

Barnard mind solution

Are your profits going up in smoke?

**How your organisation can improve productivity and profit by
having a smoke-free, happy, healthy workforce.**

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What are smokers really costing you?

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Introduction

Smokers – they are inside your own company or organisation. Costing your company/organisation on average \$8000 every year they are employed by you [based on an average salary of \$80,000. ABS May 2014]. That's your profit going up in smoke. You can help employees quit and increase your company's bottom line. Your company can see dramatic improvements in staff productivity and profitability in just a few months.

Smoking causes lost productivity – both mentally and physically, down time for smokers (“smokos” and more sick days), shorter working life due to the increased risk of smoking-related diseases, reduced oxygen levels which negatively impact decision making (at senior levels), increased insurance premiums, and more.

All this results in a 10% real dollar loss to your company.

Impact

Labour direct

Collins and Lapsley of Macquarie University estimated in 2004 – '05 the labour cost of smoking employees in Australia was \$5.7 billion, due to premature death and absenteeism from smoking-related illness. Or, \$2811 per smoking employee.

Given that salaries have doubled in that time, this equates to **\$5623** in 2014 (Ref ABS).

Productivity indirect

Decreased oxygen supply compromises lung and brain function by up to 30%. This reduces physical endurance in everyday activities and compromises decision-making ability. The heart must work harder to deliver adequate oxygen to the body and brain. What cost do you place on clear decision making? (Ref: National Cancer institute).

Smoko breaks, unofficial

US research published in the 2013 Tobacco Control Journal shows smokers take an average of 30 minutes a day in smoko breaks. This equates to a cost on employers of \$5160 in Australia.

Second-hand smoke

Allowing smoking in the workplace also forces non-smokers to inhale toxic chemicals from cigarettes. Second-hand smoke increases the cost to insure non-smokers, because it is a verified source of lung cancer for non-smokers (Ref: Office of the U.S Surgeon General). Second-hand smoking in Australia costs employers and addition 10% or **\$562** per non-smoker.

Insurance

For employers who pay health insurance on behalf of their employees as part of their employment package pay typically an additional **\$1200** a year, compared with a non-smoker (\$6000 non-smoker, 20% extra for smoker \$7200).

Total cost per smoking employee = \$12,785 per year!

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Smoking cessation

Most employers ban smoking in the workplace because of voluntary policies or state/federal legislation. If your company allows smoking, you might like to consider the benefits of a smoking cessation program. Barnard Mind Solution offers a successful program called 4everquit. Your return on investment could be more than 1000% in the first year!

Smoking percentages by occupation

- 29% of miners: Labourers, trade workers, technical, machine operators (*Department of Mines and Petroleum*).
- 18% of service, clerical, sales staff.
- 13% of managers and professionals.
- 12% of health professionals, health care workers.

Ref: ABS National Health Survey 2007-8.

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Your most valuable asset is costing you an average \$8000 each year

The most valuable asset any company possesses is the members of its workforce. Your employees have dedicated their skill and commitment to the success of your enterprise and the satisfaction of its customers' needs. In turn, you have made a massive commitment to your employees. Your company has devoted significant resources to recruiting the best people, training them, motivating them and promoting them.

Your employees' health is a vital resource that could make a significant difference to the success of your company. A healthy workforce has higher productivity, less absenteeism, and greater longevity. You already know how much expense and effort goes into maintaining and upgrading the equipment and machinery that your company uses. The health of your employees is even more vital to the well-being of your company than the condition of your physical environment.

According to the Australian Medical Association, "...smoking is the largest single preventable cause of death and disease in this country and leads to coronary heart disease, stroke, vascular disease, cancer and a variety of other diseases and conditions". Yet 17.4% of Australians continue to smoke (Ref. Australian Bureau of Statistics).

19.6% of employees smoke, (Ref. National Drug and Health Survey 2010). Those employees who smoke cost the average employer \$8000 each and every year. That's over \$1.6 million of lost revenue for every 200 employees.

