

Benefit promotion tool #1

Creating effective health messages

This tool can be used for guidance in creating health messages that are most likely to lead to cessation.

Perceptions that facilitate quit attempts	Illustrations of messages that can be used to positively influence participants' perceptions of risk and barriers to quitting
Goal: People believe tobacco use puts them personally at risk for disease and other harmful health consequences.	Participants are part of an occupational group which has smoking rates that are twice the national average of 20 percent of all U.S. adults. The highest rates of smoking among full-time workers aged 18-64 are in food preparation and serving-related occupations (44.7 percent) and in the construction and extraction trades (42.9 percent), compared with a national average of 28.4 percent of all full-time employees aged 18 to 64. (See Resources, Page 4, for resources on smoking rates by occupation.)
Goal: People believe the harmful consequences of tobacco use are severe.	Messages: Smoking causes 80-90 percent of lung cancer deaths and 90 percent of chronic obstructive lung disease. It increases the risk of coronary heart disease by 2-4 times, stroke by 2-4 times, development of lung cancer by 13 times for women and 23 times for men. (See Resources, Page 4, for health statistic resources.)
Goal: People believe the benefits of cessation are meaningful to them.	Messages: Stopping tobacco use is associated with positive consequences, such as improved health and physical fitness and financial gain. For example, a pack-a-day smoker can save approximately \$1,500 a year by quitting. (That could pay for a nice vacation with your family.)
Goal: People believe it is possible for them to overcome the barriers to quitting.	Messages: The importance of social support from families, coworkers, funds, unions and employers. The importance of addressing participants' underlying concerns, such as financial stress, that can derail their quit attempts. (See Sidebar, Page 2.)

Sources: National Survey on Drug Use and Health, "The NSDUH Report." Retrieved February 1, 2010, from the U.S. Health and Human Services' Office of Applied Sciences website: <http://oas.samhsa.gov/2k9/170/170OccupationHTML.pdf>

For additional references, see "References," in Cessation Benefits Focus, Issue 4, March 2010, available at www.workshifts.org.

To learn more about smoking cessation, visit www.workshifts.org.