



# How to Take Your Business Tobacco-Free

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*Developed by Cynde Dunn with generous donations from the Providence Medical Executive Committee*



## Introduction

Thousands of businesses around the country have chosen to address the negative impact of tobacco use, displaying to employees, customers, visitors and the community their strong commitment to health. It's your turn to join them.

This toolkit is designed to help your business develop tobacco-free policies and procedures.

Tobacco-free environments help create a healthier workforce. A tobacco-free campus can protect employees and clients from secondhand smoke, especially those with chronic disease such as asthma or emphysema.

Working toward policies that prohibit tobacco use in and around worksites should be a high priority, but it is not always easy. Employers need to consider the balance between the harmful effects of tobacco use and a deep respect for personal choice.

*Annually, \$96 billion is spent in the United States on health care attributed to smoking and secondhand smoke, and \$97 billion is wasted on lost productivity.*



## Benefits of Being Tobacco-Free

The opportunity exists for employers to reduce the impact of tobacco use on their businesses as well as their employees. Employers have different options at their disposal to address tobacco use, including creating tobacco-free workplaces, providing tobacco cessation counseling and helping employees quit through health plan coverage.

### Going tobacco-free. It's good for your bottom line!

A tobacco-free policy can:

- **Reduce health-related costs**—The Centers for Disease Control and Prevention puts a \$3,383 annual price tag on each employee who smokes: \$1,760 in lost productivity and \$1,623 in excess medical expenditures.
- **Lower your risk for fires and injuries**—Cleaning and maintenance costs are reduced when smoke, matches and cigarette butts are eliminated in and around your facilities.
- **Reduce fire insurance premiums**—Tobacco-free businesses have negotiated for lower fire and property insurance premiums.
- **Increase productivity and morale**—Absenteeism is lower due to the reduction in smoking-related illnesses.

The cost of tobacco use—especially smoking—to businesses and industry is enormous. Large-employer health claims and life insurance costs attributable to smoking are in the millions of dollars, with self-insured companies hit the hardest. Lost earnings due to absenteeism and decreased productivity also add up to millions. Combine this with other losses traceable to tobacco use—such as workers' compensation claims, accidents and fires, smoke pollution, illness due to secondhand smoke and disability claims—and the cost for this addiction becomes readily apparent.

## TOBACCO CESSATION ASSISTANCE

The biggest impact of implementing a tobacco-free policy will be most immediate for employees who use tobacco. Offering assistance will help them support and comply with the policy.

- Inform employees in advance of the new policy and its implementation date.
- Offer tobacco cessation assistance and provide employees with information about local cessation programs, websites and quit lines.
- Offer to pay for tobacco cessation programs for employees and their covered dependents.
- Include treatment for tobacco use and dependence as a covered health benefit.

*Tobacco use is the leading preventable cause of death in the United States, causing more than 443,000 deaths each year, according to the Centers for Disease Control and Prevention (CDC).*



*On average, adults who smoke die 13 to 14 years earlier than nonsmokers.*

## Going Tobacco-Free!

The most important part of your tobacco-free policy will be the planning that takes place before you actually implement your policy. There are a few basic steps that will help ensure a successful cultural and policy change.

### Planning

Give yourself 6 months to 2 years to implement the new policy, enough time to take the following steps:

1. **Review/assess national trends and best practices.** Research policies, implementation plans and successes/failures on a national and local level.
2. **Secure support.** Solicit leadership commitment and stakeholder buy-in, and secure executive leader sponsorship.
3. **Develop a business case.** Gather information to educate a task force and, eventually, the entire workforce. Survey your workers about their knowledge and concerns so you can address them before your policy goes into effect.
4. **Set up a task force.** Include top management, human resources and workers (union representatives, if applicable); include nonsmokers, smokers and former smokers. Depending on the size of your business, you may want to develop work groups to divide and conquer all the tasks.
5. **Review your employee benefits.** Work with your HR department and health plan to make sure tobacco cessation is covered.

## Put Your Plan in Place

1. **Create a vision and timeline.** Think about how you want your tobacco-free policy to look once it is in place, then develop the steps to get to that vision. It is recommended that employers take 6 months to 2 years to implement a policy, depending on the size of your organization.
2. **Write the policy.** Keep it clear and simple; the more straightforward the policy is, the easier it is to understand and enforce. Set up an enforcement policy that is consistent with other personnel policies and disciplinary procedures.
3. **Develop a communication plan.** Communication is the most important tool. It needs to be inclusive of all employees and distributed in a variety of formats, including:

- letters from leadership mailed to employees' homes
- employee newsletters
- employee intranet
- public Internet
- posters and table tents
- emails from leadership
- manager forums
- staff meetings
- online training for all employees

Refer to Sample Communications in Appendix for examples.

