ESCAPE
Employee Smoking Cessation Assistance Program

WorkWell NYC
Bill de Blasio, Mayor
Healthy Workforce. Healthy City.

The ESCAPE Program can come to your agency help staff quit smoking! Follow the steps below to set up an ESCAPE "Quit Smoking" event at your worksite:

STEP 1: Schedule your event

Contact Mark Bansfield at mbansfie@health.nyc.gov or 347-396-4552 with the following information:

- ✓ **The number of staff at the location where you want to hold the event**
  - Large worksites (400+ staff) will be prioritized. If you have many smaller outer borough field locations, we can coordinate referring staff to a central borough location to minimize travel time.

- ✓ **Three potential dates and times**
  - Provide at least 3 weeks' notice; 3-6 months lead time is ideal
  - The best months to hold events are January and March – October
  - Avoid Mondays and dates on or after holidays
  - Start time should be between 10am and 3pm unless there is a shift change earlier or later
  - If the event is a health fair, please include the number of vendors and the number of participants that have attended in the past

- ✓ **Location of event**
  - Reserve space in an area that is highly trafficked, like a building lobby, cafeteria, break room, large hallway, or conference room

- ✓ **Contact information for someone who will be onsite**
  - ESCAPE will ship Nicotine Replacement Therapy (NRT) supplies 1 week ahead of the event
  - This person will be responsible for storing the NRT until the date of the event
  - Provide at least 3 weeks' notice; 3-6 months lead time is ideal

STEP 2: Get the word out

- ✓ **Promote the event to employees at your agency**
  - We will send you a **promotional email** to forward to employees
  - We will send **save-the-date flyers** to hang up onsite in break rooms, agency bulletin boards, and other places employees look for information

STEP 3: Final preparations

- ✓ **Make sure everything is ready to go on the day of the event**
  - Provide a table and two chairs
  - Bring NRT supplies to the room where the event will happen