

An Improved Approach to Supporting Employees With Tobacco Cessation



Presenters

Nicholas Mowatt

- O.M.C. Health Coach, Norway Savings Bank
- Health Coach at O.M.C. for 6 years, previous account I led a 6-week tobacco cessation course for employees.
- At Norway Savings Bank, I support the Wellness Committee tobacco initiatives.



Eddie Williams

- Business Development Officer, Norway Savings Bank
- Employee with Norway Savings Bank since October 2016 after 7 years at a national financial institution.
- Joined Wellness Committee in March 2018 and quickly volunteered to chair tobacco education / cessation.



Nicotine Education

- Most people start smoking in their teens because it was “cool” or they “just wanted to try it”.
- E-cigarettes are the new electronic “vaping” devices that get kids learning how to inhale and addicted to nicotine.
- 2014 Surgeon General’s Report reported nearly 9 of 10 adult smokers started before 18 and almost 10 of 10 started by age 26.
- Nicotine is highly addictive (said to be as addictive as heroin or cocaine),
 - keep in mind addiction is mental or emotional dependence on a substance.
- Nicotine is quickly absorbed into the blood stream through the lungs.
- Nicotine floods the brain with dopamine along with a bit of an adrenaline rush but speeds up the heart and raises blood pressure.

Nicotine Education



- The longer people use tobacco the worse withdrawal symptoms become.
- The body can adapt to nicotine (tolerance increases) meaning over time usage has to increase to get the same initial effects.
- American Cancer Society shared: “There’s also a strong emotional (psychological) dependence.
 - Nicotine affects a smoker’s behavior, mood, and emotions. If a smoker uses tobacco to help manage unpleasant feelings and emotions, it can become a problem for some when they try to quit. The smoker may link smoking with social activities and many other activities, too. All of these factors make smoking a hard habit to break.”
- In fact, it may be harder to quit smoking than to stop using cocaine or opiates like heroin.
 - In 2012, researchers reviewed 28 different studies of people who were trying to quit using the substance they were addicted to. They found that about 18% were able to quit drinking, and more than 40% were able to quit opiates or cocaine, but only 8% were able to quit smoking.

Nicotine Education- Withdrawal Symptoms

Nicotine withdrawal symptoms can include any of the following:

- Dizziness (which may last a day or 2 after quitting)
- Depression
- Feelings of frustration, impatience, and anger
- Anxiety
- Irritability
- Trouble sleeping, including trouble falling asleep and staying asleep, and having bad dreams or even nightmares
- Trouble concentrating
- Headaches
- Tiredness
- Increased appetite
- Weight gain
- Slower heart rate
- Constipation and gas
- Cough, dry mouth, sore throat, and nasal drip
- Chest tightness
- Restlessness or boredom

These symptoms can lead a person to start using tobacco again to boost blood levels of nicotine and stop symptoms.

Norway Savings Bank – Wellness Team



Mission:

The bank has a results-oriented wellness program with a year-over-year trend of decreasing medical-claims spending for the majority of members on the health plan. Knowing that high-risk participants spend 150% more on average than other participants, the bank has targeted and achieved reducing the number of high-risk participants with one-on-one health coaching, education, chronic condition management/prevention and collective behavior changes.

Vision:

Norway Savings Bank is an outstanding community bank, known for its financial strength, exceptional customer service and contribution to its communities. We are a great place to do business, an employer of choice and a nationally recognized Gold-Level Well Workplace, committed to the health and development of expert financial professionals. Norway Savings Bank's continued success will be dependent on the development and integration of our internal culture of achievement and support; healthful, empowered employees who make good decisions for the customer and the bank; as well as our strategic marketing position and brand.



Background:

- **Norway Savings Bank's Wellness Committee**
 - Consists of 15 employees of the bank, includes OMC health coach
 - Diverse backgrounds, expertise, and education.
 - Team meets monthly to discuss initiatives and events.
- **Gold – Level Best Wellness Employer Recognition 2019 by Wellness Workdays / Harvard Medical School.**

Norway Savings Bank recognized for employee wellness efforts

Posted on April 25, 2019



From left to right: Nick Mowatt, Health Coach, Occupational Medical Consulting, LLC.; Tricia Brooks, Assistant Vice President, Human Resources Compliance & Benefits Administrator; Richelle Wallace, Senior Vice President, Senior Resources Officer; and Patricia Shields, Vice President, Human Resources Operations Manager

NORWAY, Maine – On Wednesday, April 10, during a ceremony at the Emerging Trends in Wellness Conference held at Lombardo's Conference & Function Facilities in Randolph, Massachusetts, Norway Savings Bank received "2019 Best Wellness Employer Gold Certification" from Wellness Workdays, an organization dedicated to creating and supporting worksite wellness programs that inspire employees to make simple and positive changes to continually improve their health.

