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Seven Steps To Tobacco-Free

Moving to a tobacco-free environment takes planning, time, and incremental implementation. Not every hospital or health system will start their tobacco-free efforts the same way, or in the same place. With input from the Massachusetts Department of Public Health (DPH), MHA developed seven steps hospitals can take to become tobacco-free. These steps are important building blocks for the successful implementation of an organization's tobacco-free policy, as such MHA recognizes hospitals and health systems for accomplishing each of the seven steps and for becoming tobacco-free. Below is a pie chart showing the percentage of hospitals in Massachusetts that have self-reported taking each step and MHA is honored to recognize these hospitals for their achievement.

1.) Established Committee or Workgroup

- Include representation from multiple areas including Senior Management, Administration, facilities, client services, HR, medical staff, communications/community relations, and tobacco users
- Schedule regular meetings to develop an implementation plan with a specific date to be completely tobacco-free. Committee should provide monthly/quarterly reports to senior management along with an internal email/newsletter update
- Complete within the first month of the initiative

2.) Board approved tobacco-free policy with a specific implementation date

- Assess current tobacco/smoking policies and create a tobacco-free policy with clearly defined goals and dates for implementation that will enable the smooth transition
- Review draft policy with legal counsel, union rep, and other key stakeholders
- Present action plan to board for input and approval
- Make necessary changes to policy
- Complete within 2-5 months
- Resources for Tobacco-Free Policy Implementation

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3.) Internal and external communication and countdown

- Develop internal/external communications plan, signage, and collateral
 - Use the MHA Tobacco-Free Communication Tool Kit
- Inform staff of policy and implementation date and timeline
 - o Draft Frequently Asked Questions
 - o Explain reasons for going tobacco-free and the effects on staff
 - Address possible concerns of staff
- Reach out to the community with preliminary policy plans and keep media informed as benchmarks are met
- Complete within 6-8 months

4.) Smoking cessation and support programs for patients, staff, and the community

- Inform staff, patients and community members that the hospital is tobacco-free and tobacco use of any kind will not be permitted anywhere on the campus.
 - Upon admittance, ask patients and/or visitors if they use tobacco products and offer cessation resources and tobacco-abatement products.
- Develop a tobacco cessation program that includes:
 - Information on self-help cessation resources
 - o Pharmaceutical cessation aids to patients and staff
 - o Individual and group counseling services
 - o Reimbursement included in employee benefits
 - Community-based cessation programs
 - QuitWorks Free telephone counseling (1-800-QUITNOW)
- Begin as soon initiative is publicized and complete within 8-10 months of starting
- Visit MHA's <u>Tobacco Cessation Resources</u> page
 - BPHC Briefing: Tobacco-Free Hospital Policies
 - Cessation Benefit Fact Sheet: Boston Public Health Commission
- Systems for identifying, treating and an referring patients for help
 - QuitWorks a provider fax or electronic referral program to the state's quit-line

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5.) Staff trained and support systems created

- Train staff to address the needs of patients and visitors dependent on tobacco products
 - o Policy enforcement tactics and procedures
 - o Referrals to counseling or cessation programs
- Implement programs to aid patients and visitors with cessation
- Establish enforcement policies
- Complete within 10-11 months
- Learn about best practices and overcoming common challenges from your peers! Friday, March 25

The Next Evolution of Smoke-Free Campuses: Managing a Tobacco-Free Environment Conference Center at Waltham Woods

6.) Signage and other collateral

- Walk through the campus and decide where signs will be placed
- Print brochures, table tents, and posters detailing the tobacco-free policy and key changes
 - MHA Tobacco-Free Logo
- Print materials detailing cessation resources available to patients and staff
- Complete within 11-12 months

7.) Implementation, publicity, enforcement, and feedback

- Remove ash receptacles and update signage on campus
- Publically celebrate implementation day with community members and local media
 - o Share and celebrate positive stories of employee success with cessation
- Post enactment:
 - o Talk with staff and patients to gain feedback about the policy
 - o Schedule ongoing meetings to assess the effectiveness of the policy
 - Make necessary changes to policy
- Share <u>Success Stories</u>
 - o Please <u>let us know</u> if you would like to share your hospital's story!