4. **Develop a tobacco-free website** that serves as a "one-stop shop" for all the information. The site can include policies, FAQs, resources, training materials, tools, stop smoking programs and/or testimonials.

Remember that communication needs to be consistent, repetitive and positive. You do not want to ask employees to quit smoking, but you do want to provide resources for those who are interested.

Announce the policy several months before the start date with a letter from the owner or chief executive officer. Train managers on how to handle worker or customer concerns, questions and, if they occur, infractions. Educate workers about the reasons for the policy by using resources such as staff emails, website announcements, posters or company newsletters. (See Appendix.)

*Smoking kills more people than AIDS, alcohol, drug abuse, car crashes, murders and fires—combined.*



## Remove Barriers to Success

There are many things to keep in mind to make sure implementation of your tobacco-free policy goes smoothly and results in success.

1. Revise policies/procedures in all areas/departments of your business to ensure a successful transition.
2. Focus on the health and safety of everyone. Remember you are not asking your employees to quit smoking, just to not smoke at work.
3. Provide real and visible opportunities for employee participation in the policy planning and implementation.
4. Have resources available to employees and visitors for managing cravings (such as nicotine lozenges) as well as quitting tobacco use, if they desire.
5. Solicit feedback from smokers (such as one-on-one conversations, focus groups) and use that feedback in communication and policy planning.
6. As you move toward a tobacco-free policy, you will want to work with partners (community/professional) to avoid barriers and gain help for your efforts. Groups to include are:
  - union representatives—if your workers are represented by a union
  - surrounding neighborhoods/businesses
  - state tobacco quit lines
  - colleagues, competitors and other interested parties
  - local and state health departments
  - tobacco-free coalitions
  - news media
  - your health insurance carrier (Make sure you know your employee benefits regarding smoking cessation.)
7. Implement incentives that benefit your employees and patrons.
8. Encourage everyone to act on the vision of a tobacco-free environment.
9. Focus communication and training on the responsibility of *all* employees in policy implementation.

*In April 2004, the CDC issued an advisory that warned people with a heart condition or those predisposed to heart disease to avoid all indoor environments where smoking is allowed. As little as 30 minutes of exposure to secondhand smoke can cause an immediate heart attack.*

## Go Live!

Maximize the potential for success by timing the policy implementation with special days or events such as New Year's Day, World No Tobacco Day on May 31, the Great American Smokeout in November, or an internal event that you might do every year, such as a health fair.

## Ongoing Evaluation After Implementation

After implementation, you will want to continue to monitor processes. Continue to meet with your teams after you implement your new policy. There may be issues that were not foreseeable that need to be addressed. Make sure employees feel heard during the transition.

As issues arise after implementation, your policy may need to be revised to continue supporting your vision.



**Providence Health & Services,** Oregon Region, became **tobacco-free** effective **November 20, 2008**, as part of the American Cancer Society's **Great American Smokeout**.

As a leading health care provider, Providence is committed to providing a tobacco-free environment for our employees, patients and others.

Providence's decision to become tobacco-free was not an easy one. We had to consider the balance between the harmful effects of tobacco use and a deep respect for personal choice and individual freedom.



*The following pages in the Appendix are actual guidelines and documents that we used to implement our policy. We hope that you find them useful in your journey to becoming tobacco-free.*



# Appendix

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## Sample Timeline (Basic)

Here is a quick and easy checklist to follow as you implement your policy.

### **6-12 months from the date you want to go tobacco-free:**

*(You'll need to get leadership approval and a sponsor in this section.)*

- Organize a committee to collect background on the impact to the employees.
- Make presentations on the benefits of and reasons for this change.
- Begin posting "Why Be Tobacco-Free?" posters to help educate employees about the need to be tobacco-free.
- Gather input from the employees.
- Create a communication plan, including key messages and scripting for employees.

### **4-6 months from the date you want to go tobacco-free:**

- Draft a tobacco-free policy
- Communicate with employees about the policy (use email, employee meetings, employee bulletin boards, employee newsletters).
- Make any policy revisions that are needed after employees give their input.

### **3 months from the date you want to go tobacco-free:**

- Print and post the tobacco-free policy, highlighting the implementation date.
- Promote tobacco cessation resources.
- Provide in-service training to management and other key employees.

### **1 month from the date you want to go tobacco-free:**

- Put up prominent tobacco-free signage.

### **On implementation day:**

- Remove all ashtrays or relocate on property boundary line(s).
- Implement and enforce the policy.
- GO TOBACCO-FREE.

### **After you have gone tobacco-free:**

- Follow up with employees and evaluate the success of your tobacco-free policy.
- Continue to promote tobacco cessation resources.
- Be positive with all employees.
- Enforce the policy consistently and vigorously.

