for their health coverage needs. Unfortunately, employees who use tobacco products drive up your costs in providing their health coverage. We have gathered resources to help you encourage tobacco cessation among your employees. The materials in this workbook are designed to provide you with evidence-based recommendations and tools for tobacco cessation treatment that will increase the likelihood of a successful quit attempt.

We also hope you will consider enrolling in the Preferred Employer Network. As a member of the Preferred Employer Network, you will receive proven, professional resources to assist your employees in quitting their addiction to tobacco. You will receive exclusive tobacco cessation services and materials, ongoing communications to keep you updated on the number of referrals your business makes to Kentucky's Tobacco Quitline, direct access to our Worksite Wellness Coordinator, plus sample materials to use to create a tobacco-free workplace.

Thank you again for reviewing this lifechanging initiative. Enroll today to take advantage of these resources.