"Time and motion" studies have found that smoke breaks taken by smokers above and beyond the official breaks granted to all employees add up an average of 30 minutes a day, or more than 15 days per smoker per year. In addition, employers have to pay ever higher insurance premiums, 30-50%, for every employee who smokes. The insurance companies know the risks all too well. Reference statistics are from Action on Smoking and Health, 2009.

A 2007 study in Tobacco Journal found smokers take 11 more sick days than non-smokers. This increases when you factor in variables like a smoker's tendency to take more risks and have poorer health. There is an increased rate of early retirement and death in smokers. This means companies lose skills, knowledge and corporate continuity of some of their most experienced staff.

The Victorian Government is planning to ban smoking in outdoor venues in 2018. Protecting children and customers from second-hand smoke. This will increase revenue for businesses with outdoor entertaining areas. As more people will patronise a smoke-free venue.

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Smokers are poorly served by conventional methods

Smoke-free legislation provides a challenge and an opportunity for employers and companies to do the best for their employees. According to the Heart Foundation relevance survey in 2011, 75% of smokers say they want to quit. However, smokers have been poorly served by conventional quit smoking methods like pills, nicotine replacement patches, gums, inhalers, and willpower.

Why?

Because smoking is a habit, not a disease or illness. A habit that has been learned. 90% of Australian smokers started smoking in their teenage years. Would you take a pill, or stick on a toxic patch to learn how to drive a car? Of course not.

Your company can provide employees who want to quit smoking an opportunity to become happy, healthy non-smokers. How does Barnard Mind Solution accomplish this? By using hypnosis and showing the smoker how to get all the benefits and rewards they felt they were getting, but now and in a healthier way. Hypnosis does this by tapping into their unconscious mind and creating new habits.

There are a lot of hypnotherapists around using old-fashioned aversion tactics, which basically try to scare the smoker out of smoking. This doesn't work of course, because the government has been using the same approach for years with little success.

What's in it for you the employer?

Return on Investment

With potential savings of \$8000 a year for every smoker employed, the program provides a typical ROI of 2600% in the first year for the employer.

Better employee health

Those employees who quit smoking add years to their working lives, have less absenteeism and are more productive while at work, taking fewer breaks, and have higher energy. Good physical health is beyond price for employer and employee alike.

Improved productivity

Non-smoking employees enjoy better physical health, reduced stress levels, have more energy and are more focused. They also become significantly more productive.

Lower costs

Your insurance premiums will be reduced with every employee who quits smoking. The International Society of Certified Employee Benefits Specialists ranks stopping smoking first among health programs for return on investment. Far ahead of cholesterol screening and weight control.

Greater job satisfaction

Most smokers know how much better off they will be, at work and outside, once they become non-smokers. Healthy workers with a strong sense of well-being enjoy higher

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morale and contribute to the general quality of the workplace environment. An enhanced team spirit is created when everyone in the workplace becomes a non-smoker. Employees become more productive and supportive. They are more loyal, feeling that they are working for a company that cares for their well-being.

Teamwork

The workplace is an effective place for smoking cessation. People spend a lot of time at work. They tend to define themselves largely by their jobs, and are influenced by the group environment of the workplace. Therefore they are more likely to be influenced by the positive encouragement to become non-smokers by their managers and co-workers. The fact that all workplaces are now smoke-free by law adds to that supportive environment.

Enhanced company image

Increasingly, companies are becoming aware of the importance of corporate social responsibility. Providing the opportunity for the improvement of health and well-being among employees is an example. Companies that commit to their employees' health present a responsible image within the workplace and in the wider community. A business which is seen to be proactive in supporting its workforce becomes a business where people want to work.

What are the risks?

My corporate smoking cessation program is designed for your employees to stop smoking and stay a non-smoker for good. Nobody can be made to stop smoking against their will. Therefore I will show the smoker:

*How to get all the benefits and rewards they felt they were getting from smoking,
but now and in a healthier way.*

Now a true non-smoker, not just a smoker trying not to smoke.

