

CSX HEALTH & WELLNESS

Tobacco Cessation Program



How tomorrow moves



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Tobacco Cessation Program Goal



Provide a comprehensive, scientifically based tobacco cessation program to assist CSX employees and their spouses conquer nicotine dependency



CSX Transportation Demographics



- 30,000 employees
- 21,000 route-mile rail network
- 23 states east of the Mississippi
- 86% Union workforce



National Statistics



- Most preventable causes of death
- 443,000 people die from tobacco related cause annually (1 in 5 deaths)
 - 49,000 related to secondhand smoke
- On average, smokers die 13 to 14 years earlier than nonsmokers
- 45% attempt to quit smoking each year



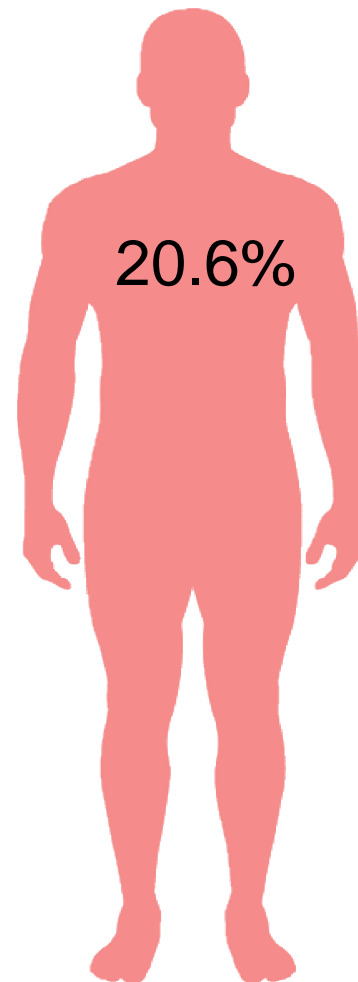
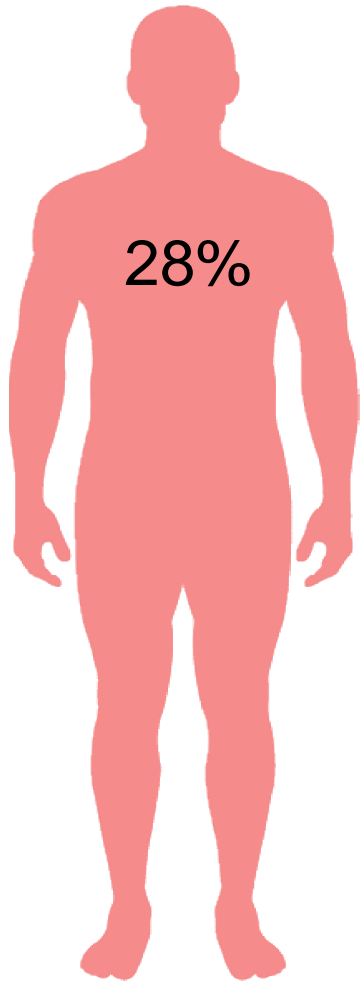
CSX

vs

USA



2009



CSX Smoking Policy



- Prohibited within and around CSX property
- Prohibited in locomotive cabs, CSXT vehicles, taxicabs and all vehicles used for the transportation of train crews.
- Headquarters- ban within 25 feet of any entrance (effective Nov. 2009)
- Designated covered pavilions
- Limited to two designated break periods



Nicotine Cessation Toolkit



Get Ready... Get Set... Get Quit

1

Readiness for Change

2

Medical Direction

3

Pharmacotherapy

4

Social/Behavior Support

5

Perseverance



Tobacco Cessation Program

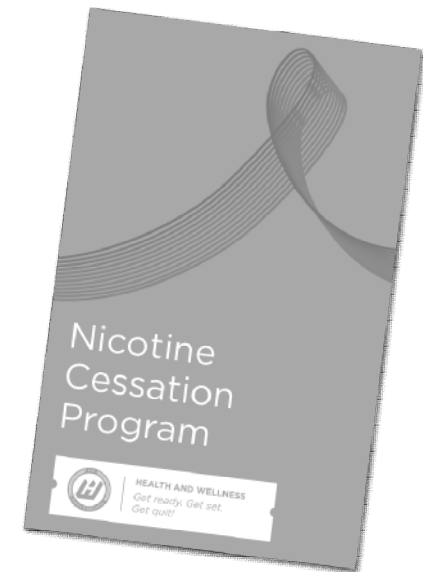


April 2008- July 2011

- Partnered with National Jewish Health to provide free counseling and up to 8 weeks of NRT
 - Phone
 - Web
 - Both phone & web
- Prescription Reimbursement
- Nicorette Gum Starter Kits

July 2011-Present

- State-Wide Quitline Resources
- NRT and Prescription Reimbursement
- PlanMyQuit.com
- Nicorette Gum Starter Kits



Program Success & Challenges



Success

- Participation
- NCQA Accreditation

Challenges

- Track Participation (State-Wide Programs)
- Measure ROI
- Cost
 - o National Jewish Health/Reimbursement- \$27,000 annually
 - o Nicorette Gum- \$13,000 annually

