Group of 100
Tobacco Free Training

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"Cigarette smoking is the chief single avoidable cause of death in our society and the most important public health issue of our time."

C. Everett Koop, M.D.
U.S. Surgeon General 1981-1989

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Goal: Reduce adult smoking to 12% of Greater Lowell adult population by 2010. Currently at 18%.

- Greater Lowell Health Alliance Tobacco Task Force
- Saints Medical Center Tobacco Free September 2007
- Michelle Muller, Manager Community Health & Education
- Senior Leadership- Rounding
- "Tobacco" Zone

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Tobacco Free History

- Over 500 Hospitals across the country have adopted 100% Smoke Free campus grounds including our neighbors at *Southern NH Medical Center*, *Emerson Hospital*, *Holy Family Hospital and Saints Medical Center (9/07).*
- State Hospital Associations with tobacco free initiatives include:
  - Kansas
  - Maryland
  - Michigan
  - Missouri
  - North Carolina (*all hospitals by 2009*)
  - Ohio
  - Oregon
  - South Carolina
  - West Virginia
  - Wisconsin (*all hospitals by November 2007)*

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The Plan

- Multidisciplinary Tobacco Free Committee
  - First meeting February 6, 2007
  - Subcommittees
    - Policy Committee- development of Tobacco Free Policies
    - Communications – development of tobacco free literature, signage, survey, communication plan.
    - Employee Committee- resources for employees, scripting, rounding, enforcement
    - Patient/Visitor Committee- updating current inpatient policies, resources for patients/visitors.

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Survey questions

- Do you currently smoke or chew tobacco?
  - Yes
  - No
  - Never smoke or chewed
- On average, how much do you smoke tobacco per day?
  - < ½ PACK
  - ½ PACK TO 1 PACK
  - 1 PACK TO 2 PACKS
  - < 2 PACKS
  - Chew
- Do you use tobacco during your work hours?
  - Yes
  - No
- Have you ever tried to quit using tobacco previously?
  - Yes
  - No
- Are you interested in quitting?
  - Yes
  - No

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Survey Questions con't

- If yes, please select all the employee support programs you would find helpful:
  - Quit Smoking Resource Center at worksite
  - Cessation Classes
  - Nicotine Replacement Products
  - Counseling Services
  - Support Group
  - Smoking Cessation Toolkit
  - Other, please specify
- What do you think of the hospital going tobacco-free?
  - Bad Idea
  - No opinion
  - Good idea
  - Finally
- Please identify any concerns you have with the hospitals going tobacco-free and your recommendations on tools to help patients, visitors, vendors and all hospital and medical staff comply with the tobacco ban
- Name (Optional)
- Department (Optional)
- Shift (Optional)
  - First
  - Second
  - Third

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Overview of results

- Out of the 1,722 employees 460 surveys were completed (includes partials)
  - 27 % Response Rate
    - Responses – good representation of departments
  - 76% of surveys were completed by first shift
  - 14% smoke between 1 to 2 packs per day (11)
  - 77% positive response LGH becoming tobacco free (Good idea and Finally) (321)
    - 38% Good Idea
    - 39% Finally
    - 8% No opinion
    - 16% Bad Idea

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Breakdown of tobacco use at LGH

- Currently smoke or chew tobacco (460)
  - 18% YES (83)
  - 48% NO (221)
  - 34% NEVER (156)
- Currently smoke YES (82)
  - Usage of tobacco during working hours (81)
    - 77% YES (62)
    - 23% NO (19)
  - Tried to quit smoking (80)
    - 85% YES (68)
    - 15% NO (12)
  - Interested in quitting (80)
    - 56% YES (45)
    - 44% NO (35)