Norway Savings Bank Wellness Portal

The screenshot shows the Norway Savings Bank Wellness Portal interface. At the top is a decorative horizontal bar with segments in blue, pink, green, orange, teal, and yellow. Below it is a navigation bar with a 'Home' button, a 'Menu' dropdown, and a 'Welcome, Ashley' greeting.

Wellness 2019

Health Coaching

Hi. I'm your Health Coach, Nick. I'm here to help you achieve your wellness goals.

Goals

Practice a relaxation technique 10 minutes per day - 5 minutes in the afternoon and 5 minutes at night for two weeks. Document your progress.

Progress

50% View

Eat 5 cups of fruits and vegetables per day for 2 weeks.

Progress

0% View

Wellness To-Do List

First, receive your HSA contribution by meeting with your Health Coach, Nick, to set your wellness goals. Next, meet the criteria within the Bronze - Platinum tiers to receive up to \$100. Reasonable Alternatives are available! Work with your Health Coach for a reasonable alternative if you are unable to meet the wellness targets specified in tiers Silver - Platinum. Rewards for participating are available to all employees.

You have not met the minimum requirements.

HSA **Bronze** **Silver** **Gold** **Plati** >

You must complete the following:

Meet with your OMC health coach

Complete a biometric screening

Resources

Meet your Wellness Committee!

Find out who you can reach out to in your

Challenges

Wellness Targets

Facebook

Vision

- Joined committee in March 2018
- Volunteered to chair tobacco cessation
 - Personal reason for volunteering for segment
- Great American Smokeout
 - November 15th, 2018 – idea generation.
- Big picture
- Approaching the population
- Goal of 1 event participant



Preparation / Planning:

Great American Smokeout - Nov. 15th - Message (HTML)

File Message

From: EWilliams@NorwaySavingsBank.com Sent: Fri 10/5/2018 1:08 PM
To: Mowatt, Nicholas
Cc:
Subject: Great American Smokeout - Nov. 15th



Good afternoon Nick,

I was just reaching out per our conversation, hoping that you'd be able to speak with some of our peers about an exciting opportunity in association with the Wellness Team. We will be publishing a couple of quitting tips / resources between now and this November kickoff date, but we're hoping to culminate this with a new "mini-series" of sorts. Having quit less than a year ago myself, I asked to take a lead on this project and was really hoping that we might potentially be able to find a volunteer, or volunteers to assist with the project:

- We're looking for somebody to commit to quitting smoking. Maybe this person needs a different support group, or has struggled with quitting in the past?
- There is no associated timeline, and I'd like to map out what the process looks like before anything goes live.
- In doing so, we're looking to have periodic check-ins that will be posted to the hub as a status update with regards to how it's going, pain points, health benefits, etc.
- This can absolutely be anonymous, if the subject (s) would prefer.
- The intent of this is to encourage others who may be on the fence with quitting, while receiving encouragement from a large support group.
- This also comes with the commitment of (whether official or informal) mentors to assist along the way – many other employees have also quit recently.

I will be happy to answer any questions that anybody may have, either directly to my inbox; or if they'd prefer to remain anonymous – through you. Let me know what you think and if somebody is willing to give it their best shot!

Thanks so much,

Eddie Williams

Preparation / Planning: (Cont.)

- Follow-up from original correspondence
- Asked each candidate to reach out individually
 - One individual wished to remain anonymous
 - Obtain buy-in (1 on 1 conversation)
 - Had 4 replies next day to original e-mail sent on a Tuesday, 3 of which were no thank you's
 - By Friday we had all but one of our total committed to this initiative
- Plan B's
- Date was predetermined as it was the 2018 Great American Smokeout date 11/15

Execution:

- Interviews to produce story
- Acceptance of each individual's publication
- Public launch to Norway Savings Bank's intranet – home page
- NOVEMBER 15th ... QUIT DATE (the 2018 Great American Smokeout date)

The Great American Smokeout.

The Great American [Smokeout](#) is an annual event created by the American Cancer Society to aid in the commitment and journey towards a smoke-free lifestyle. Each year thousands of smokers across the country partake in this vital first step towards quitting: Day one. Quitting is not easy. It takes time, a plan, discipline, and support.

