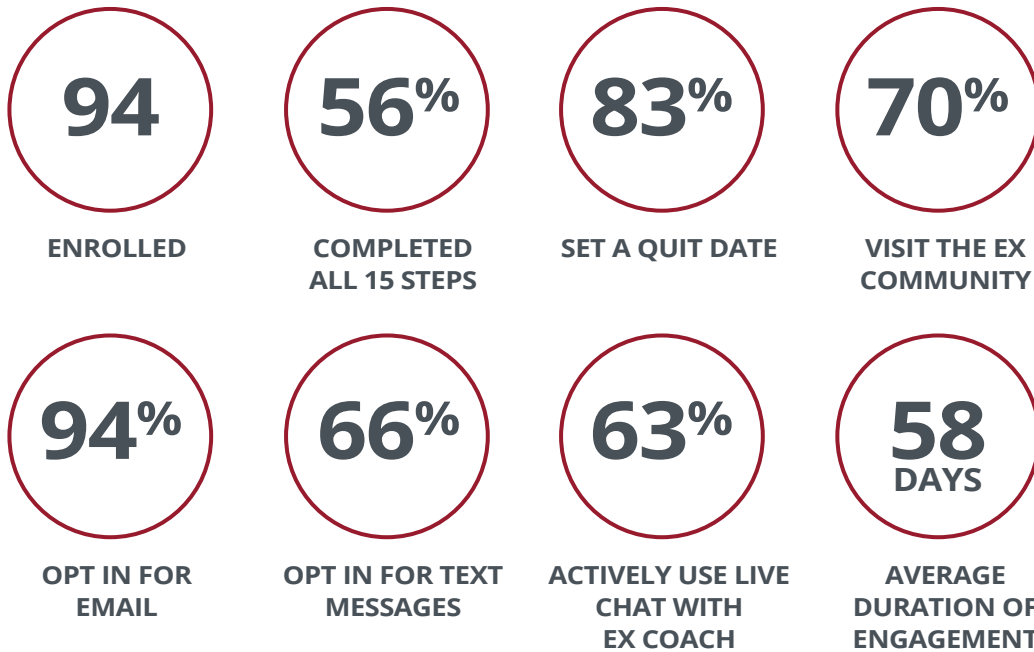




The City of Danville has 950 full-time employees, and approximately 19% use some form of tobacco. In April 2019, the city launched the EX Program to give employees a robust program with real-time access to support through live chat with coaches, an online community, text messaging, and more.

**ENGAGEMENT SNAPSHOT AT 6 MONTHS POST-LAUNCH:**



City employees attest to tobacco use, and tobacco users receive a \$55 per month premium discount after they participate in 15 required activities in the EX Program, designed to help build the skills and confidence to quit.

To promote the program, the city sent a letter and two postcards, informing employees about the incentive and the timeline to complete the 15 steps. The EX Program is also promoted to employees through the city's wellness center and at new employee hire sessions.

Six months after launch, the city has more than 3X the number of expected registrations in year 1.

**COMMENTS FROM CITY PARTICIPANTS IN THE EX PROGRAM WHO USED LIVE CHAT WITH EX COACHES INCLUDE:**

“(The EX Coach) answered all my questions and even some questions I didn't realize I had. I absolutely love this tool!!!”

“Once we finish this chat, I will be complete (for the incentive) as far as they are concerned, but I’m going to continue using this service because it truly has been helpful.”