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Employee Support Programs

- Support tools for employees (ordered by preference) – Smokers Yes/No (current/past)
  - 59% Nicotine Replacement Products (37)
  - 52% Smoking Cessation Toolkit (33)
  - 32% Quit Smoking Resource Center at worksite (20)
  - 24% Support Group (15)
  - 17% Cessation Classes (11)
  - 6% Counseling Services (4)
  - Other, please specify (15)
    - Hypnosis
    - Medication (e.g. Chantix)
    - Throw them away

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Employee comments

- Concerns, recommendations hospital going tobacco free (Q8)
  - Themes of comments
    - Enforcing tobacco ban on patients – concerns of confrontation
    - Offering nicotine patch to patients
    - Safety issue – patients and employees smoking in bathrooms
    - Employees thinking must quit all together
    - Concern smokers have longer breaks b/c must smoke off campus – in cars or on Varnum Ave
  - I think the expectation that patients will comply with the hospital's tobacco-free policy is a high one. I am concerned about what situations staff members will get into trying to get some patients to comply. Even on maternity there are often times when mothers are demanding to get off the floor to smoke within hours of delivery-even some c-section patients.
  - Patients addicted to nicotine have a difficult time with their hospital stay when not allowed to smoke. I think it will be important to notify patients prior to admission about the tobacco ban and inform them of the tools in place to assist them through their hospital stay
  - I quit smoking about 6 months ago and I feel a smoke free campus will help me stay smoke free.
  - I just want to say that I think it is a great idea. I was an inpatient once and there was nothing worse then the nurse coming to see me just after having a cigarette and smelling so badly of smoke and they touching me with fingers that smelled just as bad. I am glad you are doing this because this is the Best Hospital I have ever been to or worked for.

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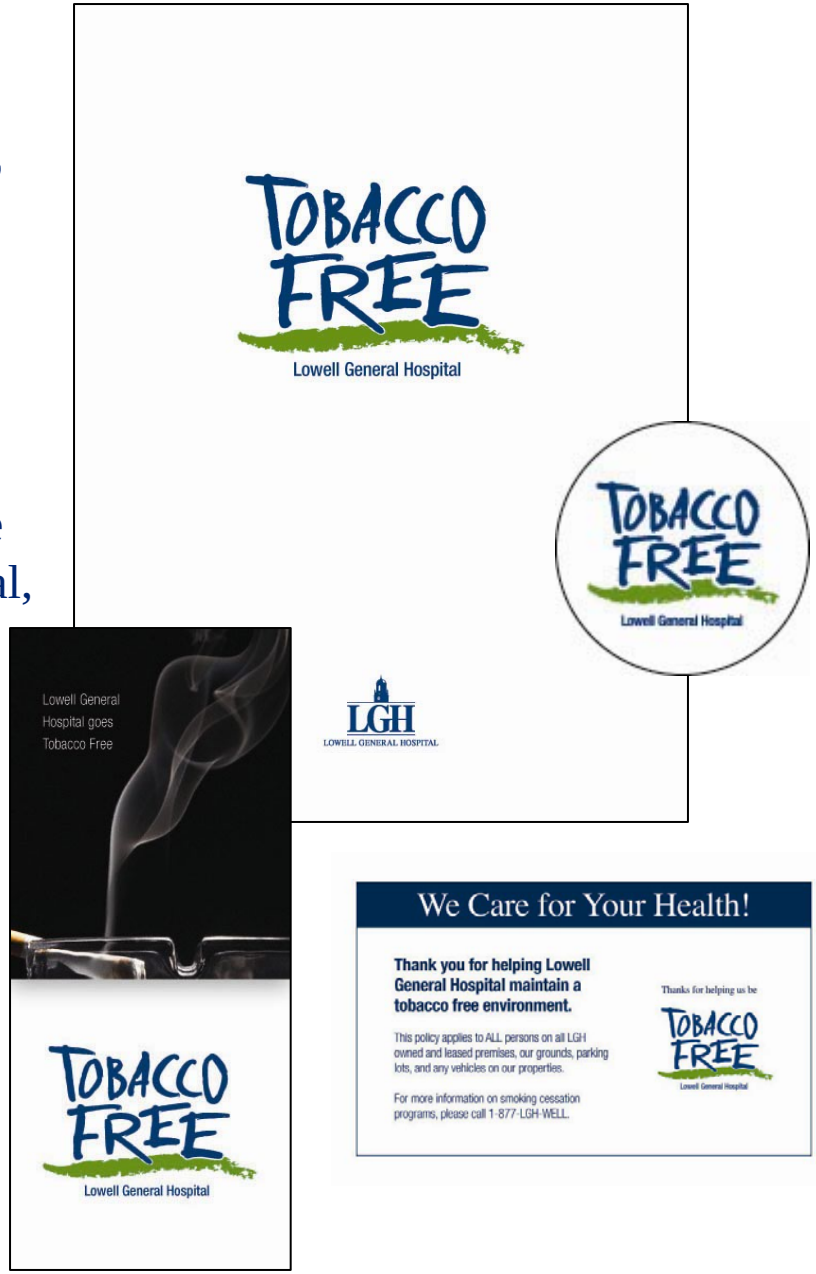
Communications