# Sample 12-Month Timeline (Detailed)

## Month 1

- Obtain a commitment from administration to a campus-wide 100% tobacco-free policy.
- Obtain a commitment from regional committee/planning members.
- Develop a communication plan and timeline for the coming year.
- Develop a budget.
- Create signage.
- Research cessation benefits and NRTs (nicotine replacement therapies).
- Revise current tobacco policy, adding in "Tobacco-Free Campus."

## Month 2

- Announce the upcoming policy change and tobacco cessation health benefits to current employees.
- Determine any and all costs of initiating a tobacco-free policy, and submit budget requests.
- Determine who needs to be involved and create implementation teams for each facility.

## Month 3

- Evaluate every aspect of where smoking occurs.
- Create a list of buildings/areas to be included in the policy.
- Create or update a smoking cessation website.
- Develop training materials.

## Month 4

- Finalize the written tobacco-free policy, and present it to legal counsel for review, changes and approval.
- Develop an FAQ sheet (or possibly two—one for managers and one for employees).
- Finalize and print training materials.

## Month 5

- Develop procedures for informing employees about the new policy and cessation benefits.
- Develop materials that may be needed for employees and/or customers.
- Develop materials to promote the tobacco-free policy and cessation benefits.
- Develop a communication plan for announcing the policy initiative.

### **Month 6**

- Deliver presentations to all managers.
- Determine compliance measures.

### **Month 7**

- Prepare a letter from administration to go out to all employees, informing them of the new policy.
- Prepare promotional campaign for cessation benefits for smokers (include PR & Marketing).
- Seek input from tobacco users about signage and promotional materials.
- Order signage.

### **Month 8**

- Mail out letters from administration to all employees.
- Include the new policy in employee forums.

### **Month 9**

- Promote tobacco cessation resources.
- Distribute suggestion boxes for suggestions and feedback.

### **Month 10**

- Conduct staff training to prepare management-level staff for the enactment of the new policy.

### **Month 11**

- Repeat promotion of tobacco cessation resources.
- Develop materials to give to tobacco users with ways to help them access resources.
- Begin a countdown to launch date.
- Review/revise the FAQ sheet(s).

### **Month 12, GO LIVE**

- Take down smoking areas. Remove all ashtrays or relocate on property boundary line(s).
- Replace signage.

### **Continued evaluation after implementation**

- Assess progress, issues, problems and how to address them.
- Continue to provide classes and support to employees and visitors.



# Sample Policy 1



## **XYZ Company Tobacco-Free Policy**

The XYZ Company is committed to providing a healthy, comfortable and productive environment for its employees.

XYZ Company recognizes its social responsibility to protect the health of employees and customers by providing tobacco-free environments.

**In order to provide a healthy working environment for staff, XYZ Company is proud to be a tobacco-free campus, effective [Month, Day, Year].**

- Smoking is prohibited on all grounds including XYZ Company-owned, -leased or -rented properties/vehicles.
- This includes all property, including landscaped areas, recreational areas and events held on XYZ property, as well as inside vehicles owned and/or operated by the XYZ Company. Smoking is also prohibited in the interior of all buildings on XYZ property.
- Smoking materials must be extinguished and disposed of prior to entering XYZ Company property or exiting your vehicle. Improper disposal includes, but is not limited to:
  - Littering (such as discarding cigarette butts, throwing cigarette butts out of windows)
  - Anything that creates fire hazards
- This policy applies to all staff, clients, contractors and visitors. The policy is in effect 24 hours a day, seven days a week.
- For the purposes of this policy, smoking is defined as inhaling, exhaling, burning or carrying any lighted tobacco product including, but not limited to, cigarettes (clove, bidis, kreteks), e-cigarettes, cigars, cigarillos, pipes, chewing tobacco and hookah-smoked products.
- The sale of tobacco products or tobacco-related merchandise (including items that display tobacco company logos) is prohibited in and on all property.

- XYZ Company will provide cessation resource information, including the Oregon Department of Health Free Tobacco Quit Line number: 1-800-QUIT-NOW.
- Tobacco treatment programs should be publicized regularly in staff publications and posted in break rooms, human resources and other applicable areas.

### **Implementation and compliance**

- A campus committee shall develop a plan for communicating the policy with staff and visitors.
- This policy shall be included in the staff handbooks, new-employee orientation programs and other documents where appropriate. The business shall provide a comprehensive marketing and signage effort to ensure that all visitors, vendors, guests and other people arriving on any property owned or leased by the institution are aware of the tobacco policy.
- Smoking waste management products, such as ashtrays, shall be removed or relocated on property boundary line(s).
- Violators of the policy shall be issued an oral reminder of the policy. If the offense continues, a second oral warning will be issued. If this warning is ignored, a penalty will be issued. A telephone number and email address will be promoted to report violations.

