

Tobacco Free Initiative at SMDC

Presented at SHIP 8/3/10

Mike McAvoy, VP of Operations



Learning Objectives

Attendees will be able to state:

- Tobacco free implementation processes used at SMDC
- Lessons learned from the initiative
- Ongoing issues / refinements still needed

SMDC's Tobacco Free Policy

Effective 7/1/2007

(A two page policy)

“The sale or use of tobacco products (cigarettes, cigars, smokeless tobacco, snuff, pipes etc.) is prohibited in, or on, all SMDC owned or leased buildings, grounds, parking lots, ramps, vehicles, and plazas.”

(With one, and only one, exception)

Implementation Process

- Board of Directors' resolution in May, 2006 to develop and implement an organizational wide Tobacco Free Policy
 - SMDC is a community leader
 - Others are watching us
 - We must role model health and wellness
 - A majority of our employees and patients will embrace this

Implementation Process

- Partnered with St. Luke's Hospital + ALA + ACS
- Created a Steering Committee and Teams
 - Organizational Learning Team
 - HR / Labor Relations Team
 - Facilities / Security Team
 - Communications Team
 - Cessation Support Team

29 employee volunteers, with diversity of title, gender, age, and smoking habits

Implementation Process

- *Communication-Communication-Communication*
 - Done early, often and everywhere
 - Contacted local media at kickoff
 - Placed increasingly frequent articles in employee newsletters over last six months
 - Informed medical staff: New policy also prohibits them from writing “OK to Smoke” orders for requesting patients
 - Placed article in physician newsletter
 - Held 28+ staff meetings and employee forum presentations
 - Added Tobacco Free Organization info on SMDC web site (for employee applicants) and Employee Handbook

Implementation Process

- Informed patients during appointment and reminder calls
- Included info with patient admission sheets
- Created order sets for NRT products
- Provided “Cessation Packets” for inpatients during roll out period
- Sent tobacco free awareness statements in monthly billing statements
- Created table tent cards for public spaces / cafeterias
- Provided courtesy cards to inform visitors
- Gave updates to the Board of Directors

Implementation Process

- Contacted other health systems who had gone before us
- Removed designated smoking areas, butt huts, ash trays at entry doorways
- Re-worded existing no smoking signage
- Placed temporary A-frame signs at parking ramps and doorways
- Added verbiage to existing pylon signs
- Waived co-pays for employees' NRT products
- Wrote grant proposal to fund NRT products for inpatient units for first 30 days (declined)

