

LET CGL & INSPIRED OUTSOURCING  
HELP YOU QUIT SMOKING OR SWITCH TO VAPE

# SWITCH OR DITCH CIGARETTES IN 2019



## Inspired Outsourcing Stop Smoking Campaign Review

# STOP SMOKING INITIATIVE

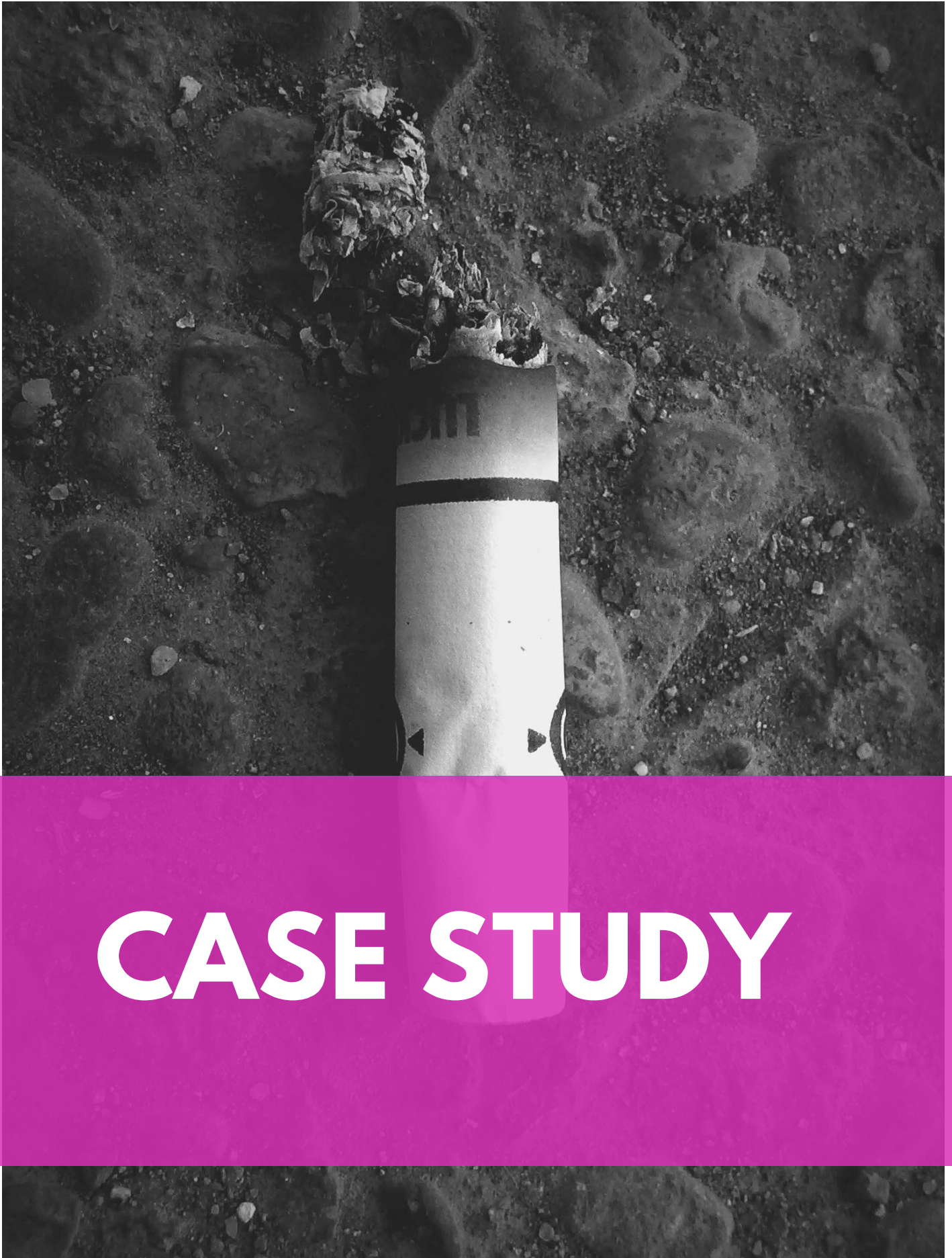
Our BHAW survey indicated that a large majority of Inspired Outsourcing workforce smoke. Not only is this a huge health risk, it is a habit that costs our agents thousands of pounds a year to maintain. Recent research has proven that vaping provides the necessary nicotine consumption with 95% less harmful damage than cigarettes. We teamed up with CGL Newcastle Stop Smoking Service to launch Switch or Ditch campaign to help agents stop smoking or switch to a far healthier alternative.

## AIMS OF THE SWITCH OR DITCH CAMPAIGN

- To aid employees who wished to stop smoking cigarettes
- To save agents money by stopping smoking or switching to vaping
- To provide expert support and assistance to those trying to quit.
- To monitor the benefits experienced by quitters.







# CASE STUDY

# Stop Smoking Case Study

## Inspired Outsourcing



### Derren's Story

Why did you start smoking?

I was a bit of an idiot in school so when all my friends started, so did I. I suppose after that everyone smoked if we had a drink and I just continued.

Why do you want to quit smoking?

To save money and to feel healthier. I used to get on at my dad when he smoked and then he stopped. So I need to stop too, also I hate the smell!

How do you think you'll quit?

I think I'm going to try the Vape because it's healthier and I'm glad I have the support of the CGL ladies along the way.

### How much have you saved?

I have saved more than £40 a week which works out as around £182.50. It also means I don't go and buy cigarettes on a night out that I don't need.

Name: Derren Mae Walker

Age: 21

Started Smoking: Age 16.

Saved over  
£182.50  
a month

4 weeks  
since last  
cigarette

### Biggest Temptation?

My boyfriend Smoking and friends on a night out if we're drinking.

### What were the benefits?

I actually feel much better in my self and can breath alot better. Also I'm so pleased I don't smell of cigarettes any more, i hate that smell.

100%

Will not start smoking again!





# FINAL EVALUATION



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Whilst the Switch or Ditch smoking campaign was offered to all agents only fourteen initially registered interest and six attended the first meeting.

CGL offered prescription for stop smoking aids such as nicotine patches, champix drugs and inhaling devices, in addition participants were offered discounts on vaping devices and e-cigarette solutions .

Each week participants were asked to discuss their biggest temptations and to provide a quit date. Several candidates found the process too difficult, the CGL leaders explained this is quite common ,as a quitter must be in the right state of mind, otherwise they will find excuses to have a cigarette. After four week it was evident that only two participants were still on the road to quitting. One had given up cigarettes entirely and the other had reduced her intake and completely changed a 25 year habit.

When evaluating the results it is important to note we have hugely improved the health and future of one participant in addition to saving them money.

Inspired Outsourcing remains dedicated to reducing smoking among our employees in order to make them healthier and to reduce smoke emissions generally.