This policy was adopted by *[entity]* on *[date]*.

# Sample Policy 2



## ENVIRONMENT OF CARE POLICY

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**SUBJECT: TOBACCO-FREE POLICY**

**Policy No. 165.00**

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### **I. OBJECTIVES**

The objectives of the tobacco-free policy are to:

1. Eliminate the use of tobacco, in any form, on property and in vehicles owned or leased by XYZ Company.
2. Establish rules for employees who choose to use tobacco.
3. Establish processes for monitoring compliance of tobacco prohibition.
4. Comply with regulatory mandates prohibiting tobacco use.

### **II. SCOPE**

The tobacco-free policy applies to:

1. Employees, volunteers, patients, visitors, vendors, contractors and independent practitioners.
2. Property and vehicles owned or leased by XYZ Company.
3. All tobacco products.

### **III. POLICY**

As a health care leader, XYZ Company is committed to providing a safe, healthy and clean environment for all persons, and maintaining a positive community image.

1. The use of tobacco, in any form, is prohibited on property and in vehicles owned or leased by XYZ Company.
2. Employees may not use tobacco products while wearing apparel identifying them as an XYZ Company employee when they are on properties that surround XYZ Company, facilities or campuses. This includes: XYZ Company identification badges, scrubs, uniforms, laboratory/medical jackets, logo apparel (such as XYZ Company vests) and surgical caps, booties, hair nets, etc.

3. Tobacco product waste must be disposed of safely in receptacles. Littering and offensive odors (including the smell of tobacco smoke) in the workplace will not be tolerated.
4. Resources for treating tobacco dependence, including education and treatment, are available to all tobacco users.

#### **IV. RESPONSIBILITIES:**

##### A. Managers are responsible for:

- Educating their employees on the tobacco-free policy.
- Educating vendors and contractors on the tobacco-free policy.
- Coaching and disciplining employees who do not comply; failure to comply will result in disciplinary action up to and including discharge.

##### B. Employees are responsible for:

- Participating in tobacco-free policy education.
- Informing anyone they observe not complying with the tobacco-free policy (including other employees, patients, visitors, vendors and contractors) about the policy.
- Complying with the tobacco-free policy; failure to comply will result in disciplinary action up to and including discharge.

#### **V. DEFINITIONS**

- A. *Tobacco*: Tobacco includes all tobacco products, including but not limited to cigarettes, cigars, pipes, all forms of smokeless tobacco products, electronic cigarettes and all other smoking materials.
- B. *Contractors/vendors*: Contractors and vendors are persons employed by companies hired by the XYZ Company to provide services and materials.

#### **VI. MONITORING COMPLIANCE**

- A. Compliance will be monitored through periodic surveillance carried out by security and others designated by the entity.
- B. Compliance data will be collected by the entity Environment of Care/Safety Committee and communicated to entity administrative and quality leaders.

#### **VII. EXCEPTIONS:**

Residents of XYZ Company-owned or -leased housing properties (for example, ElderPlace).



# Sample Marketing Plan

## Signage and Printed Materials for Tobacco-Free Campus

ITEM	DESCRIPTION (message)	LOCATION	QTY	DATE NEEDED
<b>DESIGN STYLE</b>				
Document style template	<b>Handouts</b> posted on intranet	All locations	n/a	Oct 1
Signage design	<b>Building signs</b>	All locations	36	Oct 1
	<b>Door signs</b>	All locations	100	Oct 1
	<b>Garden signs</b>	All locations	50	Oct 1
	<b>Signs on ashtray receptacles</b> <i>XYZ Company is tobacco-free. Please extinguish your cigarettes here.</i>	All locations	200	Oct 1

### PRINTED MATERIALS

Tabletop tents	<b>Eating areas:</b> XYZ Company is tobacco-free as of November 20, 2011. If you need assistance while you are with us, please let us know.	* 6 locations * 28 clinics	80	Oct 1
Banners	<b>Main building entrances:</b> XYZ Company is tobacco-free as of November 20, 2011.	* 6 locations	12	Oct 1
Posters	<b>Information desks:</b> XYZ Company is tobacco-free as of November 20, 2011. If you need assistance while you are with us, please let us know.	* 6 locations * 28 clinics	36	Oct 1
Information cards	<b>For "care kits":</b> Tobacco cessation resources	* 6 locations * 28 clinics * 2 health center campuses	50	Sep 1

# Sample Communications

## DRAFT EMAIL TO MANAGERS

To: All company managers  
Subject: XYZ Company to go tobacco-free  
From: Chief Executive

Dear Managers,

I wanted to let you know about XYZ Company's upcoming initiative to go tobacco-free on its campuses in the Portland Service Area and the Yamhill Service Area. The change takes effect on \_\_\_\_\_ (*date*). Your employees will receive a letter mailed to their home, announcing the new policy. That letter will arrive in the next few days. In the meantime, please feel free to share this email and discuss this topic in person with your teams.

