

BEST PRACTICE PLAN

1) Lead-In

Committee Set-up –this is the team that will be guiding the implementation

- 10 to 15 people
- Representation from many departments
- Smokers and Non-Smokers should be represented
- Diversity in Representation

2) Set a Quit Date as an Institution

Decide on the implementation date

- Utilize the nationally recognized The Great Smoke Out
- First of the Year
- Beginning of the Fiscal Year

3) Market your Quit Date

Start with in-house

- From Leadership
 - Letters to Employees
 - Employee Newsletter (make sure to hit multiple issues)
- The ‘How-To’ of quitting

Community Wide

- Press Release
- Community Newsletter

Items to be utilized

- Signage
- Smoke-Free Information Cards to Hand Out
- How to Quit Tips
- Hospital Website

Have a community wide lead-up your “date to quit” event

IMPORTANT TIPS

- Get the word out in a variety of ways and frequently.
- Have sufficient reach, frequency and duration for success.
- Vary the message using different styles, messages and novelty, but remain positive. This is more effective than repeating the same message.

4) Create a Team of Tobacco Cessation Champions that can be easily identifiable to employees and clinicians.

5) To Assist the Physicians

- Provide clinicians training and feedback
- Provide resources for handouts to patients

6) Reduce Financial Barriers to nicotine replacement barriers

- Provide reduced cost Nicotine Replacement Therapies in Gift Shop.
- Refer to public health organizations that offer free replacements and counseling.

7) Telephone quit lines are an important key to cessation. They are convenient, can serve diverse and multilingual populations and offer counseling anonymously. Provide an in-house hotline for people to call or utilize an outside source:

- Maryland, <http://www.smokingstopshere.com/index.php> 1-800-784-8669
- Nationally, www.smokefree.gov 1-800-QUIT-NOW
- American Cancer Society, 1-800-ACS-2345

8) Enforcement is up to your individual institution as is the degree of enforcement. Just remember your policy is enhanced by the efficacy of deterring violators and by sending a message to those who utilize your hospital.

9) Celebrate your Smoke-Free Anniversary each year with a celebration and renewed commitment.

10) Use the MHA tool-kit for examples and best practices from other hospitals across the state and country. For assistance from MHA, contact Jessica Ronan at 410-379-6200.