My approach is unique and different to what you might have heard about or imagine hypnosis to be.

Your employees who want to quit smoking can do so – regardless of age, gender, or smoking history. There are no drugs, patches, lozenges, lasers or willpower. The approach prepares them to stay non-smokers for good in every conceivable situation after their session.

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Barnard Mind Solution provides

- Your personal 90-minute 4everquit session, after which you leave as a non-smoker.
- Two hours of positive-habit reinforcement audios, played while you sleep.
- Support by phone/email for six months to ensure you remain a non-smoker.
- Two “back-up buddy” sessions in that six months, upon request.

Initial concerns

Many smokers have some initial concerns about the prospect of quitting. After talking with them, these concerns are addressed. Hypnosis is a natural state that we enter every day, whether we are aware of it or not.

How the program works, why it is so successful, how it is designed around them as an individual, is explained. What they find is that their session gives them back control of their lives. Freeing them to live the life they want. Being happy, healthy non-smokers, because this has been their choice, their decision.

Fees

The average 25-a-day smoker in Australia spends about \$175 a week on cigarettes. An employee may choose to pay for the program himself at \$660. You will recoup that investment in less than one month. You can opt for the payment plan at \$100 a week or pay in full on the day of their session.

If the company is a contributor then the fee structure is 50% company, 50% employee, which works out to be \$330 each.

It's a fact that when employees make a financial contribution to the cost of the program, their motivation to make it a success is substantially increased. Therefore, it is suggested that the employer pays 50% of the cost, and the employee pays 50%.

Contact me

If you would like to discover how I can work with you to achieve a smoke-free workforce, please give me a call on (03) 5447 7306 or email me kerry@barnardmindsolution.com.au

You can learn more on my website www.barnardmindsolution.com.au

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Calculating the financial costs of smoking to your company

A = Total number of employees – 10

B = Number of unofficial smoke breaks an employee takes a day – 2

C = Time for smoke break (minutes) – 15

D = Hourly wage rate – \$43

1. Based on Australian statistics you are likely to have: 2 smokers in a workforce of 10.
2. The average time spent smoking in a year per smoker is: 120 hours.
3. The total cost to your company for smoke breaks is: \$5160.
4. A smoker takes on average 11 extra sick days per year which costs: \$3547.
5. The approximate cost per year to employ a smoker: Product of (3 + 4) \$8707.
6. The total direct cost of employing smokers at your workplace is approximately: (5 x 1) = \$17,414.

50 = working weeks

37.5 = hours in a working week

(\$43 average hourly wage rate, based on Average wage of \$80,000pa)

KIS - Rule of thumb savings: 10 % of salary.

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Appendage – smoke-free prisons reading of the Bill, June 2014

The Corrections Amendment (Smoke-Free Prisons) Bill to deliver smoke-free Victorian prisons.

Smoking is the largest contributor to preventable death in Victoria and increases the risk of developing a number of chronic health conditions. A total smoking ban in Victorian prisons will reduce the health risks for prisoners and prison staff associated with smoking and will eliminate the risk to prisoners and prison staff of exposure to second-hand smoke.

In December 2013 a total smoking ban came into operation at the Malmsbury Youth Justice Precinct. On 1 March 2014 all areas of railway stations and raised platform tram stops were made smoke free in Victoria. Smoking has been prohibited at patrolled Victorian beaches since 2012.

A smoking ban in Victorian prisons will also provide for a healthier and safer workplace for prison staff, reducing their exposure to second-hand smoke and preventing injury caused by the misuse of smoking paraphernalia. The prohibition on smoking in Victorian prisons is to commence on 1 July 2015.

Ref: Department of Correctional Services.

Salary for prison officers on shift work is \$65,124 - \$76,083.

Taking the middle figure of \$70,000 this would equate to savings to C.V of at least \$7000 a year for every smoker who becomes a non-smoker.

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