XYZ Company's decision to go tobacco-free—which we are calling the “Tobacco-Free XYZ Company Initiative”—was not made lightly. We know that many of our employees will be very supportive of the initiative, while it will be difficult for others. But ultimately the XYZ Company's senior leadership team made this decision to ensure that our workplaces are healthy and safe for employees, patients and visitors. A task force representing many parts of the organization has been working for several months to plan the communications, develop training tools, make the necessary physical changes in our facilities, and enhance our existing smoking cessation programs so that employees who currently use tobacco can get the support they need. We want to be very respectful and supportive of our employees, visitors, patients and others who will find this new policy a challenge.

Our goal, of course, is to make this transition toward a tobacco-free environment as smooth as possible. We have done considerable research with other businesses—such as ABC Healthcare and Acme Services—that have already gone tobacco-free. I appreciate your leadership and help in getting the word out to your teams, talking with them, and providing support to those who are tobacco users.

Look for additional information in the coming months about training opportunities (such as how to handle a situation when you see an employee, patient or visitor smoking) and ways you can participate in the planning process. Thank you for your leadership and support of this important new initiative that will create a healthier environment for everyone.

Chief Executive,  
(*signature*)

## DRAFT LETTER TO EMPLOYEES

June 26, 2012

Dear XYZ Company Employee:

As a leading business, XYZ Company is committed to promoting active, healthy lifestyles for our patients and employees. We take that as a serious responsibility and are constantly looking for ways to support our employees and patients in creating healthy lives for themselves. That's why we are pleased to announce that XYZ Company will become tobacco-free on \_\_\_\_\_ (date).

In the coming months, you will hear a lot about the Tobacco-Free XYZ Company Initiative, which means tobacco use of any kind will no longer be allowed at XYZ Company facilities in the Portland and Yamhill service areas. A regional team—the Tobacco-Free XYZ Company Task Force—is working to develop a plan that will address issues such as: policy changes; increased tobacco cessation programs to support employees and patients; communication and education for employees and patients; staff training; policy enforcement; and physical changes on campuses (such as new signage and removal of smoking areas). We will encourage all employees—both those who do and don't use tobacco—to participate in this process.

We know that XYZ Company's decision to go tobacco-free will be difficult for those employees, patients and visitors who use tobacco. Please understand that we want to hear your views, incorporate your input and, most importantly, provide support to you. We recognize that quitting tobacco is not easy, and we want to help ease the way for anyone who wants to take that important step.

We ask for your support and understanding as we work to create an environment that is healthy and safe for our employees, patients, visitors and community members. You can find our current smoking cessation resources at *(insert Web page here)*, *(employees' health plans insurance)* or *(additional website info)*.

For more information, please contact *(insert contact info here)*.

Thank you in advance for your understanding and support of XYZ's decision to create a healthy environment for everyone.

Thank you.

Sincerely,

*(Executive Name, Title/Area of Responsibility)*

## DRAFT LETTER TO PHYSICIANS

June 26, 2012

Dear Physician:

XYZ Company is committed to promoting active, healthy lifestyles for our patients, visitors and employees. We take this responsibility seriously. That's why I am pleased to announce that XYZ Company service areas will become tobacco-free on \_\_\_\_\_ *(date)* \_\_\_\_\_.

In the coming months, you will hear about the Tobacco-Free XYZ Company Initiative, which means tobacco use of any kind will no longer be allowed at XYZ Company facilities. A regional team—the Tobacco-Free XYZ Company Task Force—is working to develop a plan that will address issues such as: policy changes; increased tobacco cessation programs to support patients and employees; communication and education for patients, families and employees; staff training; policy enforcement; and physical changes on campuses (such as new signage and removal of smoking areas).

We know that XYZ Company's decision to go tobacco-free will be difficult for patients, visitors and staff who use tobacco. We are committed to help educate your patients and staff about the new policy. During this transition, we want to hear your views, incorporate your input and, most importantly, provide support to your patients. We recognize that quitting tobacco is not easy, and we want to help ease the way for anyone who wants to take that important step.

I ask for your understanding as we work to create an environment that is healthy and safe for our patients, visitors and employees. For more information, please contact XYZ Company Tobacco Cessation Program at [tobaccofree@xyz.org](mailto:tobaccofree@xyz.org). Thank you in advance for your support of this important public health initiative.

