

Briefing



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Smoking cessation

The smoking ban starts in England on the 1st July 2007. It is already in force in Scotland and Wales. Compliance has been high in Scotland despite initial fears of widespread public disobedience. Even smokers say they prefer it. A smoking ban in public places has helped to increase numbers of smokers in managing to ditch their habit.

Why should I stop smoking?

Everyone knows smoking is not good for you – but how bad is it really? Most people underestimate the health risk it poses.

- Cancers
- Heart Disease
- Stroke
- Chronic Lung Diseases e.g. emphysema

Smoking kills around 114,000 people in the UK each year. Of these deaths, about 42,800 are from smoking-related cancers, 30,600 from cardiovascular disease and 29,100 from lung diseases. Remember that such deaths are often preceded by years of increasing incapacity.

About 40,000 people each year in the UK die of lung cancer. It is the most common cause of death from cancer. The risk is directly related to the number of cigarettes you smoke. If you smoke 20 cigarettes per day, your risk of getting lung cancer is 30-40 times higher than a life long non-smoker. However, if you stop, after 15 years of abstinence your risk drops down to that of a non-smoker.

What are my risks if I keep smoking?

1 in 10 moderate smokers and 1 in 5 heavy smokers (more than 15 cigarettes per day) will die of lung cancer.

Overall, half of all smokers will die for a reason relating to smoking.

The bottom line is that if you smoke, you will live 7-8 years less than you would otherwise. Each cigarette is estimated to shorten your life by 11 minutes.

How do I stop smoking?

Stopping smoking is not easy. Most people take a few attempts before they are successful. There has been a lot of research over the years looking at the best ways of stopping smoking but no single method is guaranteed.

Nicotine Replacement Therapy

Of all the people who try and stop smoking, the use of Nicotine Replacement Therapy (NRT) doubles the chances of still not smoking 12 months later from 10% to 20%. These treatments are designed to allow your body to gradually reduce the physical dependence on nicotine to assist in avoiding the unpleasant side effects of nicotine withdrawal. They are available as patches, gum, inhalers, nasal spray and lozenges. The starting 'dose' depends on how many cigarettes you regularly smoke. NRT is available over the counter from your pharmacist but you may be eligible to access it free of charge – ask at your GP practice or pharmacy.

Zyban

Zyban is a drug which is thought to reduce the pleasure of smoking by having an action on the chemicals in your brain. Patients who use Zyban have a 20% chance of staying stopped at 12 months. There are possible side effects and some patients are unsuitable. It is a prescription only drug. Unlike NRT, you still smoke until you have been on the drug for 1-2 weeks and then you stop the cigarettes.

Behaviour Modification Programmes

Smoking is both a physical and psychological addiction. In order to stop smoking it is important to address both addictions.

The psychological addiction is about personal habits, routines, attitudes, emotions and behaviours that accompany smoking.

Counselling and psychotherapy can enable people to identify their own particular habits around smoking and, with the help of the counsellor, people can learn new ways to think about themselves and about smoking.

Joining a smoking cessation group is also a successful way for people to get help with stopping smoking. The group members learn from each other about which strategies work and which don't. They share tips from past experiences and encourage each other, which is a huge motivator.

Continued overleaf



Smoking cessation *continued*

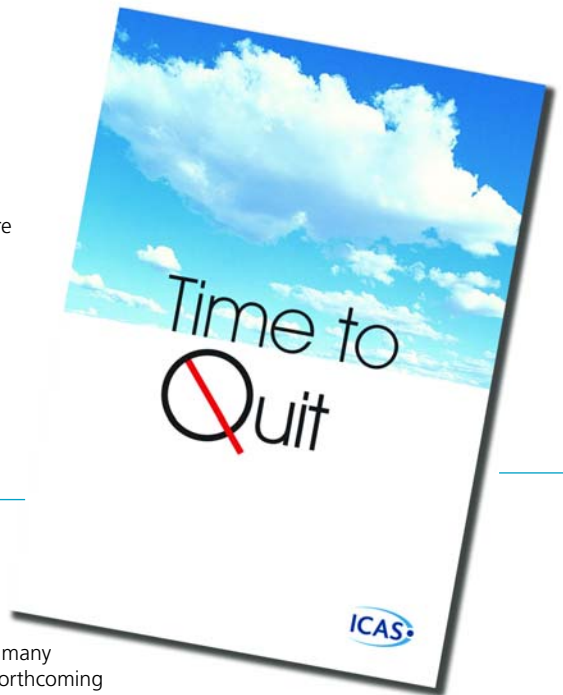
Why should employers support smoking cessation?

Most people (non-smokers and smokers!) do not like to work in smoky environments. By supporting the ban you will be improving the environment for all of your workers. However, there are some simple economic benefits as well.