Tobacco Free Tool Kit

- Communications support to help Managers and Directors respond to employee concerns and help convey Tobacco Free policies throughout the hospital, including employees and patients
  - Tobacco Free folder
  - Tobacco Free button
  - Tobacco Free card
  - Tobacco Free Scripting
  - Tobacco Free Policy Brochure



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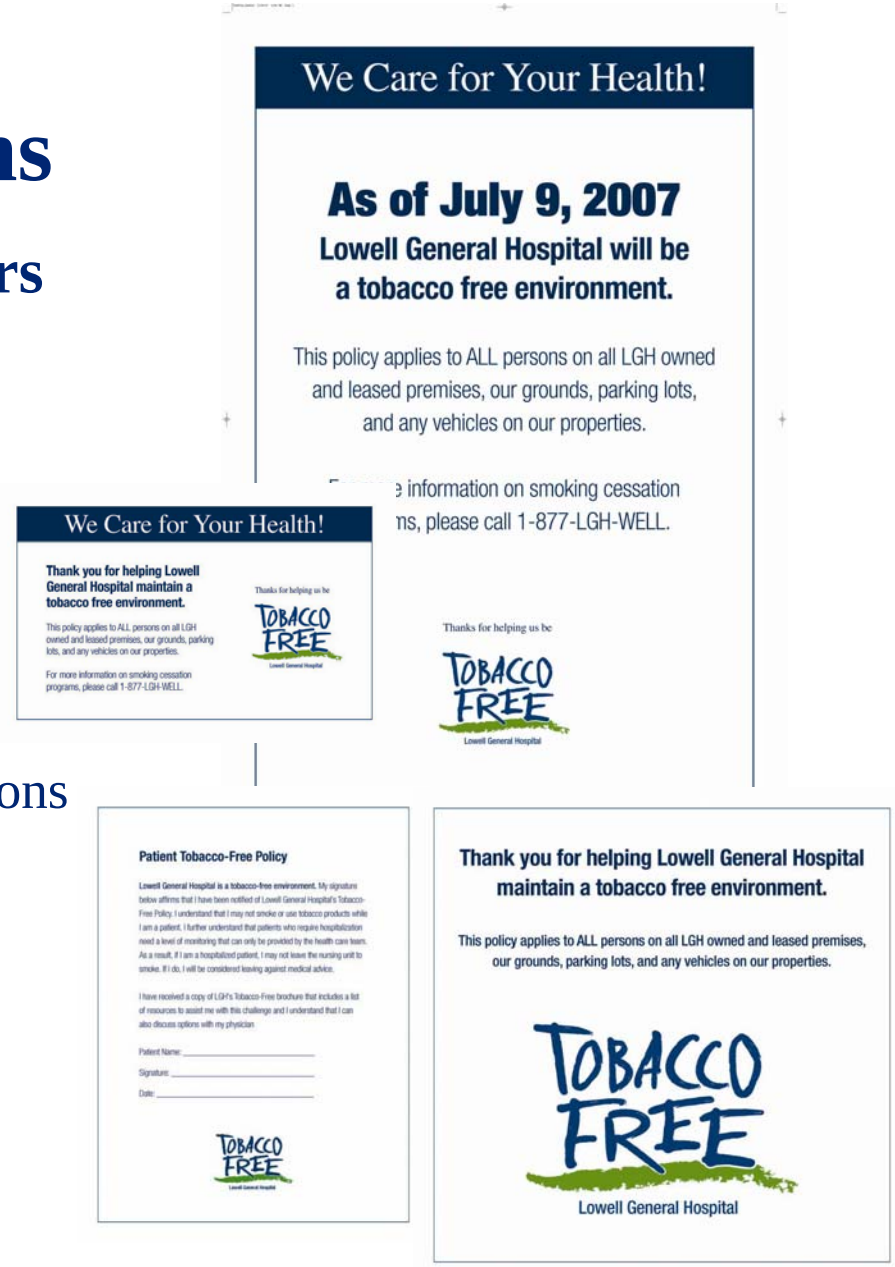
Communications

