

BREATHE
Free
AT WINCHESTER HOSPITAL

A Guide for
Employees

Breathe Free

Winchester Hospital's Tobacco-Free Campus Initiative

- Committing to a healthy workplace
- Caring for our patients and our community



To Care. To Heal. To Excel.
In service to our community.

Table of Contents

INTRODUCTION P.4

Why a Tobacco-Free Campus?

Why here and why now?

TOBACCO-FREE CAMPUS POLICY P.6

A clear view of the policy details

SUPPORTING A TOBACCO-FREE CAMPUS P.6

Resources for making the change

- For Colleagues and Staff
- For Patients, Visitors and Others

BENEFITS OF THE CHANGE: BREATHE FREE—AND BREATHE IN THE BENEFITS! P.8

SCRIPTED SAMPLES P.9

Walk me through what I might say and do

FREQUENTLY ASKED QUESTIONS P.14

ADDITIONAL QUESTIONS, WHO DO I CONTACT? P.20

TOBACCO-FREE CAMPUS COMMITTEE MEMBERS P.21

PATIENT ACKNOWLEDGEMENT FORM P.22

Introduction

Why a Tobacco-Free Campus?

Consistent with our reputation for providing excellent care for our patients, creating a top-employer work environment for our employees, and advancing the highest standards of corporate citizenship in our communities, Winchester Hospital has committed to becoming a Tobacco-Free Campus. Our tobacco/smoke-free policy becomes effective November 17, 2011, which is the Great American Smoke Out Day.

Smoking is the single most preventable cause of death and disability in the United States. Being exposed to environmental tobacco smoke pollution can threaten the health of nonsmokers. The American Lung Association estimates 3,400 lung cancer deaths per year among nonsmokers who are exposed to second hand smoke. Additionally, smoking and second and third hand smoke can impair the body's ability to heal.

From now until November 17 will be a journey—not just for employees who use tobacco, but for all employees. This will be a team effort, requiring the support of all members of our team. We have carefully listened to the thoughts and concerns voiced in many forums including employee and physician meetings held throughout the spring. This booklet includes many topics including key policy points, the guidance of scripted role-playing exercises and answers to frequently asked questions.

Together, we will Breathe Free.

Why here and why now?

As stewards of our community's health, we joined the Massachusetts Hospital Association (MHA) campaign "Healing Inside and Out – MA Tobacco-Free Hospitals," through which all Massachusetts hospitals were challenged to become tobacco-free. Currently, the MHA estimates that over 50 percent of Massachusetts hospitals have gone tobacco-free.

Inherent in the goal of creating a Tobacco-Free Campus is the commitment to improved health for all individuals in our community. Each day that Winchester Hospital can Breathe Free is a day of improved health for all who work and seek care here. The American Cancer Society reports that within 20 minutes of quitting smoking, an individual begins to reap vital health benefits—from reduced blood pressure and carbon monoxide levels in the blood to reduced chances for lung cancer and coronary heart disease. There is continually-emerging research indicating that patients heal better when they are nonsmokers and not exposed to environmental tobacco smoke pollution.

As leaders in health care, we have a special responsibility to offer a safe and healthy environment for those who receive care, visit or work at a Winchester Hospital facility.

Tobacco use is a serious public health issue. That is why we are committed to Breathe Free—here and now.

Tobacco-Free Campus Policy

A Clear View of Our Tobacco-Free Campus Policy

- Employees, physicians, volunteers, students and vendors cannot use tobacco products at any property owned or leased by Winchester Hospital or in vehicles if on these properties, and cannot smell of smoke. Further, smoking and use of tobacco products is prohibited within a one-mile radius of these locations unless on personal property or invited onto such properties.
- Patients and visitors cannot use tobacco products at any hospital-owned or leased locations or in vehicles on owned properties.
- Supervisors and security staff must approach anyone observed smoking, inform them of our new policy and ask them to extinguish their cigarette; employees are encouraged to do the same. Employees in violation of the tobacco-free policy must be reported to the President's Office and appropriate follow-up action will be taken.

Supporting a Tobacco-Free Campus

Since announcing our tobacco-free initiative several months ago, we have

held numerous meetings with employees and physicians to better understand their thoughts regarding specific policy points and how we can most effectively support employees who smoke, recognizing that these employees will be impacted most significantly. We greatly appreciate the feedback you provided.

As we count down to November 17, Winchester Hospital is supporting all tobacco-users in the best way possible. We are committed to making Winchester Hospital the best place to give and receive care.

