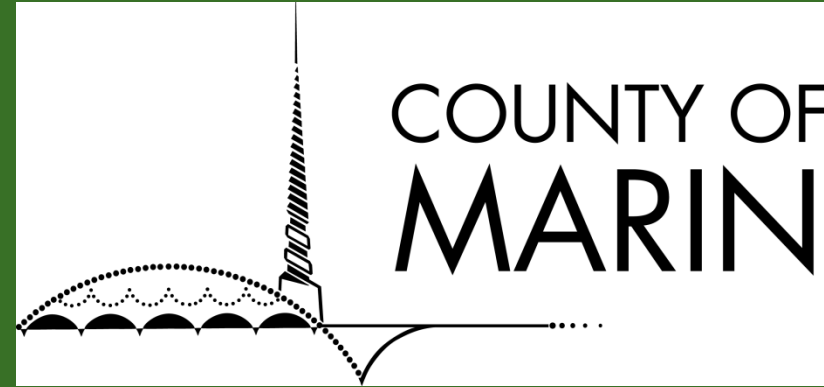


# Motivating Busy Hospitals to Implement 100% Tobacco-Free Campus Policies



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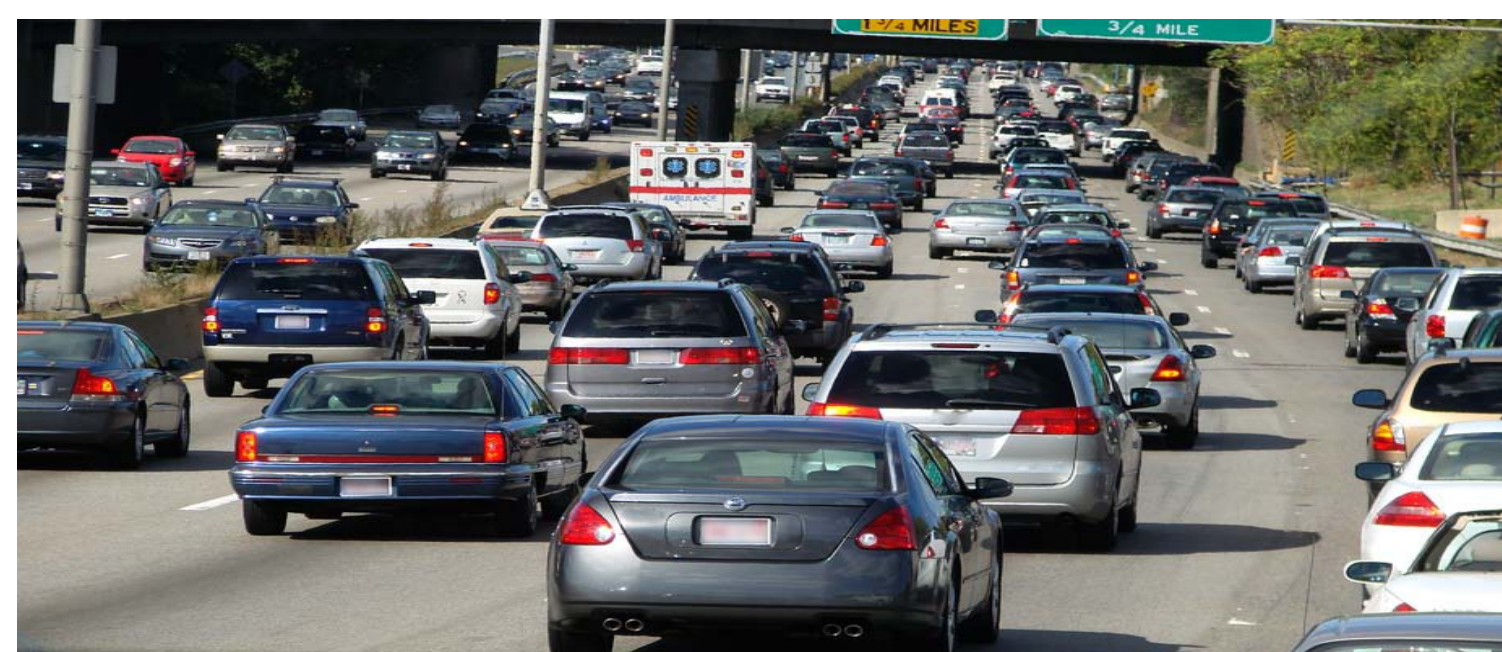


## OBJECTIVE:

Identify 7 proven strategies to motivate crisis-oriented acute care hospitals to take time to implement tobacco-free campus policies and improve cessation services to smokers.