Patients and Customers

- Tobacco Free signage
- Admissions Policy
- Table Tents for Café
- Cards to share policy
- Heartbeat
- Daily 10
- Physician communications
  - Brochures
  - Letter
  - Friday Flash
- Employee Barbeque



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Communications

Marketing and PR Campaign

- **July 4th Weekend**
  Freedom from Tobacco!
- Focus on Our Commitment to Improving Community Health and Creating a More Healthful Environment for Our Employees and Patients
  - Advertising campaign
    - Lowell Sun, Community Newspapers, Boston Globe
    - Radio – WCAP, FRANK-FM,
- Press Releases and story pitches
- For Your Health article

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Employee Committee

- Human Resource Policy Updates
- Employee Resources
  - Resource Table
  - Freedom From Smoking Classes
  - OTC Nicotine Replacement Products
  - Online resources

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Patient/Visitor Committee

- Inpatient Policy Updates
- Enforcement
- Resources for Visitors

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Security

- Tobacco Free is **NOT** a Security initiative or a Security issue. Tobacco Free is an **LGH** initiative, requiring a serious commitment from the entire LGH team.
- **All employees,** regardless of department or job title, are responsible for enforcing our new Tobacco Free policy.
- The Security Department is accepting a major proactive role in this initiative and will be incorporating Tobacco Free enforcement into our existing rounds. Security Officers will also closely monitor tobacco "hot spots."

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Enforcement

- If an employee witnesses anyone violating the Tobacco Free policy:

  Respectfully approach the violator, offer the informational Tobacco Free card, recite the one line Tobacco Free script, and request that the violator please extinguish / dispose of the tobacco product.
  - If the violator asks information seeking questions: Do your best to answer the questions in a respectful manner. (see tool kit with FAQ's)
  - If the violator refuses to comply with the request to extinguish / dispose of the tobacco product, or is defiant toward staff: Discontinue the conversation tactfully and walk away. Dial "0" for the hospital operator and have Security paged for assistance.
  - If the violator becomes belligerent or threatening: Do not become involved in confrontation. End the conversation **immediately** and get to the nearest phone. Dial 3333 and notify the operator of this CODE GREY situation. All Security personnel will respond to the scene with a sense of urgency.

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Enforcement Continued

- **DO NOT** call for Security assistance because you have witnessed someone smoking or see someone smoking through a window. Again, initial enforcement is the responsibility of all employees. Use a buddy to approach if you feel more comfortable.
- **Summary of when to call Security: When a Tobacco Free violator exhibits: refusal (dial 0), defiance (dial 0), or belligerence (dial 3333. This is a CODE GREY situation).**

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Questions & Discussion