



	promotional materials, signage, patient and employee materials.	<input type="checkbox"/>
<b>Communication</b>	<ul style="list-style-type: none"> <li>A clear channel of communication needs to be established between the Oversight Committee chairperson and the hospital CEO/President. Develop a comprehensive communication plan that assures good flow of information from the top down and from the bottom up. The plan needs to identify multiple avenues of communication, realizing that not all people have access to the internet or may prefer other communication channels. The plan should identify communication opportunities within the hospital itself as well as avenues for reaching the community. The communication plan needs to include outreach to tobacco users and their input on promotional and policy matters.</li> </ul>	<input type="checkbox"/>
<b>Month Two</b>		
<b>Benefits</b>	<ul style="list-style-type: none"> <li>Determine current cost of tobacco use by employees.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Determine current cost of tobacco use by patients.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Examine current employee tobacco cessation medical insurance benefits; strengthen benefits to include coverage for counseling and pharmaceutical, including OTC NRTs.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Determine needed coverage for tobacco cessation medications, including nicotine replacement therapies (NRT's) and bupropion/Zyban for employees and patients.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Determine if all NRT's will be covered, at no-cost, or low cost and how many rounds (at least two are recommended).</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Set policy for having standing orders for NRT's for patients entering the hospital, including all clinic areas and the emergency room.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Consider option of strongly encouraging all tobacco-using patients, unless medically counter-indicated, initiate the use of NRT's upon entering the hospital. Clear cooperation and support from all referring physicians is essential.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Establish an in-house group and individual counseling program and refer people to the NC Tobacco Use Quitline at 1-800-784-8669, which is available daily from 8:00 a.m. to midnight.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Encourage employees who have quit to volunteer as peer counselors.</li> </ul>	<input type="checkbox"/>

<b>Month Three</b>		
<b>Policy</b>	<ul style="list-style-type: none"> <li>Review gathered policies (See NCPP website and HHI program for posted policies) and analyze applicability to your site.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Consider inclusion of psychiatric units, detox units, terminally-ill clinic areas, and possibly adjacent residential areas.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Consider approaching building owners where you have employees located off-site.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Consider policy of giving non-tobacco-using employees a reduction in monthly premiums for health insurance to further motivate tobacco users to quit.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Consider whether employees will be able to go off-site during breaks and lunch and whether they will need to clock out to do so.</li> </ul>	<input type="checkbox"/>
<b>Month Four</b>		
<b>Policy</b>	<ul style="list-style-type: none"> <li>Write policy.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Present policy to legal counsel for review, changes, and approval.</li> </ul>	<input type="checkbox"/>
<b>Month Five</b>		
<b>Communications</b>	<ul style="list-style-type: none"> <li>Develop FAQ sheet.</li> </ul>	<input type="checkbox"/>
<b>Benefits</b>	<ul style="list-style-type: none"> <li>Customize NCPP's <i>Starting the Conversation</i> on Tobacco tool (or similar tool) to include in-house tobacco cessation resources and community resources and their contact information.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Develop and implement procedure for informing all patients coming into the hospital about upcoming new policy and cessation benefits available.</li> <li>Develop materials for in-take personnel to use when admitting patients to inform them of the tobacco cessation policy and the cessation resources available. Include in patient appointments.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Develop materials for promoting the NC Quitline.</li> </ul>	<input type="checkbox"/>
<b>Month Six</b>		
<b>Communications</b>	<ul style="list-style-type: none"> <li>Contact all in-house and referring physicians and seek their support for the policy and their communication of such to their patients.</li> </ul>	<input type="checkbox"/>

<b>Month Seven</b>		
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Present policy to hospital board for discussion and input.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Develop communication plan for announcing the policy initiative</li> <li>• Inform all employees of the expected policy and solicit their support</li> <li>• Walk campus to determine where signage is needed, including large signs at main entries to the campus.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Develop signage for post-policy passage, informing all of the new policy with special signage posted in all areas where current tobacco use is allowed and near all cigarette butt receptacles.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Prepare letter from hospital CEO to go out to all employees informing them of the new policy and available cessation benefits asking for their full cooperation and support.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Have hospital PR department begin outreach to all community media outlets, including newspapers, radio, television, and newsletters. Ask for their coverage and support of new policy.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Prepare and submit an OpEd piece from the CEO to the local newspaper.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Develop graphics for major banner for hanging in main lobby or on side of hospital building at the main entrance.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Develop two sets of signs; one for posting upon passage of the policy and a second set after policy enactment. Signage should be omnipresent, attractive, and bold. You should have a sense of tripping over the signs. <b>Good signage is a fundamental part of communicating the new policy.</b></li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Seek input from tobacco users about signage and promotional materials.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Order signage.</li> </ul>	<input type="checkbox"/>
<b>Month Eight</b>		
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Present policy to hospital board for passage.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Mail letter from CEO to all hospital employees.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Mount all signage and banner.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Promote the counseling and tobacco cessation pharmaceutical products and services available to</li> </ul>	<input type="checkbox"/>