Resources for making the change

For Colleagues and Staff

Winchester Hospital recognizes the challenges involved for tobacco-using employees under this new policy. While no one is required to stop using tobacco in order to work here, we hope many will take the opportunity to improve their own health and do so. You may contact Employee Health at (781) 756-2148 or the Community Health Institute at (781) 756-4700 with questions or for more information.

For Patients, Visitors, and Others

Staff should encourage patients, visitors and others to discuss their situation with their personal health care providers. There

are prescription medications available for nicotine replacement therapy, and they may be covered by insurance plans. Also, nicotine gum and lozenges are available at Waterfield's Café.

Benefits of the Change: Breathe Free—and breathe in the benefits!

The American Cancer Society reports the following benefits to your body, beginning as soon as 20 minutes after you quit smoking, making this journey so valuable to you and your loved ones.

20 minutes after quitting

- Your heart rate and blood pressure drop.

12 hours after quitting

- The carbon monoxide level in your blood drops to normal.

2 weeks to 3 months after quitting

- Your circulation improves and your lung function increases.

1 to 9 months after quitting

- Coughing and shortness of breath decrease; cilia (tiny hair-like structures that move mucus out of the lungs) start to regain normal function in the lungs, increasing the ability to handle mucus, clean the lungs, and reduce the risk of infection.

1 year after quitting

- The excess risk of coronary heart disease is half that of a continuing smoker's.

5 years after quitting

- Risk of cancer of the mouth, throat, esophagus, and bladder are cut in half. Cervical cancer risk falls to that of a non-smoker. Stroke risk can fall to that of a non-smoker after 2-5 years.

10 years after quitting

- The risk of dying from lung cancer is about half that of a person who is still smoking. The risk of cancer of the larynx and pancreas decreases.

15 years after quitting

- The risk of coronary heart disease is that of a non-smoker's.

These are just a few of the benefits of quitting smoking for good. Quitting smoking lowers the risk of diabetes, lets blood vessels work better, and helps the heart and lungs. Quitting while you are younger will reduce your health risks more, but quitting at any age can give back years of life that would be lost by continuing to smoke.

Scripted Samples

Walk me through what I might say and do

With any new policy, there will be a period of organizational transition. As representatives of Winchester Hospital, you will be called upon to explain the policy or uphold it.

Outlined below are some scripts which will help you envision what you might say and do in a variety of situations.

These scripted samples are offered merely for your assistance. Your own judgment will, of course, be invaluable on a situational basis. And your own personal style will be most comfortable. Also, these scripted samples clearly will not cover every case that may arise. You may refer questions to your supervisor whenever further guidance is needed. Anytime that a situation becomes uncomfortable or tense, you should contact Security and/or your supervisor.

Here are some recommended approaches for patients, family members/visitors and employees/physicians/volunteers/students/vendors.

Scripting Relating to Patients

If you see a patient smoking...

Excuse me sir/ma'am. You may not be aware that Winchester Hospital is a Tobacco-Free Campus; I need to ask you to please extinguish your cigarette. There is a receptacle located [state location of receptacle*] where you can extinguish your cigarette. I also need to ask you to return to your nursing unit. It is not safe for you to be outside unsupervised.

When a patient is resistant to our tobacco-free policy...

I'm sorry that our Tobacco-Free Campus is an inconvenience for you. However, I do need to ask you to extinguish your cigarette. If you are not willing to comply with our policy, I will need to contact your nurse [if they continue to be resistant then ask for the name of the nurse and call them].

When registering/admitting a patient who is a tobacco user...

I want you to be aware that Winchester Hospital is a tobacco-free campus; your physician may have shared this with you already. This policy went into effect on November 17, 2011. We are asking all patients to sign a Patient Acknowledgement Form that states that you have been informed of this policy and have been offered additional information. See sample Patient Acknowledgement Form at end of booklet.

Scripting Relating to Family Members or Visitors

If you see a family member or visitor smoking...

Excuse me, sir/ma'am. You may not be aware that Winchester Hospital is a Tobacco-Free Campus; I need to ask you to please extinguish your cigarette. There is a receptacle located [state location of receptacle*] where you can extinguish your cigarette. We also ask that, out of respect for our neighbors, you do not smoke on or

near our neighbors' property. In addition, there are nicotine replacement products including gum and lozenges available in Waterfield's Café.

When family members or visitors are resistant to our tobacco-free policy...

I'm sorry that our Tobacco-Free Campus is causing you inconvenience. We do not intend to make this time any more difficult or stressful for you. However, this is a hospital policy and you need to extinguish your cigarette. If you are not willing to comply with our policy I will need to contact Security.

When family members or visitors ask where they can smoke...

I'm sorry but there is no place on our campus where smoking is permitted. We also ask that, out of respect for our neighbors, you do not smoke on or near our neighbors' property. Your only option is to leave the campus.

