

Moving Beyond Smoke-Free Buildings: The Establishment of a Smoke-Free Campus Environment

***Suzanne Smith, RRT, MBA, TAS,
Endocrinology, Bariatrics & Lifestyle Programs***

***Alice Dalla Palu, MPA, CTTS-M, CAC,
Coalition for a Smoke-Free Valley***

MaryKay Grim, BS, Human Resources

Donald Hougendobler, BS, Environmental Health & Safety



***Lehigh Valley Hospital and Health Network
Allentown, PA***

Resources

- We would like to thank:
 - University of Michigan
CD ROM
 - MaineHealth
Health Care Organization Guide
 - Saint Mary's Mercy Medical Center
Employee Tool Kit

Smoke-Free Environment Committee

- Senior Vice President of Human Resources
- Behavioral Health/Psychiatry
- Coalition for a Smoke-Free Valley
- Employee Health Services
- Food and Nutrition
- Health Network Labs
- Hematology/Oncology
- Information Services
- Lehigh Valley Physician Group Administration
- Marketing and Affairs Public
- Organizational Development
- Pharmacy
- Patient Representative
- Respiratory Care
- Safety
- Security
- Tobacco Treatment Program
- Volunteers
- Employees who smoke

Background

- **Lehigh Valley Hospital and Health Network (LVHHN)**
 - **Non-profit, tertiary care facility**
 - **Region's largest employer with more than 9,000 employees**
 - **27 employee sites including**
 - **Two suburban and**
 - **One urban hospital campus**



Background



- *While LVHHN had a building smoking ban in place throughout the past decade ...*
- *Senior management sought to strengthen its smoke-free efforts by instituting a tobacco-free campus policy on January 1, 2007*

Key elements

- ***Strong support from the CEO and senior management team***



- ***Adequate lead-time for employee and community awareness of the new policy prior to implementation***

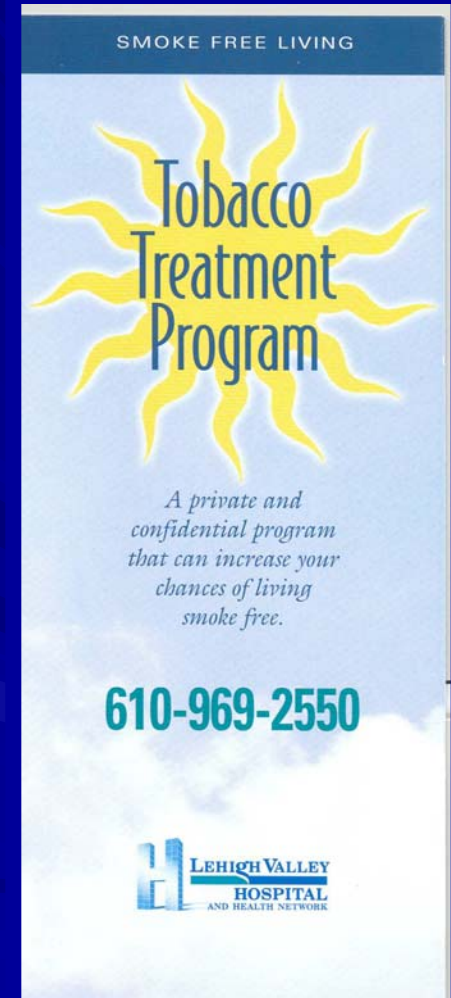
Key Elements

Toolkits for managers and staff to assist in dealing with implementation challenges



Key elements

- ***LVHVN's health insurance broadened benefit coverage***
 - ***Free counseling***
 - ***Free "OTC" and prescription pharmaceuticals***
 - ***Benefits covered employees, spouses, significant others and their dependents***
 - ***Cessation services provided on-site through the Tobacco Treatment Program***



SMOKE FREE LIVING

Tobacco Treatment Program

A private and confidential program that can increase your chances of living smoke free.

610-969-2550

LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK

The advertisement features a blue header with the text 'SMOKE FREE LIVING'. Below this is a large yellow sunburst graphic containing the title 'Tobacco Treatment Program'. Underneath the sunburst is a quote: 'A private and confidential program that can increase your chances of living smoke free.' The phone number '610-969-2550' is displayed in a bold, teal font. At the bottom is the logo for Lehigh Valley Hospital and Health Network, which includes a stylized 'H' icon and the text 'LEHIGH VALLEY HOSPITAL AND HEALTH NETWORK'.

Methods

- ***Smoke-Free Work Environment Committee directed the smoke-free campus effort***
- ***Four subcommittees established to develop protocols, action timelines, and ancillary educational materials***



Methods

■ Scripting and Accountability Committee

Smoke-Free for a Healthy You!

¡Libres de humo para brindarle salud!



