



**Contact:**

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**UPMC Health Plan Provides Tools for Employers  
To Help Their Employees Who Want to Quit Smoking**

**Pennsylvania Clean Indoor Air Act Goes Into Effect September 11, 2008**

PITTSBURGH (September 9, 2008) – When the Pennsylvania Clean Indoor Air Act goes into effect this month, it may provide the perfect motivation for many workers who want to stop smoking for good. The new law prohibits smoking in all indoor workplaces, including restaurants.

UPMC Health Plan can help employers address tobacco use and dependence by their employees through its *MyHealth Ready to Quit*™ program. At no additional cost, services are made available to support Health Plan members who smoke and are ready to quit.

“UPMC Health Plan is committed to helping its clients plan for this new law,” said Diane P. Holder, President of UPMC Health Plan. “We’re pleased to be able to give employers tools they can give to their employees to help them succeed at something they may have wanted to do for a long time – quit smoking.”

Included among the services in the *MyHealth Ready to Quit*™ program are telephone-based coaching, a self-study workbook, and an online tool. Additionally, tobacco-control specialists are available to help employers develop and implement a workplace policy and campaign.

The Pennsylvania Clean Indoor Air Act becomes law on Sept. 11, 2008. Penalties for establishments and individuals in violation of the law can go as high as \$1,000 for a third offense.

“About 70 percent of smokers in the U.S. say they want to quit smoking, and 44 percent try to quit every year,” said Dr. Tim Cline, smoking cessation expert at the UPMC Health Plan. “Implementing a smoke-free workplace policy will increase the number of people who try to quit. Motivating people to use the most effective methods will increase the number who actually quit.”

**NOTE TO MEDIA:** If you wish to talk with an employer who is working with UPMC Health Plan to implement a no-smoking policy in the workplace, please contact Gina Pferdehirt at 412-454-4953, or Bill MODOONO at 412-454-7781.

**About UPMC Health Plan**

UPMC Health Plan, the second-largest health insurer in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, UPMC Work Partners, EAP Solutions, UPMC *for You* (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.2 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,600 physicians in a 29-county region. For more information, visit [www.upmchealthplan.com](http://www.upmchealthplan.com).

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