1. **Pre-launch email (optional for use ahead of launch)**

**Subject line: Coming soon – Break the habit: Commit to quit**

It may feel like smoking brings pleasure, relaxation or an “escape,” but cigarettes are actually harmful with every inhalation. The more you smoke, the more you poison your body.

That’s why we’re launching an employee wellness campaign, *Break the habit: Commit to quit*. By participating in this three-week campaign, you’ll learn:

* What the dangers of smoking are
* How to break free from nicotine
* Tips and tricks for quitting

*Break the habit: Commit to quit* will kick off on [date]. Look for more information, coming next week.

Thank you.

1. **Kick-off email (Week 1, Monday morning)**

**Subject line: Get started – Break the habit: Commit to quit**

**Attachments (3): What’s in a cigarette?; E-cigarettes – What to know; Booklet**

You’re invited to join our three-week wellness campaign, *Break the habit: Commit to quit*, which kicks off today.

This week, we’ll start by learning basic facts about cigarettes and e-cigarettes and practical tips and tools for achieving your freedom from cigarettes. To learn more, read the attached article, flyer and booklet.

The more you know, the more motivated we’ll hope you’ll be to protect yourself and the people around you from smoking. Keep an eye out for more educational materials about smoking, coming next week.

Thank you.

1. **Week 2 email (Monday morning)**

**Subject line: Week 2 – Break the habit: Commit to quit**

**Attachments (2): Health risks of cigarette smoking; Lung cancer isn’t the only health risk for smokers**

Welcome to the second week of our three-week wellness campaign, *Break the habit: Commit to quit*.

This week, you’ll learn about the various health risks for smokers. By smoking, you’re exposing your body to toxic chemicals:

* Tobacco smoke contains more than 7,000 chemicals, hundreds of which are toxic and about 70 can cause cancer. These poisonous chemicals reach every organ in your body.
* Once tobacco has damaged the cells in your body, they can grow uncontrollably in the form of cancer.

To learn more, read the attached article and flyer.

Remember, the more you know, the more motivated we’ll hope you’ll be to protect yourself and the people around you from smoking. Keep an eye out for more educational materials about smoking, coming next week.

Thank you.

1. **Week 3 email (Monday morning)**

**Subject line: Week 3 – Break the habit: Commit to quit**

**Attachments (1): Suggested steps to quit for good**

Welcome to the third and final week of our wellness campaign, *Break the habit: Commit to quit*.

Did you know that cigarettes are designed to be highly addictive? However, it’s not impossible to quit. This week, we’ll end our wellness campaign with learning about suggested tips and tricks to quit smoking for good. There are many benefits of smoking cessation, such as:

* Your risk for a heart attack drops after just one year of quitting
* Your risk for stroke could fall to about the same as a non-smokers’ within two to five years
* Your risks for cancers of the mouth, throat, esophagus and bladder drop by half within five years
* Your risk of dying from lung cancer drops by half after ten years

To learn more, read the attached article and flyer.

Thank you for participating in *Break the habit: Commit to quit.* Remember, the more you know, the more motivated we’ll hope you’ll be to protect yourself and the people around you from smoking.

1. **Follow up email (use week after campaign end)**

**Subject line: We want your feedback – Break the habit: Commit to quit**

**Attachments (1): Employee evaluation**

Thank you for participating in our month-long wellness campaign, *Break the habit: Commit to quit*.

Please take a few moments to complete the brief survey, attached, to tell us your thoughts about the campaign. Your opinion is very important to us.