



FADE AWAY FRIDAY



The Challenge

The effects of quitting smoking are immediate: within just hours of avoiding tobacco, breathing is improved, blood pressure drops, and the risk of developing heart disease, cancer and other health risks is reduced. Share the positive effects of smoking cessation through weekly emails on Fade Away Friday.

Resources Required

- Company email or newsletter
- Informational resources on smoking cessation from HealthyWork.ca

Measures of Success

- Staff feedback on whether they are enjoying the emails and individual success stories with quit attempts and progress.

Tip

Stay focused on the positive benefits of cessation and not on the negatives of continuing to smoke and use tobacco

PROCESS

1 SEND EMAIL

Circulate an email to staff announcing the campaign

Use the subject line "Fade Away Friday" and send a brief weekly email to all staff on Friday afternoon.

2 PROMOTE CHALLENGE

Raise awareness of the daily break time & purpose of the challenge

Place posters in common areas, including information about why quitting smoking is important and the benefits of a smoke-free lifestyle. This can also be posted on the organizational intranet and email blast.

Email Samples

"Quitting smoking isn't an easy process, but it is worth it! Did you know that within 5-15 years after quitting, your health risks become about the same as that of a non-smoker?"

"Quitting smoking isn't an easy process, but it is worth it! Did you know that after 20 minutes of quitting smoking, your blood pressure drops to your pre-cigarette level?"

"Quitting smoking isn't an easy process, but it is worth it! Did you know that when you quit smoking, your sense of smell will increase and everything will smell better including yourself, your house and your car"