

PROGRAM TO ESTABLISH CIVISTA AS A SMOKE FREE CAMPUS

The Need:

- *Health* of employees, visitors, physicians, patients, volunteers.
- *Economics* (healthcare costs, filters, cleaning, maintenance of smoking areas, lost work time, lower productivity, higher absenteeism, workmen's compensation and disability claims, health and fire insurance costs), recruitment and retraining costs resulting from loss of employees to smoking-related death or disability
- *Employee relations* -- complaints from co-workers about employee smoking breaks
- *Damage* reduction from smoke/fire

The Strengths:

- *Appropriate stance* for a health care facility
- *Positive* public relations
- *More attractive* facility (less litter, less damage)
- *Better* air quality
- *Enhanced* image

The Weaknesses:

- *Difficulty* in enforcing no smoking policy
- *Enforcement* at satellite facilities
- *Negative* public relations
- *Off-site areas* smokers will use (cars, adjoining properties)
- *Decreased* productivity due to employee travel to smoke

The Opportunities:

- *Improve* health
- *Increase* productivity
- *Provide* smoking cessation programs/encourage life long smoke-free

The Threats:

- *Potential* loss of employees
- *Lessened* ability to recruit
- *Decreased* productivity

Key Messages:

- This is not a campaign against smokers. It is an initiative to improve the health of our community, which is part of our mission of "fostering a healthier community".
- Ties in with our PHCC commitment to reduce high rates of cancer and heart disease, both of which have been linked to tobacco use.

- As a healthcare institution, it is inconsistent to our mission to enable an activity that has proven to degrade health and can lead to serious illness or death.
- We recognize the impact of second-hand smoke on those that do not smoke.
- Our new policy will help us fulfill our community leadership role as the source for health, healing and education, with an emphasis on wellness and health promotion.

Timeline:

August, 2004:	Civista Board of Directors directed that Civista facilities should go smoke-free September 1, 2005
September, 2004:	Met with Charles County Health Department personnel
October, 2004:	Formed "Smoke-Free Campus Task Force". Investigated other Smoke-free hospitals. Approximately 84 at this time.
November, 2004:	Presented plan to EMG, employees, managers, medical staff.
December, 2004:	Began more rigorously enforcing smoking by all in designated areas only. Began more rigorously enforcing smoking breaks to be included in allowable break time per existing break time policy.
January, 2005:	Began free smoking cessation programs for community and employees. CCHD also offered classes on campus and at CCHD. Provided free nicotine patches for employees who took classes, obtained from Charles County Health Department. Article to community in Winter, <i>Civista Today</i> .
February, 2005:	Designed posters and flyers re smoke-free campus to be effective September 1.
March, 2005:	Monthly articles in <i>Check Up</i> , the employee newsletter.
April, 2005:	Distributed flyers and signs throughout the facilities
May, 2005:	Distributed new policy to employees.
June, 2005:	Developed reminder cards for employees to distribute to those who are seen smoking.
July, 2005:	Press release. Distributed resources and guidelines for caregivers to use with patients. Met with employees during employee forums, managers, Physicians,

- August, 2005: Reminder cards distributed to employees to give to those smoking on property.
- September 1, 2005: Campus goes smoke free. Interior/exterior signage installed at all facilities and in all Civista-owned vehicles. Smoking shelters removed. Posted on website. Reminder in *Check Up, Civista Today*.