

# CREATING SMOKEFREE WORKPLACES

A guide to the support on offer  
for businesses across Devon

[smokefreedevon.org.uk/employers](https://smokefreedevon.org.uk/employers)



# WHAT IMPACT DOES SMOKING HAVE ON MY BUSINESS AND MY EMPLOYEES?

ACROSS DEVON, 31 PEOPLE DIE EVERY WEEK DUE TO SMOKING<sup>1</sup>

And it doesn't stop there. Smoking's grip extends far beyond mortality rates. It damages organs, fuels diseases and undermines the vitality of your workforce. Alongside life-threatening illnesses, people who smoke are also more likely to have persistent coughs and weaker immune systems.

## ➤ INVISIBLE IMPACT: THE TRUE COST OF SMOKING TO DEVON AND ITS ECONOMY<sup>2</sup>

Smoking across Devon cost the county an incredible £1.1 billion in 2023.

This massive figure includes expenditure on NHS support, social care, fire-related incidents and the loss of productivity caused by smoking-related illness and early death.

But smoking still takes a toll on earnings and employment prospects. It's estimated that, across Devon, the annual impact of smoking on productivity is £601.3 million.

Understanding the health and financial repercussions of smoking is a good incentive for creating a smoke free workplace.

## ➤ UNSEEN IMPACT: UNCOVERING THE PRESSURE CAUSED BY SMOKING AT WORK

Stress can pull people toward smoking, but nicotine only masks the moment — it doesn't solve the stress, and often makes it worse.

Smoking is an addiction, not just a habit. Nicotine changes the brain's chemistry and creates a powerful dependence that makes quitting far more challenging than simply breaking a routine. This is why support is so important in helping people to quit.

## ➤ BURNING PROBLEMS: FIRES, FINANCES AND HEALTH

Smoke-related fires leave a path of devastation and significantly strain Devon's economy.

The alarming £8 million annual cost in property damage, injuries and fatalities illustrates the urgent need for a smoke free approach<sup>2</sup>.

## ➤ SMOKE SIGNALS: ILLNESS, ABSENTEEISM AND THE BOTTOM LINE

The battle against absenteeism intensifies with every puff. People who smoke are more likely to miss work than those who don't and take an average of 2.7 days more sick leave each year.

Studies show that non-smokers are

33%

less likely to miss work than smokers.



# TOBACCO KILLS TWO IN THREE



long-term smokers



A 20-a-day smoker could save

## £5,000

in a year, just by stopping smoking



The average smoker will die  
prematurely by

## 10 YRS

# 3x

Nicotine vaping is significantly less harmful than  
smoking and can triple your chances of success<sup>4</sup>



You're three times more likely to quit successfully  
with help from a stop smoking expert and  
nicotine replacement<sup>5</sup>



Within eight hours of stopping smoking, harmful carbon  
monoxide in the blood has halved

# HOW TO SUPPORT YOUR EMPLOYEES ON THEIR STOP SMOKING JOURNEY?

## ► THE PATH TO SUCCESS: BEHAVIOURAL SUPPORT AND STOP SMOKING TREATMENTS

People who smoke are three times as likely to quit successfully by combining behavioural support with stop smoking treatments, such as Nicotine Replacement Therapy (NRT), prescription medication, or a nicotine vape<sup>5</sup>.

NRT options can include a slow-release nicotine patch as well as fast-acting NRT products, such as lozenges, gums, sprays, an inhalator or vape to deliver a quick source of nicotine when cravings hit.

Nicotine replacement provides a clean and controlled way of relieving cravings from smoking, sidestepping the thousands of hazardous chemicals and tar in traditional cigarettes. This is an opportunity to breathe easy in every sense.

There are also several treatments available on prescription to help people beat addiction and reduce withdrawal symptoms.

Free fully-funded behavioural support to quit smoking is available now across Devon, giving people who smoke access to dedicated stop smoking advisors and stop smoking treatments.

### SUPPORT IN YOUR POCKET: THE SMOKE FREE APP

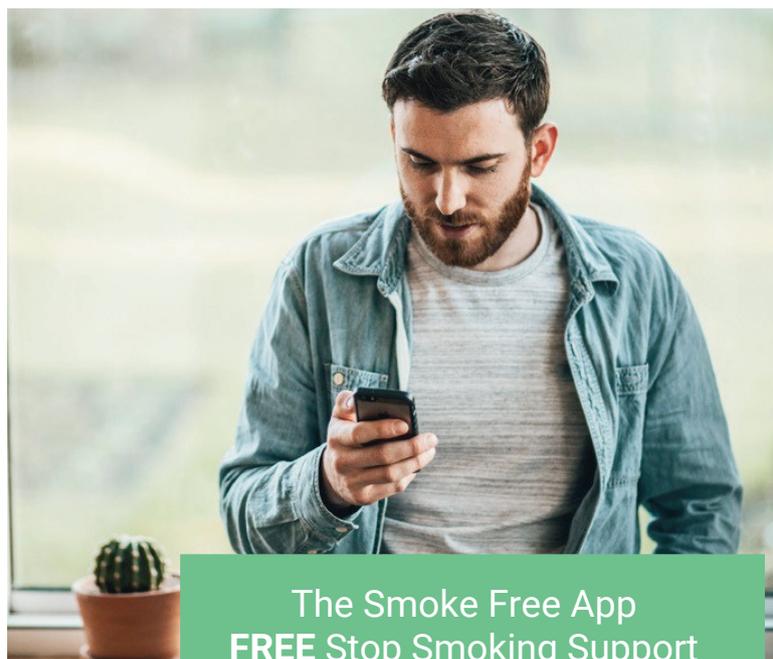
Get 24/7 stop smoking support at the touch of a button with the Smoke Free app. Download the app for **FREE** today by searching 'Smoke Free' in the App Store or on Google Play.

