

# Why Employee Tobacco Use May Increase After St. Patrick's Day

## How the link between drinking and smoking could impact your business

Did you know that major celebrations, like St. Patrick's Day, often lead to an increase in tobacco use?

While it may sound crazy, this finding is actually backed by science, indicating that some people are more likely to smoke when they're drinking with others<sup>1</sup>. It was also found that people smoke more in places where alcohol is served. Additionally, those who have more than five drinks in a week are 2.5 times more likely to smoke.<sup>2</sup>

During a social, fun-filled time like St. Patrick's Day, where the average number of drinks consumed per person is 4.2, and 174% more beer is sold than usual,<sup>3</sup> the odds that an individual develops or worsens a tobacco habit is higher than average.

So, what can employers do to help their employees combat such behavior?

<sup>1</sup> U.S News & World Report

<sup>2</sup> VeryWellMind

<sup>3</sup> WalletHub

## 5 Steps Employers Can Take

With Pivot Breathe, the premier tobacco cessation program on the market today, we recommend taking the following steps:

- 1 After major holidays centered around drinking, communicate with employees the support or benefits available to them related to reducing or quitting smoking and/or drinking
- 2 Inform employees of consequences (i.e. surcharges, negative impressions, etc.) that come with tobacco use
- 3 Be aware of the toll that tobacco use has on employee mental health and wellness
- 4 Offer even the mildest of tobacco users a holistic tobacco cessation solution and
- 5 Keep in mind that you likely don't know that many of your employees use tobacco

**Learn more** about Pivot Breathe today!

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