	all employees. Share information on incentives to quit, such as lower premiums for health insurance coverage, free resources (access to free NRTs and NC Quitline) available to employees and their family members if covered by the hospital health insurance.	
	<ul style="list-style-type: none"> <li>Communicate with and make presentations to community leaders and groups, including medical, civic, governmental, business, and religious organizations. Meet with media representatives, including editorial boards.</li> </ul>	<input type="checkbox"/>
<b>Month Nine</b>		
<b>Communications</b>	<ul style="list-style-type: none"> <li>Distribute patient flyers about new policy in all appointment reminders.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Promote tobacco cessation resources – including in-house group and individual sessions and use of the NC Quitline at 1 800 784-8669..</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Distribute suggestion boxes in key locations asking for employee suggestions and feedback.</li> </ul>	<input type="checkbox"/>
<b>Month Ten</b>		
<b>Technical Assistance and Training</b>	<ul style="list-style-type: none"> <li>Contact NCPP about conducting staff training to prepare management-level staff for the enactment of the new policy.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Develop a program where employees are encouraged to determine a way in which they can help support the new policy. Consider rewarding such efforts through an employee drawing box that would allow employees to place their specific effort in a box for a prized weekly or monthly drawing. Some examples of efforts include: <ul style="list-style-type: none"> <li>- writing a Letter to the Editor (LTE),</li> <li>- submitting a church bulletin notice,</li> <li>- serving as a tobacco quitting buddy,</li> <li>- helping to assure the campus is tobacco-butt free,</li> <li>- helping with survey of employees about policy,</li> <li>- asking for suggestions for improvement, and</li> <li>- approaching community businesses to donate prizes for distribution to all employees helping to make the policy successful</li> </ul> </li> </ul>	<input type="checkbox"/>
<b>Month Eleven</b>		

<b>Communications</b>	<ul style="list-style-type: none"> <li>Develop patient intake document to verify, by signature that patients are aware of tobacco-free policy and make copy for patient, family and copy to go into patient folder.</li> </ul>	
	<ul style="list-style-type: none"> <li>Develop materials for employees to give to tobacco users to inform them of tobacco cessation resources at the hospital, in the community, and on the internet.</li> </ul>	<input type="checkbox"/>
<b>Technical Assistance and Training</b>	<ul style="list-style-type: none"> <li>Conduct a senior management training session on the new policy.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Begin countdown to launch – ten days out.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Celebrate upcoming new policy with fun event for all employees – like an ice cream social or a walk around the campus lead by the hospital CEO.</li> <li>CEO conducts a Q&amp;A session with all employees.</li> </ul>	<input type="checkbox"/>
		<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Develop a new FAQ sheet.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Contact, educate, and assist adjacent community neighbors in becoming part of the tobacco-free campus. Work with them on concerns in anticipation of the new policy and possible impact on their property.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Determine manner in which hospital staff will be expected to interact with patients not in compliance with the new policy – either by using tobacco in their room, on campus, or by leaving the campus without permission.</li> <li>Prepare media release for all local outlets.</li> </ul>	<input type="checkbox"/>
<b>Month Twelve</b>		
<b>TA and Training</b>	<ul style="list-style-type: none"> <li>Conduct training sessions for employees, including all security personnel, to role play approaching tobacco users in violation of the policy.</li> </ul>	<input type="checkbox"/>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Remove all cigarette receptacles the night before the new policy is enacted.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>Remove and dismantle current smoking huts/areas before new policy is enacted.</li> </ul>	<input type="checkbox"/>

	<ul style="list-style-type: none"> <li>• Have available additional security staff available for first week of the new policy and encourage an active outreach for compliance with the policy.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Determine policy for visitors and patients about smoking in their cars.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Honor those who have died from tobacco use by setting up 220 luminary candles in front of the hospital entrance – one for each person who dies per week in NC.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Launch your policy by: <ul style="list-style-type: none"> <li>- sending out a media release</li> <li>- conducting a ribbon cutting and media conference;</li> <li>- hanging signage in main lobby with positive message;</li> <li>- including community partners;</li> <li>- making tobacco cessation counselors available in the lobby;</li> <li>- distributing materials about tobacco cessation resources and benefits and information about the NC Tobacco Use Quitline;</li> <li>- distributing fresh fruit and water;</li> <li>- handing out token gift (like a flower) to each employee who has quit;</li> <li>- encouraging all employees to sign in at launch area and have door prizes;</li> <li>- decorating with balloons and flowers; and</li> <li>- having one-day amounts of NRTs available in gift shop and in the emergency room for visitors.</li> </ul> </li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Mount new signage at all entrances to the campus, in parking lot areas, etc.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Have regular hospital-wide announcements reminding people of tobacco-free campus policy.</li> </ul>	<input type="checkbox"/>
	<ul style="list-style-type: none"> <li>• Honor those who have helped to make it successful.</li> </ul>	<input type="checkbox"/>
<b>Post Enactment</b>	<ul style="list-style-type: none"> <li>• Assume continuous Quality Improvement with communication, education, technical assistance, and training.</li> </ul>	<input type="checkbox"/>

*The Healthy Hospital Initiative, a program of NC Prevention Partners in partnership with the NC Hospital Foundation, is funded by The Duke Endowment to support all hospitals to enact tobacco-free campus wide policies to improve patient and employee health. For assistance, contact Melva Fager Okun DrPH at 919.969.7022 ext. 3# or [melva@ncpreventionpartners.org](mailto:melva@ncpreventionpartners.org). © 2006 NC Prevention Partners*