

The role of the program goals and objectives on evaluation process

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Reduced insurance cost is rather indirectly pertained to as one of the main targets but while this projected benefit earns returns on savings for the company, it would be able to sustain other areas that facilitate the improvement of its services to all employees. Because the smoking cessation program promotes health restoration and a long life, this affects an individual's well-being and soundness at work and with any other physical activities outside. Thus, the acquired goal effect once the smoker, on quitting, does not yield to withdrawals until the evaluation is completed, would have him develop consistent patterns of increased productivity and lowered absenteeism.

The goal to render smoking workers to establish a reversed habit and cure any existing ailments caused by the old vice, in the process, has made the hospital become capable of adjusting with campaign cost given that the expected savings from each participant are a function of age according to published research (Posavac). Gradually thus, the implementation of the program across-the-board realizes unforeseen investments for the company besides the sole aim to lead hazardous frequencies of corporate smoking to cessation and other healthy occasions.