Sincerely,

*(Executive Name, Title/Area of Responsibility)*



## DRAFT LETTER TO CONTRACTORS

June 26, 2012

Dear XYZ Company Contractor:

As a leading employer, XYZ Company is committed to promoting active, healthy lifestyles for our patients and employees. We take that as a serious responsibility and are constantly looking for ways to support our employees and patients in creating healthy lives for themselves. That's why we are pleased to announce that XYZ Company's campuses will become tobacco-free on \_\_\_\_\_ (date).

The Tobacco-Free XYZ Company Initiative means tobacco use of any kind will no longer be allowed at XYZ Company facilities. A regional team—the Tobacco-Free XYZ Company Task Force—is working to develop a plan that will address issues such as: policy changes; communication and education for contractors, employees, patients and visitors; policy enforcement; and physical changes on our campuses (such as new signage and removal of smoking areas).

We know that XYZ Company's decision to go tobacco-free will be difficult for those contractors, employees, patients and visitors who use tobacco. Please understand that we are working to hear everyone's views, incorporate their input and, most importantly, provide support. We recognize that quitting tobacco is not easy, and we want to help ease the way for anyone who wants to take that important step.

We ask for your support and understanding as we work to create an environment that is healthy and safe for our contractors, employees, patients, visitors and community members. Thank you in advance for your understanding and support of XYZ Company's decision to create a healthy environment for everyone.

Sincerely,

*(Executive Name, Title/Area of Responsibility)*

# Tobacco-Free Signs



scale is approximate



## Tobacco-Free Signs (continued)



# Tobacco-Free Signs (continued)



scale is approximate





## Tobacco-Free Signs (continued)



# Promotional Materials

## RESOURCE CARD



### Web Resources

- [www.XYZCompany.org/stopsmoking](http://www.XYZCompany.org/stopsmoking)
- [www.smokefree.gov](http://www.smokefree.gov)
- [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)
- [www.lungusa.org](http://www.lungusa.org)
- [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)
- [www.quitline.com](http://www.quitline.com) (Washington)
- [www.oregonquitline.org](http://www.oregonquitline.org)

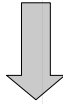


**Clean Air  
for Health Care**  
XYZ Company is tobacco-free

**For a healthy, healing environment,  
XYZ properties are tobacco-free  
indoors and outdoors.**

## BUSINESS CARD

### Card insert for care packs



Quitting tobacco is one of the most important things you can do to protect your present and future health.

For support and programs, contact:

**XYZ Resource Line:**

503-574-6595/800-562-8964

**Oregon/Washington Tobacco Quit Line:**

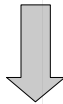
1-800-QUIT NOW (800-784-8669) statewide

**Warning:** Decisions related to use of smoking cessation medications should be made only after discussing the risks and benefits with your health care provider, taking into account your personal medical history, your current medical and medication situation, and your future health risks and concerns.

XYZ Company specifically disclaims any and all guarantees, warranties or liability arising from this product or its use.



### Referral Card



*For a healthy, healing environment, Providence properties are tobacco-free indoors and outdoors.*



To help manage cravings while at XYZ, nicotine lozenges are available at information/front desks or pharmacies.

For support and programs, contact:

**XYZ Resource Line:**

503-574-6595/800-562-8964

**Oregon/Washington Tobacco Quit Line:**

1-800-QUIT NOW (800-784-8669) statewide



#### WEB RESOURCES

- [www.XYZCompany.org/stopsmoking](http://www.XYZCompany.org/stopsmoking)
- [www.smokefree.gov](http://www.smokefree.gov)
- [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)
- [www.lungusa.org](http://www.lungusa.org)
- [www.nicotine-anonymous.org](http://www.nicotine-anonymous.org)
- [www.quitline.com](http://www.quitline.com) (Washington)
- [www.oregonquitline.org](http://www.oregonquitline.org)



**Clean Air  
for Health Care**  
XYZ Company is tobacco-free

**XYZ goes tobacco-free  
November 20, 2008**

As a leading health care provider, XYZ Company is committed to promoting active, healthy lifestyles for our patients, visitors and employees. We take that as a serious responsibility. That's why we are pleased to announce that XYZ's Portland, Yamhill, Gorge and North Coast service areas will become tobacco-free on November 20, 2008, as part of the American Cancer Society's Great American Smokeout.

Help us guarantee *Clean Air for Health Care* at XYZ.