Sickness absence is 25% higher in smokers than in non-smokers. This will range from more respiratory viral illnesses causing multiple short term absence, to employees off long term due to more serious illnesses which are much more common in smokers.

The workplace is as good a place as any to deliver health messages. Providing smoking cessation support as well as advising employees of the options for medical support (e.g. Zyban, NRT) will maximise the uptake of smoking cessation and increase the proportion of your workforce who are non-smokers. For employers, the return on investment can be measured not only in reduced sickness absence but also improved perception of the employer as someone who cares about their employees' well-being.

Dr Munna Roy, Work Medical Direct



Following bans in the Irish Republic, Scotland and Wales, smoking in enclosed public places will be banned in England from 1 July this year. The ban covers virtually all enclosed public places including offices, factories, pubs and bars, but not outdoors or in private homes.

Pubs and restaurants have been displaying posters prominently around their premises and many businesses and organisations are following their lead – making their employees aware of the forthcoming legislation.

ICAS has designed smoking cessation courses and a Time To Quit pack to help individuals kick the habit. Packs cost £5.00. Please email sales@icasworld.com for further information or to order copies.

Risk Assessments – The ICAS on-line stress survey



ICAS has joined forces with health-e-solutions Ltd. to provide a quick and easy solution to carrying out an organisational risk assessment for stress. Incorporating the Health and Safety Executive's (HSE) own Indicator Tool, this survey provides the flexibility to customise the questionnaire to help identify any specific issues that may be unique to your organisation. Up to ten additional questions of your choice can be added to the survey depending upon what issues you feel need exploring further.

As the questionnaire is fully web-enabled, it can be distributed quickly and easily to all employees without the usual problems that can occur with paper-based surveys. Completing the questionnaire is simplicity itself. Employees are sent an e-mail with a weblink that takes them directly to the ICAS hosted site where they

can complete the survey quickly and with total confidentiality.

A major benefit of conducting the survey on-line is that returns can be monitored in 'real time' enabling feedback on those areas of the business, if any, that are failing to respond. This allows you to follow up those parts of the business that may need additional encouragement! This is a useful feature that helps ensure that the response rate is maximised.

Once the survey is completed you receive a comprehensive report that shows how your organisation is performing against the HSE recommended standards, as well as action points for future improvement where those are required.

Hosting the service on-line significantly reduces the time it takes to run such a survey, to around a month from start to finish.

To find out more about how your organisation can benefit from this new service please call Geoff Taylor on 01908 285200 or e-mail sales@icasworld.com or download www.icasworld.com/stress_auditsurveys.php

Strengthening equality laws for women



harassment and pregnancy discrimination and that harassment was too narrowly defined.

For example, the current regulations offer no apparent protection to women harassed by clients, even when their employer knows of the harassment and could take steps to

prevent it but doesn't.

Harassment by clients is a particular problem in the hotel and restaurant sector, which employs 670,000 women.

Jenny Watson, Chair of the EOC, said: "This decision is a welcome result for the thousands of vulnerable women who suffer pregnancy discrimination and sexual

harassment every year. It should also come as good news for employers, who now have a clear understanding of their rights and responsibilities and won't find themselves tied up in expensive and time-consuming cases seeking clarification of regulations that are incompatible with European legislation."

The Department of Trade and Industry can appeal or must change the rules.

March 2007

Winning a judicial review of the Equal Treatment Regulations, the Equal Opportunities Commission (EOC) has said that the government should now strengthen sex equality laws for women.

It argued in the High Court that UK laws didn't properly comply with EU obligations on sexual

ICAS seminars 'Managing Diversity Differently' are being held in London, Manchester and Edinburgh during April and May.

To find out more, visit: www.icasworld.com/events.php or email adrury@icasgroup.com

HOT TOPIC . . .

Resilience - bouncing back!

No one can avoid life's stresses and strains but we can learn to adapt and become stronger in the face of adversity.

Resilience is all about 'bouncing back' no matter what life throws at us and finding resources and ways to survive and thrive in a complex world.

Current research shows that thinking styles determine resilience. Challenging negative beliefs and reality testing allows for a rational and focussed view of a situation. Catastrophic thinking blocks perspective and diminishes our ability to find resolutions to everyday difficulties.

