

# 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](http://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.

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