**Contact info:**

**Email:**  
[tobaccofree@XYZCompany.org](mailto:tobaccofree@XYZCompany.org)

**Web:**  
[www.XYZCompany.org/stopsmoking](http://www.XYZCompany.org/stopsmoking)  
(XYZ employees can visit the "Tobacco-Free" intranet site)

**Phone:**  
503-216-8266





**Clean Air  
for Health Care**  
XYZ Company is tobacco-free

**XYZ goes tobacco-free  
November 20, 2008**

As a leading health care provider, XYZ is committed to promoting active, healthy lifestyles for our patients, visitors and employees. We take that as a serious responsibility. That's why we are pleased to announce that XYZ's Portland, Yamhill, Gorge and North Coast service areas will become tobacco-free on November 20, 2008, as part of the American Cancer Society's Great American Smokeout.

Help us guarantee *Clean Air for Health Care* at XYZ.

**Contact info:**

**Email:**  
tobaccofree@XYZ.org

**Web:**  
[www.XYZ.org/stopsmoking](http://www.XYZ.org/stopsmoking)  
(XYZ employees can visit the "Tobacco-Free" intranet site)

**Phone:**  
503-888-8888



### **Tobacco-Free XYZ Company Initiative FREQUENTLY ASKED QUESTIONS**

**Q: When will the new policy go into effect?**

A: The new policy goes into effect \_\_\_\_\_ *(date)* \_\_\_\_\_.

**Q: Who will the policy apply to?**

A: Everyone (employees, patients, visitors, physicians and contractors/vendors) is prohibited from using tobacco or tobacco products anywhere on property owned, leased or occupied by XYZ Company. This includes in XYZ Company-owned or private vehicles.

**Q: What does the policy prohibit?**

A: Use of all tobacco products, including cigarettes, cigars, pipes, clove cigarettes, all forms of smokeless tobacco, and other products made with tobacco.

**Q: Is XYZ Company requiring its employees to quit smoking or chewing tobacco?**

A: No. Becoming a tobacco-free environment does not include asking or requiring individuals to quit using tobacco products. However, XYZ Company has the right to set policies about tobacco use on its premises and create a healthy environment for our employees, patients and visitors.

**Q: I'm a smoker and would like to take this opportunity to quit. What resources are available to me?**

A: XYZ Company wants to do everything possible to support employees who want to quit. If you or someone you know is trying to quit tobacco use, a number of resources are available. For more information, please visit [www.XYZtobaccofree.com](http://www.XYZtobaccofree.com).

**Q: What if I go off campus during my break to smoke?**

A: XYZ Company doesn't want to tell employees what they should or shouldn't do during their personal time. However, please be mindful of the time you spend off campus during your breaks and discuss this with your supervisor if you have concerns. Also, we request that employees be respectful and considerate of our neighbors. Please do not go into surrounding neighborhoods to smoke or use tobacco.



**Q: Will there be any designated smoking areas for employees, patients and visitors?**

A: No. Providing a place to smoke does not support our goal of creating a healthier environment for our patients, families, employees and visitors.

**Q: Is smoking in my car OK since it's personal property?**

A: No. Tobacco use on any XYZ Company property is prohibited. Employees and visitors must refrain from using tobacco until they leave our facilities, including parking areas.

**Q: How will the new policy be enforced?**

A: The new policy will be enforced with courtesy and respect, with an emphasis on education and support. However, employees who continually violate the policy will be subject to disciplinary action, and visitors who continue to violate the policy may be asked to leave the property. While XYZ Company security officers will help enforce the new policy, it's important that all employees help maintain a tobacco-free environment by respectfully educating anyone who is observed smoking on our property.

*Visit the Tobacco-Free XYZ Company website, [www.XYZtobaccofree.com](http://www.XYZtobaccofree.com), for more information.*



# Sample Talking Points



## **Tobacco-Free XYZ Company Initiative** **TALKING POINTS FOR UNION REPRESENTATIVE**

**What:** XYZ Company is implementing a policy in which all XYZ Company-owned, -leased and -occupied property will be tobacco-free.

The policy prohibits the use of all tobacco products, including cigarettes, cigars, pipes, all forms of smokeless tobacco (chew, snuff) and all other smoking material.

**When:** The policy will be permanent and will go into effect \_\_\_\_\_ (*date*).

**Where:** The policy applies to the inside and outside of all XYZ Company properties, including parking lots and parking garages, as well as private vehicles on these properties and XYZ Company-owned vehicles.

**Who:** All persons—employees, patients, visitors, physicians, volunteers, contractors and vendors—are prohibited from using tobacco or tobacco products anywhere on XYZ Company-owned, -leased or -occupied properties. XYZ Company is not requiring these individuals to quit tobacco use.

**Why:** As a leading employer, XYZ Company is committed to ensuring the health, safety and well-being of all its employees, visitors, volunteers, contractors and vendors.

