Elements from models of health behaviour change

Attitudes to health and the workplace
- Beliefs regarding smoking
- Pros and cons of smoking
- Perceived norms regarding smoking

New elements specific to the workplace setting

Employees' expectations of their employer
- Obligations
- Responsibilities
- Support
- Enforcement
- Opportunity

Employer complies with, permits or supports an intervention

Readiness for change
- Priority of quitting
- Perceived ability to quit
- Dependence
- Social context

Intervention preferences
- Ease and convenience
- Alternatives and cost
- Incentives
- Co-worker interaction