RESILIENT PEOPLE

- Believe they can change and adapt
- Believe they can recover from trauma, loss and stress
- Are committed to their goals
- Strive to be optimistic and hopeful
- Look for new opportunities and experiences
- Do not use denial or withdrawal to solve problems
- Seek to be the best they can whatever the circumstances

12 WAYS TO BUILD RESILIENCE

1. Make and maintain a strong social network
2. Make time for fun, leisure and pleasurable activities
3. Take care of your body and mind with a healthy diet and plenty of exercise
4. Develop a positive view of yourself - know you can cope
5. Tackle, don't avoid problems - this builds confidence
6. Accept and adapt to change - this builds your self-esteem
7. Pursue realistic goals and set achievable tasks
8. Teach yourself to live in the present rather than fearing for the future
9. Take lessons from all your experiences and others who have overcome difficulties
10. Try something new and expand your knowledge or skills
11. Look for opportunities to improve yourself
12. Challenge your thoughts - think creatively and positively - with practice this will enhance your resilience factor

Tackling workplace behaviour

Client: an International City-based financial institution

The CEO of an American parent of a City company was dismayed by the level of publicity and costs associated with a high profile harassment and bullying case in the US. He was determined that the organisation would not make the same mistakes and sent out a three line whip that all national HR Directors should implement an initiative to combat bullying and harassment.

The London based Human Resource Director (HRD) contacted ICAS seeking ideas for a different approach. Working with the client ICAS developed a programme called Respect and Dignity at Work. It reflected the company's values, and the interactive programme was piloted and delivered to line managers.

Feedback provided real examples of attitudinal and behavioural change and the HRD decided that it would be useful to roll out the programme to line managers in Europe, delivering the programme in English as the common business language used.

Although the programme had not been developed with different national cultures in mind it was decided that the core principles were sufficiently inclusive for the majority of the materials to migrate successfully.

In most cases the facilitator was provided with local information prior to the workshops, and a Senior Manager either sent a robust e-mail to all concerned or provided an introduction positioning the workshop. These two additional interventions made a real difference to how the workshops were received and to the way the facilitator could position the concepts in line with local culture.

Within each country there was a general agreement amongst participants as to what was appropriate and inappropriate behaviour, within their own culture. Through the workshops it was demonstrated that this was very different in the UK and US, particularly when entertaining clients.

In all countries the constructive feedback model was seized upon as being very useful and generated a great deal of interest - particularly in non-UK countries.

The comments from the evaluation forms following the workshops suggest that the majority of participants have learned from the Respect and Dignity Workshops and are more aware of the impact of their behaviour on others and less likely to behave inappropriately.

EAPs for the smaller business

Since the launch of EAPconnect™ last year, over 40 companies have subscribed to the service. All realised the importance of accessing support in the many aspects of employee related issues – particularly at such an affordable price. The service is designed to support employers effectively in some of the most challenging areas of employment including:

- Sickness absence
- Recruitment and retention
- Employee performance
- Employment legislation

This is facilitated through four essential and high quality components:

- Managerial Coaching
- Telephone Support
- Face to Face Support
- LifeManagement™

To keep costs down, materials such as posters and leaflets to promote the service are provided on a CD-Rom which the company can print off as and when they need them, rather than having to order in bulk. Video presentations are also on the CD-Rom, allowing employers to give their employees instant access to information about their EAP.

ICAS has demonstrated a return on investment (ROI) for clients of up to £18.50/£1. The cost of EAPconnect™ varies according to the size of company;

for those with less than 250 employees, the cost can be as low as £17.00 per employee per year.



If you'd like to find out more about how EAPconnect™ can help your business or to receive a demo CD-Rom, please visit www.icasworld.com/eapconnect.php or contact ICAS on 0800 068 68 58 or sales@icasworld.com

Dates for your diary



Seminars

Managing Diversity Differently

- London - 24 April 2007
- Manchester - 2 May 2007
- Edinburgh - 18 May 2007



Beyond Stress Management

- London - 11 September 2007
- Manchester - 2 October 2007
- Edinburgh - 12 November 2007

CIPD Conference

- Harrogate - 18-20 September 2007
- See us on stand B96

Maternity and retention annual survey

Responding to industry needs, ICAS is undertaking a survey to bring together data on current practice, challenges and solutions in supporting women, managers and organisations through the transition of pregnancy, maternity leave and return to work.

Everyone is invited to complete the online survey which will take less than 10 minutes. By taking part, you will be contributing to the first annual organisational survey of this kind, providing an up-to-date review of the field of maternity management. All respondents will be given the opportunity to receive our report based on the findings to help shape your strategy and benchmark your practices.

Data will be held in confidence and results will be generalised by industry sector.

All respondents will be given an opportunity to receive a complimentary copy of the survey outcomes, and interim survey results will be announced and trends analysed by Managing Maternity representatives at our series of seminars in April and May.



To take part in this first annual survey of Maternity and Retention Workplace Practice, visit www.icasworld.com/ManagingMaternity

If you have any questions about the survey, please email managingmaternity@icagroup.com or call us on 01908 285200.

For more information on the seminars, please contact Alison Drury on 01908 285200 or by email at adrury@icagroup.com.



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