If someone notes they have been allowed to use tobacco on campus in the past...

You may have been allowed to use tobacco on the hospital's outdoor campus in the past, but that is no longer permissible. As of November 17, Winchester Hospital became a tobacco-free campus. We also ask that, out of respect for our neighbors, you do not smoke on or near our neighbors' property.

Scripting Relating to Employees/ Physicians/Volunteers/Students/ Vendors

If you see an employee/physician/
volunteer/student/vendor violating the
Tobacco-Free Policy...

Excuse me sir/ma'am. I need to ask you
to please extinguish your cigarette; as you
know Winchester Hospital is a Tobacco-
Free Campus. There is a receptacle located
[state location of receptacle*] where you
can extinguish your cigarette. Nicotine gum
and lozenges are available at Waterfield's
Café. *You then need to report the name of the
person and if possible their affiliation (i.e.
employee, vendor, etc.) to the President's Office.*

If an employee/physician/volunteer/
student/vendor is resistant to our
Tobacco-Free Policy...

I'm sorry that our Tobacco-Free Campus
is causing you inconvenience. However,
this is a hospital policy and you need to
extinguish your cigarette. If you are not
willing to comply with our policy I will
need to contact Security. *You then need to
report the name of the person and if possible
their affiliation (i.e. employee, vendor, etc.)
to the President's Office.*

If an employee/physician/volunteer/student/vendor asks if you are going to report them and what will happen...

Yes, I will be reporting this to the President's Office; I am required to do so according to our policy. As you can appreciate, I cannot tell you exactly what will happen, but there will be follow-up with you.

If you notice an employee/physician/volunteer/student/vendor leaving campus to use tobacco on adjacent or nearby property...

Excuse me, sir/ma'am. Winchester Hospital maintains a tobacco-free campus. Out of respect for our neighbors, we request that you do not use tobacco on adjacent or nearby properties. All employees must refrain from using tobacco products within a one mile radius of the campus. *You then need to report the name of the person and if possible their affiliation (i.e. employee, vendor, etc.) to the President's Office.*

*Receptacles are located at the main entrance, emergency entrance, on every floor of the parking garage and at the main entrances of most off-site locations.

Frequently Asked Questions

Why has Winchester Hospital opted to create a tobacco-free environment?

Winchester Hospital is committed to creating a healthy workplace for you and

your colleagues. A Tobacco-Free Campus is also consistent with our mission:

To Care. To Heal. To Excel.

In service to our community.

Smoking and being exposed to environmental tobacco smoke pollution introduce serious personal health risks. We are therefore joining other Massachusetts hospitals in creating a tobacco-free environment of care.

When is the Tobacco-Free Campus effective?

Our tobacco/smoke-free policy becomes effective November 17, 2011, which is the Great American Smoke Out Day.

To whom does the new policy apply?

The new policy applies to employees, physicians, volunteers, students and vendors. It also applies to patients and visitors.

Exactly where does the new policy apply?

Employees, physicians, volunteers, students and vendors cannot use tobacco products at any hospital-owned or leased locations or in cars on those properties, and cannot smell of smoke. In addition, they cannot smoke or use tobacco products within a one-mile radius of these locations.

Patients and visitors cannot use tobacco products on the hospital campus.

Why is there a “radius” around the hospital campus?

We want to be good neighbors and part of that responsibility includes doing everything possible to ensure that no one smokes on or adjacent to our neighbors’ property. It would be unfair for Winchester Hospital to implement a tobacco-free campus only to have employees move to the property of our neighbors to smoke.

Isn’t using tobacco products an individual right?

Using tobacco is a personal right. However, tobacco use on Winchester Hospital property is not permitted. Also, as health care providers, we have a right and obligation to maintain a healthy and safe environment for all who give and seek care here.

What happens if an employee violates the Tobacco-Free Campus Policy?

The hospital is firm in its commitment to a healthy workplace and a healing environment for patients. Violations will be handled in accordance with our standard corrective action policy.

How are we supporting tobacco-users in the Winchester Hospital community?

Winchester Hospital is committed to supporting tobacco-users as we transition to a Tobacco-Free Campus. We are offering numerous support programs—smoking cessation classes, lectures, support groups, and more—plus free services, including

nicotine patches, hypnotherapy, and acupuncture. We have lists of public resources available through organizations such as the American Cancer Society, many of which offer confidential services.

All of these support programs and services have been communicated to employees through e-mails and mailings to their homes. We are publishing Tobacco-Free Campus Awareness cards for public distribution throughout the hospital community.