## CHALLENGE:

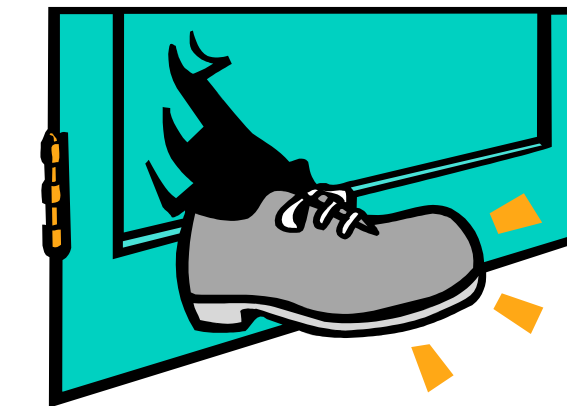
Trying to help a hospital improve treatment for smokers and establishing a 100% tobacco-free campus policy is like merging into a traffic jam!



## 7 Strategies from Case Study

### Strategy 1: Getting Your Foot in the Door

Find an "inside advocate" if initial inquiries to the administration don't work. Always cultivate more than one advocate. Contact Chief Nursing Officers, Wellness Coordinators, or even the Facilities Manager-whoever will meet with you!



### Strategy 2: Explain the Benefits

Remind them that tobacco-free policies are consistent with the hospital's health care and community missions. Come in with an offer to help the hospital, i.e. assisting with referral to smoking cessation program, or offer to provide technical assistance to help the hospital adopt a 100% tobacco-free hospital campus policy.

### Strategy 3: Establish Tobacco-Free Policy Implementation Committee with both Hospital and Community Groups

**Hospital Staff:** Chief Medical and Nursing Officers, Human Resources, Wellness Directors, Facilities Manager, Pharmacy, Communications, Behavioral Health, Safety & Security, JC Compliance Officers, Hospital Staff Training Coordinators and others.

**Community groups:** to serve on Hospital Implementation Committee: local tobacco control program, ACS, ALA, AHA, local University School of Medicine or Nursing interns), local tobacco control or health coalition members. These can help overcome procrastination/ keep stalled policies moving forward, including pressure on hospital administration as a last resort.

### Strategy 4: Listen carefully to hospital challenges and reasons for resistance...



- 1. Lack of time issue:** most hospitals perceive that they do not have **the time** to implement tobacco-free campus policies or improve treatment for smokers beyond the minimum effort.
- 2. Lack of political will** among key decision makers if they are **distracted by budgets issues, law suits or internal politics.**
- 3. Misperceptions about Behavioral Health:** belief that Substance Abuse and Mental Health patients can't quit smoking and so they can't effectively implement a 100% tobacco-free hospital campus policy.
- 4. Illusion Factor:** hospital administration may mistakenly believe that their outdated smoke-free policy or treatment for smoking patients is far more progressive than it really is!

### Strategy 5: Make Everything Easy!

Provide technical assistance, training and support, develop draft policies and communications, describe evidence-based practices, mention updates from state-wide or national perspectives.

Provide linkages and referrals to community-based cessation programs, web cessation programs and smokers' help lines for hospital discharge staff to prevent early re-hospitalization due to tobacco related diseases.



### Strategy 6: Provide Trainings for Hospitals

1. Training and scripts for Environmental/Facilities/Security/Safety Officers to help enforce 100% tobacco-free policies.
2. Brief Intervention (5 A's) Trainings at Hospital Safety Fairs or other staff trainings.
3. PPT presentations for hospital-based continuing education programs. Include Respiratory Therapists and Behavioral Health staff.

### Strategy 7: Signage at every entrance and in parking lots increases compliance rates!



## CONCLUSIONS & SUMMARY

- 1. Hospital Teachable Moment:** Use the opportunity of a new tobacco-free policy to help improve treatment for smokers.
- 2. Show how policies are cost-effective** since insurance providers don't reimburse for early re-hospitalizations.
- 3. Don't reinvent what has been done:** use existing resources (see handouts) to make every step easy for each department.
- 4. Diplomatic persistence and relentless follow up:** In one hospital we had to start with the cafeteria cashier who knew everyone and led us to the right people through back doors. Another busy hospital took over a decade to go with a 100% tobacco-free campus and new smoking cessation program. **Never give up!**

## CASE STUDY RESULTS

In this case study, using these 7 strategies, community based health organizations were successful in motivating 3 hospitals to adopt tobacco-free campuses, improve their tobacco treatment programs, while developing lasting partnerships between hospitals and community groups.



## CONTACT/RESOURCES

Customize templates for hospital departments to make implementation and enforcement easy- National Smoking Cessation Leadership Center at UCSF School of Medicine "Destination Tobacco-free: A Practical Tool for Hospitals:

- <http://smokingcessationleadership.ucsf.edu/HospitalSF.htm>
- Partnership for Prevention: Implementing Joint Commission Tobacco Treatment Measures in Hospitals: <http://www.prevent.org/data/files/resourcedocs/hpg.%20full.%20final.%2010-31-11.pdf>

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