On behalf of the entire Wellness Team, we're proud to present to you five of our peers who have committed to taking this very important first step to quit. It takes an unimaginable amount of courage to step forward and especially to do so publicly, but they need our help! Without further ado let's meet them:

Ashlie Baker works in our Norway office, and has been with the bank for 7 years. She has been smoking for approximately 22 years, and is really looking forward to the health benefits associated with quitting. Her quit date was actually back on November 5th, 2018; and is off to a great start! Her inspiration comes from her family, more specifically after her dad was diagnosed with throat cancer. She has been committed to fitness, and veggies and pretzel sticks are helping to curb her cravings.



Michelle B. has been with the bank for 4 months now and has set her quit date for Nov 15th. She and her husband are tackling this hurdle together, and they're really hoping to benefit health perspective, but also the cost savings. She plans to work through each craving with activity and by focusing on the goal; and has even been able to convince her co-worker to do push-ups and planks!

Kathy Everett works in our Loan Servicing Department and has been with the bank for smoked for 37 years and quit back in April, 2018 after a medical emergency, and has been smoke-free ever since. She has been utilizing the Tobacco Helpline, support from her doctor, and has noticed a large difference in taste, smell, and been able to quit drinking soda as a result.

Whitney Searles works in our Auburn branch and joined the bank 7 months ago. She's quitting for financial reasons, for family – especially her niece Elizabeth, and wants to live a long and healthy life. She has also set her quit date to November 15th, and will be using patches to aid in her success. To curb cravings, she plans to stay inside and occupy her time by exercising.



Jane (not real name) has been smoking for 40 years now with a few brief quitting attempts along the way. She is quitting for her family, more specifically her grandson; and to feel better for herself. She has also agreed that November 15th will be her quit date. To aid her in success, under her Doctors care she is taking Chantix and she plans to substitute morning cravings by eating breakfast and chewing gum on her way to work. As for the daytime and evening cravings, she plans to take walks.

They have all prepared and planned for this big change, but please remember that they need our support! If you do see them, feel free to commend their efforts. And also please stay tuned for future updates and progress check-ins!

If you are thinking about quitting smoking, please reach out to our health coach – Nick Mawatt, Eddie Williams, or the Maine Tobacco Helpline at 1-800-207-1230.

Follow – Up:

- Weekly, monthly, quarterly check-ins
 - Importance of O.M.C. 1 on 1 coaching
- Smokeout Luncheon – March 5th
 - Anonymous participant agreed to come forward
- Email support group – “No if’s, and’s, or butts”

Update:

- Ashley is currently 7 months tobacco-free (today).
- Whitney is currently over 6 months tobacco-free.
- Teri is currently 4 months tobacco-free.

-  Congratulations !!!! you all are doing gre:
January 17 [Like](#) [Reply](#)
-  Fortin, Mikayla

You guys rock! Keep up the great work!!
January 17 [Like](#) [Reply](#)
-  Veilleux, Pam

Congratulations, everyone!!!
January 17 [Like](#) [Reply](#)
-  Leach, Timothy

Way to go everyone!!
January 17 [Like](#) [Reply](#)
-  Marshall, Amy

Seriously! This is amazing. Qutting is no:
January 17 [Like](#) [Reply](#)
-  Craig, Lucas

Congrats everyone! Keep it going!
January 17 [Like](#) [Reply](#)
-  Roderick, Heather

Way to go everyone! Keep up the great v
January 18 [Like](#) [Reply](#)
-  Fogg, Scott

Great Job!! You all are making great prog
you!

Closing Remarks



- Within 20 minutes - Blood pressure returns to normal.
- Within 8 hours - carbon monoxide levels drop and oxygen rises to normal.
- 2 to 3 days - Ability to taste / smell improves, breathing is easier
- 1 to 3 months - Circulation continues to improve, less coughing and shortness of breath as athletic endurance / lung capacity increases (up to 30%).
- 1 – 2 years - Risk of heart disease and heart attack risk cut in half.
- Within 5 years - Arteries and vessels begin to widen, lowering risk of stroke.
- 10 years - Risk of being diagnosed with lung cancer is between 30 – 50%.
- 15 years - Risk of coronary heart disease is reduced to the same as a non-smoker.
- Cost savings at a pack per day yields approximately \$2,500 in annual savings.



Questions?



Thank you!

