



Best Practice Example of Inspiring Tobacco-free Lives

4 Keys to Successfully Engaging Tobacco Users
in Cessation at Shape Corp.

OVERVIEW

At Shape Corp., a global, tier-one automotive and industrial component supplier, the company's wellbeing culture has a long and strong history. Shape Corp. started its focus on employee wellness in 1993 and has evolved its program every year since.

When Shape Corp. decided to outsource its tobacco cessation program in 2019, the company sought a partner that could integrate with its new wellness vendor.

Shape Corp. also wanted a provider that could give employees easy access to evidence-based tools to quit.

APPROACH

Shape Corp. launched the EX Program to employees in October 2019. Today, thanks to the right combination of a health-focused culture, a robust tobacco-free policy, comprehensive communications, and a tobacco surcharge, the company's first-year participation rate is exceeding expectations. Here's a deeper look into the keys for the company's success.

1. Shape Corp.'s culture

Shape Corp.'s wellbeing mission statement is: To enhance the quality of life of employees and their family members through a comprehensive wellness program, incorporating relevant education, progressive programming, and sincere engagement.



As evidence of the company's authentic commitment to this mission, Shape Corp. provides personalized coaching, an on-site dietitian instead of weight-management programs, an on-site fitness center, and more to improve employee health.



2. A robust tobacco-free policy

To support the safety and welfare of all employees, Shape Corp. has maintained a nicotine-free campus since 2005. For employees, this means the use of nicotine products in all facilities is restricted; nicotine use is not permitted in any company facility, grounds or vehicles.

The company's no-nicotine policy also stipulates:

- Employees cannot smoke on break times, as this is considered company paid time.
- Employees may choose to smoke on lunch breaks, as this is unpaid time.
- Employees are not able to smoke on company property.
- Employees must be clocked out if they are leaving company property for any reason (including smoking).

Want tips on how to create a tobacco-free worksite policy specifically for your company?

Download Tip Sheet:
[How to Get a Tobacco-free Workplace](#)



From 2005-2018, Shape Corp. also restricted the hiring of nicotine users. However, with a tight labor market emerging in 2018, the company revised its hiring practices to include tobacco users in September 2018, prompting a need for a more robust cessation program for employees.

3. Comprehensive communications

Shape Corp. announced changes to its annual requirements for its new wellbeing and nicotine programs in January 2019. To do this, Shape Corp.'s Wellbeing team leveraged multiple communication channels and repeated these messages from June through October. These channels included the company's intranet, town hall meetings, "stall talks"—newsletters in bathroom stalls, TV displays in lunchrooms, Facebook, emails, and the wellness program platform.

In addition, the Wellbeing team conducted Skype meetings with managers called “Leader Learning Series,” with one in January to make announcements and one in June to explain the new programs and processes.

4. Tobacco surcharge

Beginning October 2019, Shape Corp. rolled out a nicotine surcharge to employees who attested to using tobacco or nicotine on the company’s Nicotine Pledge. In order to avoid the nicotine surcharge, employees needed to sign up for and complete the EX Program. The 3 options on the pledge were:

- I do not use tobacco.
- I use tobacco and do NOT wish to complete a reasonable alternative (which means I will incur a fee of \$25/pay period as a surcharge between Oct. 1 - Sept. 30).
- I use tobacco and DO want to complete a reasonable alternative (I will avoid a surcharge initially; however, I must complete the reasonable alternative by March 31. If I do not complete the reasonable alternative by this date, I will pay \$50/pay period from April 1 – Sept. 30.)

Shape Corp. and the EX Program Client Success team then created targeted communications to the group who selected the last option to ensure they understood how to enroll.



Want tips on how to implement an effective tobacco surcharge for your population?

Download Tip Sheet:
How to Implement an Effective Tobacco Surcharge



RESULTS

In the U.S., Shape Corp. has 2,000 eligible employees. In 2021, 239 employees attested to being tobacco users. Of those,

54% enrolled in the EX Program.

129

tobacco users enrolled

90%

signed up for email

82%

set a quit date

79%

visited the community

3.3

average number of chats per participant (of those who use chats)

Comments from employees who used live chat with EX Coaches include:

"Thank you for all your help. The EX Coach is a really great program."

"I just wanted to say that I got my patches and gum and started using them and they been very helpful."

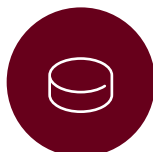
ABOUT THE EX PROGRAM

The EX Program is the only quit-tobacco program that combines the power of Mayo Clinic's proven treatment model with scientific leadership in digital tobacco solutions from Truth Initiative.

With the EX Program, tobacco users gain easily accessible, multimodal tools to connect and receive support to quit and stay quit. This support includes:



Personalized quit plan with interactive exercises, educational videos, and emails



Nicotine patches, gum, or lozenges delivered to the participant's home



Convenient live chat with an expert EX Coach



Dynamic text messages tailored to the participant, including pregnant smokers, tobacco users with chronic conditions, and parents of kids who vape



Social support from the EX Community, the longest running, active online community for quitting tobacco

español Available in Spanish

The EX Program provides quit support for smoking, vaping, and chewing/dipping, and **qualifies as a reasonable alternative standard.**

For clients, we are easy to administer. We perform thorough implementations that meet the client's timeline, from processing eligibility to providing real-time dashboards for incentive and engagement tracking. In addition, our team of experts guide clients on incentive administration, tobacco-free policies, and member promotions.

Visit www.theexprogram.com to learn more.

