



CDS Global – Our Smoking Cessation Journey

CDS Global Background

- ▶ CDS Global started in 1972 as a magazine fulfillment company. Today we deliver a wide range of e-commerce, payment processing, marketing, order management and fulfillment solutions to multiple industries.
 - ▶ We have corporate offices in Des Moines, IA with site and office locations in Boone, Harlan, Tipton, West Des Moines, Wilton, IA; Austin, TX; Bethlehem, PA; Prescott, AZ; and NYC. CDS Global also maintains international operations in Market Harborough, UK; Sidney, Australia; and Markham, Ontario and Montreal, Quebec.
 - ▶ This smoking cessation journey involves most of our U.S. locations which includes approximately 2200 employees across multiple sites.
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Where did they smoke?

- ▶ In the beginning smoking was generally accepted indoors and outdoors at all CDS Global facilities. Individuals smoked in their offices, in conference rooms, and elsewhere.
 - ▶ In the late 1990's CDS Global changed their policy to only allow smoking in designated smoking break rooms and outdoors.
 - ▶ In April 2007 our corporate office in Des Moines became a smoke-free facility. All smoking break rooms were closed. Smoking was only allowed in designated outdoor smoking areas. This policy was extended to our other Iowa facilities as well as Bethlehem and Prescott.
 - ▶ We are not yet a smoke-free campus.
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Making the Transition

- ▶ In anticipation of becoming a smoke-free facility in April 2007, the following steps were taken:
 - Memo announcing the smoking policy change distributed to all employees six months in advance.
 - Placed signs on all entrances designating it a smoke-free building.
 - All outdoor smoking locations designated with signs. Maps created and distributed.
 - Highlighted the existing benefits offered through our insurance provider for smoking cessation products.
 - Offered employees on-site smoking cessation classes free and on company paid time. The Wellness & Fitness Administrator became certified through the American Lung Association to teach these classes using the Freedom from Smoking program.
 - Promoted various smoking cessation resources including Quitline Iowa and numerous web sites.

What are we doing today?

- ▶ Continue to offer free on-site smoking cessation classes at the corporate office. We research community grant programs to find cities that offer free smoking cessation classes in our offsite locations.
 - ▶ Offer employees free on-site wellness screenings including 1-on-1 follow-up immediately following their screening.
 - ▶ Employees have access to our CDS Global Healthy U website. One section includes tools to help employees quit smoking.
 - ▶ Offer employees wellness points that they can put toward prizes if they have been tobacco-free for at least six months.
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