Duluth City Ordinance

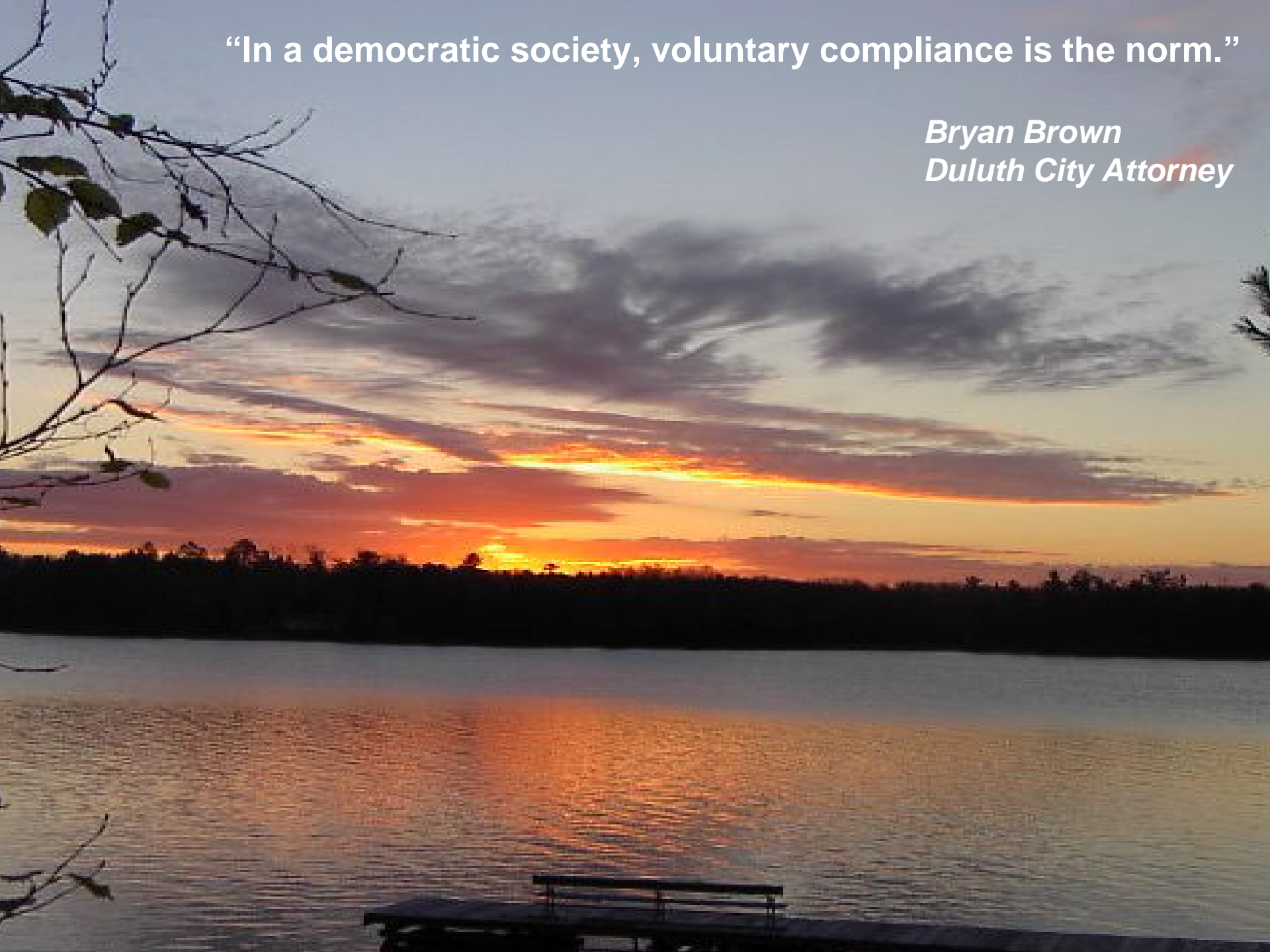
Duluth City Ordinance passed

- “No person shall smoke in any public place within 100 feet of the nearest property line of a medical facility.”

*Duluth City Code, 1959
as amended Sec. 28-72*

“In a democratic society, voluntary compliance is the norm.”

***Bryan Brown
Duluth City Attorney***



Lessons Learned

- Obtain senior leadership endorsement, on going support and role modeling behaviors.
- Establish a long lead time prior to “Go Live.”
- Conduct lots of communication.
- Involve all stakeholders on work groups.
- Involve neighbors and others affected by your change.
- Consider making “Go Live” day a non-media event.
- Create a budget for production expenses.
- Consider gathering pre/post objective data

Ongoing Issues

What's Not Going Well

- Some employees “cross the street” to smoke (image, scrubs, litter, odor, neighbor complaints, street crossing dangers etc.)
- Sympathetic neighboring businesses welcome smokers onto their property.
- Managers are inconsistent in holding employees accountable for smoke odors.
- Many employees do not approach smoking visitors to inform them of our tobacco free policy.

McAvoy's

Tobacco Free Workplace Utopia!

- Refine the policy to prohibit employees from using tobacco products during “scheduled work time.” This would include breaks and lunch periods.
- Get to a point of having an informed public that would never think of smoking around a health complex.
- Hire only non-tobacco using employees.
(Verified with pre-employment and random blood work for nicotine presence.)

A lit cigarette is shown at the bottom left, with a thick plume of white smoke rising from it. The smoke forms a large, abstract, swirling shape that resembles a question mark. The background is a solid, deep blue color.

Questions and Comments?

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