## ► SUPPORT IN YOUR POCKET: THE SMOKE FREE APP

Use it to get expert, personalised support to crush cravings, set goals to stay motivated, monitor health improvements and money saved. **FREE** access to premium features is available for all residents across Devon, Torbay, and Plymouth.

With over 185,000 5-star reviews, it is the highest rated stop smoking app and recommended by GPs. Join millions of others and successfully quit smoking today.

Scan the QR code below to download:



The Smoke Free App  
**FREE** Stop Smoking Support

## ► HOW TO POLITELY START A CONVERSATION ABOUT SMOKING CESSATION WITH EMPLOYEES

The National Centre for Smoking Cessation and Training (NCSCT) has created **Very Brief Advice** to be used at every opportunity with a smoker.

It takes just 30 seconds to give, is non-judgmental, and has three easy steps (**ASK, ADVISE, ACT**). The goal is a referral or recommendation into a stop smoking service, such as a local stop smoking service or the Smoke Free app.

To avoid embarrassment, it does not involve asking someone how much they smoke or if they wish to quit.

Very Brief Advice training is available at [elearning.ncsct.co.uk/free](https://elearning.ncsct.co.uk/free) and is **FREE**.

By educating managers, mental health first responders, and wellbeing staff on how to give smokers **Very Brief Advice**, you can foster an environment where employees can easily and smoothly quit smoking.

# WHAT IS VERY BRIEF ADVICE FOR SMOKERS?

DESIGNED TO BE USED WITH EVERY PATIENT OR CLIENT INTERACTION, THIS NCSCT TRAINING HAS THREE STAGES, ASK, ADVISE, AND ACT:

<b>ASK</b>	Do you smoke?
<b>ADVISE</b>	Do you know you are three times as likely to quit successfully with support and stop smoking aids like nicotine replacement and vaping?
<b>ACT</b>	Visit Smokefree Devon's website <a href="https://smokefreedevon.org.uk">smokefreedevon.org.uk</a> to see what support is available

## FIND OUT MORE ABOUT BECOMING A SMOKEFREE WORKPLACE

Discover resources to help you develop your own smokefree work policy and communicate with your staff.

Visit [smokefreedevon.org.uk/employers](https://smokefreedevon.org.uk/employers) to find out more.

# NEXT STEPS

STARTING A SMOKE-FREE JOURNEY AT WORK DOESN'T HAVE TO INVOLVE AWKWARD CONVERSATIONS OR CHALLENGING TASKS.

## ➤ STEPS TO TRIPLE STOP SMOKING SUCCESS FOR YOUR TEAM:

1.

Make **Very Brief Advice** on smoking training available to your managers, HR staff, and wellbeing colleagues:  
[elearning.ncsct.co.uk/free](http://elearning.ncsct.co.uk/free)

2.

Make information about stop smoking support available at work. Download posters and digital screen graphics from:  
[smokefreedevon.org.uk/employers](http://smokefreedevon.org.uk/employers)

3.

You can reduce the number of smokers in your workforce by providing time off for employees to attend appointments and supporting them in their efforts to quit.

4.

Some areas are able to book a visit from a dedicated outreach team, to offer smoking cessation clinics right on your door step. Visit [smokefreedevon.org.uk/employers](http://smokefreedevon.org.uk/employers) for more info.

## WHAT SUPPORT IS AVAILABLE?

THERE IS A WIDE VARIETY OF SUPPORT AVAILABLE TO HELP SMOKERS ACROSS DEVON:

### SPECIALIST STOP SMOKING SERVICE

Visit [smokefreedevon.org.uk/get-support-to-quit-smoking](http://smokefreedevon.org.uk/get-support-to-quit-smoking) to find details on how to contact your local stop smoking service today, to get face-to-face or telephone support to stop smoking.

### LOCAL GP AND PHARMACY SERVICES

Visit [smokefreedevon.org.uk/primarycare](http://smokefreedevon.org.uk/primarycare) to find your nearest GP or Pharmacy that provides stop smoking support and contact them for an appointment.

### THE SMOKE FREE APP

Join thousands of others and get 24/7 stop smoking support at the touch of a button with the Smoke Free app!  
Search "Smoke Free" on the App Store or Google Play to download today.

# WHY IT MATTERS - THE BUILDING BLOCKS OF HEALTH

Good health enables people to achieve their potential, helps build a stronger society and fuels the economy. But we don't all have the same opportunities to live healthy lives. There is much we can do to reduce these unfair differences by improving the things that underpin our health<sup>6</sup>.

Building a healthy society is like constructing a sturdy building. To succeed, we need all the right blocks in place. In too many of our communities, these building blocks are missing or crumbling.



Smoking undermines several of these blocks by damaging our health, increasing financial stress, and deepening inequalities that limit people's ability to live healthy lives.

Empower your workforce to become smoke free and strengthen the building blocks of health. By supporting the health and wellbeing of your workforce, you can improve healthiness, ease financial pressure, build connection, and reduce inequalities — creating a stronger, more resilient workplace.

**FIND OUT MORE ABOUT OTHER HEALTH SERVICES AVAILABLE:**  
Discover services to help your workforce, including mental health, drug and alcohol, and physical activity support  
Visit [smokefreedevon.org.uk/employers](https://smokefreedevon.org.uk/employers) to find out more.



TORBAY COUNCIL



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