Did the hospital solicit the opinions of colleagues and patient representatives before launching the Tobacco-Free Campus initiative?

Through extensive use of Employee Forums held at multiple locations plus physician meetings, we sought out and incorporated the advice, opinions, and concerns of our hospital community members.

How have Winchester Hospital constituents been notified of the new policy?

Since early in 2011, Winchester Hospital has made broad efforts to inform our communities of this new initiative. Employees have received several letters from our leadership and information has been provided in WinNotes. Physicians have been updated through committee meetings and we have disseminated information through The Pulse.

Further communications informing staff, patients, and visitors have included flyers, brochures, pamphlets, and awareness cards.

What kind of educational outreach have we planned for patients, visitors, vendors, and others?

The hospital's communication plan began early in the year and will continue throughout the upcoming months. Employees and staff are being prepared to inform patients, visitors, vendors, and others. Awareness cards are being distributed throughout the hospital system. Patients have been informed through their physician offices and will also be informed through the admission process. (A copy of the Patient Acknowledgement Form is included in this booklet for your reference.)

Do many hospitals have tobacco-free initiatives?

The commitment to providing a tobacco-free environment of care is widespread. In Massachusetts, it is now estimated that over 50 percent of hospitals, including all hospitals located in our area, have joined the initiative.

How will the hospital encourage and enforce a Tobacco-Free Campus?

Winchester Hospital will encourage a positive and supportive approach to establishing a Tobacco-Free Campus.

Employees have been well informed regarding support options and we will continue to inform all visitors through the use of Tobacco-Free Campus Awareness cards. Additionally, consistent with our PROMISE standards, employees are expected to take an active role in supporting a tobacco-free campus by approaching anyone smoking on the hospital campus and asking that they extinguish their cigarette. As indicated previously, anytime that a situation becomes uncomfortable or tense, you should contact Security/your supervisor.

I work at an off-site facility where no security is present. How do I handle someone who will not comply with the policy?

The safety and well-being of our employees is a top priority for Winchester Hospital. If someone refuses to comply with our policy you should seek support from your supervisor or manager. The incident should be reported to the President's Office.

Can an employee lose his/her job for using tobacco products on the Winchester Hospital campus?

The repercussions of using tobacco products on the Winchester Hospital campus after November 17, 2011 will follow existing guidelines for employee discipline.

How do health care providers support patients and their families accustomed to using tobacco products?

Providers should acknowledge the potential difficulties for patients and their families/visitors who are tobacco-users. We can support compliance by sharing information on the policy and resources published in the brochures, which will be readily available. Above all, we should use empathy in these interactions, remembering the added stress the policy may impose at a difficult time.

Additional Questions, Who Do I Contact?

Please feel free to contact Employee Health at (781) 756-2148 if you have further questions, need clarification or encounter unique circumstances requiring guidance.

Tobacco-Free Campus Committee Members

Sean Ahern

Sharlene Alspaugh

John Bella

Deb Coen-Coder

Jennifer Donnelly

Lianne Green

Toni-Lynn Hansen

Anne Lang

John Looney

Karen MacKenzie

Julie Martineau

Tom Mulvaney, MD

Yu-Chi O'Rourke

Sue Powers

Chrissie Quill

Lauren Reardon

Robby Robertson

Paula Rose

Bill Smith

Patient Acknowledgement Form Sample

Acknowledgement of Tobacco-Free Environment

I acknowledge that I have been informed of Winchester Hospital's Tobacco-Free Campus Policy—the Hospital's commitment to a healthy environment for patients, visitors, employees, and community members.

I understand that the use of tobacco products at any Winchester Hospital property (including vehicles on such property) is prohibited. Also, I understand that the policy applies to persons visiting or accompanying patients at the Hospital and any other sites. Out of respect for our neighbors we also ask that no one smokes near our neighbor's property.

I am aware that Winchester Hospital will provide patients using tobacco products with nicotine replacement products, if allowed by their physician, and that they may discuss other smoking cessation options, such as smoking cessation services and prescription drugs, with their physician and nurse.

Patients cannot leave the nursing unit or area where they are receiving treatment in order to use tobacco products. If they

do choose to leave, it may be considered leaving against the medical advice of Hospital caregivers.

Additional information about this policy and a list of support resources available have been offered to me. I understand my personal responsibility in maintaining a tobacco-free campus and sites for the general benefit of all patients, visitors, employees, and community members.

Patient/Patient Representative
Printed Name

Patient/Patient Representative
Signature

Date: _____

Witness Printed Name

Witness Signature

Date: _____



41 Highland Avenue
Winchester, MA 01890
(781) 729-9000
www.winchesterhospital.org