

Tobacco Coaching program

How to use the Tobacco Coaching program toolkit



Use the materials in this toolkit to promote Tobacco Coaching, powered by WebMD®, in your workplace and to encourage your employees to take advantage of the program.

The toolkit includes:

- **Member flyer:** Print to display around your workplace or distribute to employees.
- **Poster:** Print to display around your workplace.
- **Member postcard:** Print to use as an employee handout.
- **Email:** Three options are available.

PDF email template:

- Copy text from PDF
- Paste text into a new email
- Enter email addresses in appropriate fields
- Send message

Windows and Mac Outlook templates:

- Download and open file
- Enter email addresses in appropriate fields
- Send message

HTML template:

- Open HTML file
 - Select all text and images
 - Copy and paste into a new email
 - Enter email addresses in appropriate fields
 - Send message
- **Web banners:** Two JPG images are available for upload to your company's intranet site. Link [click here](http://www.bcbsm.com/index/health-insurance-help/faqs/topics/getting-care/how-do-i-get-help-quitting-tobacco.html) to www.bcbsm.com/index/health-insurance-help/faqs/topics/getting-care/how-do-i-get-help-quitting-tobacco.html.
 - **Digital signs:** Two JPG images are available for upload to your company's electronic message boards.
 - **Newsletter article:** Suggested copy to use in your company newsletter or on your intranet site.

WebMD Health Services is an independent company supporting Blue Cross Blue Shield of Michigan by providing health and well-being services.

Blue Cross Blue Shield of Michigan and Blue Care Network are nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association.