Tobacco use has been shown in medical studies to be a factor in heart disease, cancer, stroke, lung disease, diabetes and premature births, and smoking is the leading preventable cause of illness and death.

XYZ Company joins the growing national trend of banning tobacco on health system and other workforce campuses. Here in Oregon, for example, (list companies) have gone tobacco-free.

**How:** Letters and emails announcing the new tobacco-free policy will be distributed to all employees, and reminders of the policy change will be sent throughout the year until the policy goes into effect.

XYZ Company will remove all shelters and waste receptacles designed for tobacco use from its premises.

Posters, fliers and other promotional material will be distributed at all Portland and Yamhill service area properties announcing the new policy.

Signs indicating that tobacco use is prohibited at XYZ Company properties will be displayed inside and outside all premises, including parking garages and lots.

# Sample Enforcement Scripts

## Approaching Tobacco Users

Remember to be courteous, respectful and nonjudgmental when approaching tobacco users.

1. Inform them of the new policy—XYZ Company no longer permits tobacco use on its property.
2. Offer resources—nicotine lozenge care packs, referral cards (Oregon Tobacco Quit Line phone number, smoking cessation programs), property maps (where available).

### When informing others of the policy—apply HEART.

- Hear** Listen to the tobacco users' concerns.
- Empathize** Show empathy for their concern or issues.
- Apologize** Sincerely apologize for the inconvenience this may be causing them. No need to be defensive.
- Respond** Respond to their needs by pointing out available resources.
- Take Action** Direct them to resources.

*Note: Circumstances may not always allow for full application of HEART.*

## Encounter #1: Outside Emergency Room

- Staff:** Excuse me, Sir/Ma'am, I wanted to let you know that for the health and safety of our patients, visitors and employees, all XYZ Company properties are now tobacco-free. If you wish to continue smoking, please respect our policy and do so off XYZ Company property.
- Visitor:** Why are you making me leave the hospital grounds? My wife is in the emergency room and I need to stay close by in case she needs me. I'm under a lot of pressure and really need a cigarette! *(Hear the concern for wife and feelings of stress.)*
- Staff:** *(Empathize.)* I'm sorry to hear about your wife. I can see you're very concerned about her. What can I do to help? I can offer you a care pack with nicotine lozenges to help with your cravings while you are here.
- Visitor:** Just leave me alone so I can finish my cigarette. You're making this situation even more stressful.
- Staff:** *(Apologize.)* I understand this is a difficult time for you. I would appreciate it if you would consider XYZ Company's desire to provide a healthy environment for everyone. I apologize for the inconvenience this may be causing you. We ask that you respect our policy and not smoke on XYZ Company property. Thank you. *(Walk away.)*

## Encounter #2: Outdoors in Parking Lot

**Staff:** Excuse me, Sir/Ma'am, I wanted to let you know that for the health and safety of our patients, visitors and employees, all XYZ Company properties are now tobacco-free. If you wish to smoke, please respect our policy and do so off XYZ Company property.

**Visitor:** That doesn't make sense. I'm out in the middle of the parking lot and there's nobody around me. How can I be affecting anyone?

*(Hear the "I can't see any harm in what I'm doing" statement.)*

**Staff:** *(Empathize.)* I can see this doesn't make sense to you, especially being out in the middle of a parking lot with nobody around. *(Apologize.)* I'm very sorry for the inconvenience. However, we ask that you respect our policy and not smoke on our property.

**Visitor:** What are you going to do if I continue to smoke here? I have my rights!

**Staff:** Tobacco use is not permitted on XYZ Company property. *(Respond.)* May I offer you a care pack with nicotine lozenges to help with your cravings while you're on our campus?

**Visitor:** Thanks, that would be helpful. I'm going to be here for a while.

**Staff:** *(Take action.)* Follow up and assist the visitor in obtaining a care pack with lozenges from a front desk area.



### Dealing with Resistance or Push-Back

When informing others of the policy, you may encounter resistance or push-back.

**Don't:** Get into an argument.  
Get mad. Doing so only makes things worse.

**Do:** Listen. Show that you understand the feelings behind the push-back.  
Look for a solution that works for everyone.

## Additional Resources

American Lung Association

**[www.lungusa.org](http://www.lungusa.org)**

American Cancer Society

**[www.cancer.org](http://www.cancer.org)**

Centers for Disease Control and Prevention

**[www.cdc.gov](http://www.cdc.gov)**

World No Tobacco Day

**<http://www.who.int/tobacco/wntd/en/>**

Great American Smokeout

**<http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index>**

Providence Health Plans

**[www.providencehealthplan.com/quitsmoking](http://www.providencehealthplan.com/quitsmoking)**

Providence Health & Services

**[www.providence.org](http://www.providence.org)**

Your local state or county tobacco control program