**Lehigh Valley Hospital and Health Network
Goes Entirely Smoke-Free
prohíbe totalmente el cigarrillo**

**January 2007
Enero de 2007**



Smoke-Free for a Healthy You!

¡Libres de humo para brindarle salud!



Lehigh Valley Hospital and Health Network

**Goes Entirely Smoke-Free
prohíbe totalmente el cigarrillo**

**January 2007
Enero de 2007**

¡Libres de humo para brindarle salud!

A partir del 1ro. de enero de 2007, el Lehigh Valley Hospital and Health Network (LVHNN) prohibirá fumar tanto en el interior como el exterior de sus dependencias.

Esto significa que no se permite fumar en ningún lugar que pertenezca a LVHNN, incluso en los estacionamientos.

Como líderes en el cuidado de la salud, estamos dedicados a la creación de un ambiente más saludable para todas las personas que trabajan, reciben atención o visitan a un familiar o amigo en el hospital. Si le interesa dejar de fumar, llame al 610-402-CARE para obtener más información.

Smoke-Free for a Healthy You!

Lehigh Valley Hospital and Health Network (LVHNN) is going entirely smoke-free inside and outside all campus facilities on Jan. 1, 2007.

This means smoking is not permitted anywhere on LVHNN property including parking lots.

As a health care leader, we are committed to creating a healthier environment for anyone who works here, receives care or visits a friend or family member. If you would like to quit call 610-402-CARE for more information.



610-402-CARE • www.lvh.org

610-402-CARE • www.lvh.org

Methods

- ***The Patient/Visitor Policy Committee***
- ***Employee Policy Committee***



Smoke-Free for a Healthy You

Visitors

If you would like help to quit, cessation assistance is offered through the Tobacco Treatment Program. A program brochure is available or you can contact the program directly at 610-969-2550.

For other promotional activities and information related to cessation, you may contact Healthy You at 610-402-CARE, or log onto www.lvh.org or www.smokefreevalley.org.



Smoke-Free for a Healthy You

You may not be aware that Lehigh Valley Hospital and Health Network (LVHNN) is a totally smoke-free environment as of Jan. 1, 2007. In response to increasing evidence of the health and safety risks associated with tobacco use and exposure to secondhand smoke, smoking and all tobacco use is not permitted anywhere on LVHNN property, including parking lots.

If you or a family member use tobacco and want to quit, we will support you in those efforts. We are pleased to provide the following options;

Patients

You will be asked if you would like assistance with cessation during the pre-admission or admission interview. A tobacco cessation consult will be ordered if desired.

Educational materials will be provided during your admission.

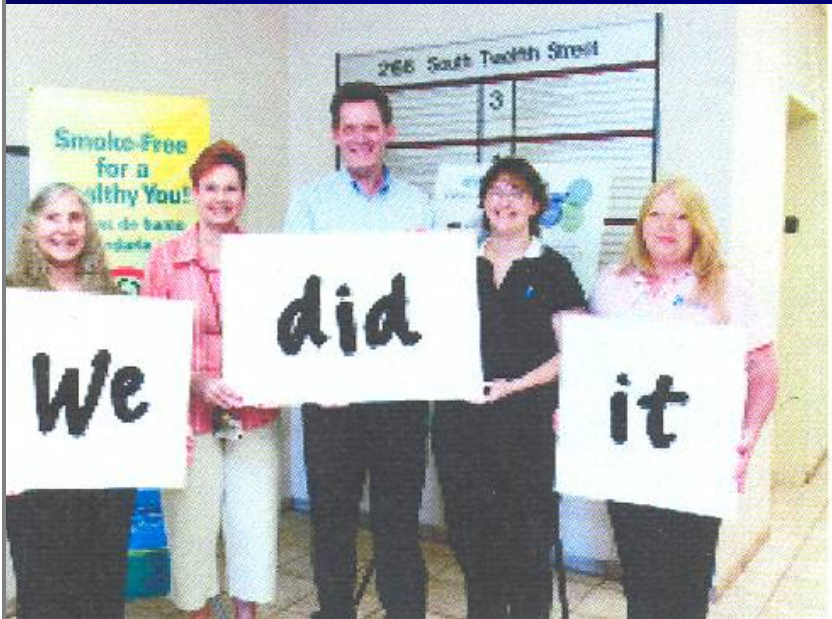


Key Learnings

- ***Communication about change is critical to employee, patient and visitor compliance***
 - ***Top down support, CEO Letters***
 - ***Quarterly Department Head meetings***
 - ***featuring fun skits -- teaching scenarios dealing with smokers in non-designated areas***
 - ***Monthly employee intranet e-mail updates***
 - ***Employee Web Site***
 - ***Cessation education for physicians and staff***

Key Learnings

- *Interim policy reducing number of outside smoking areas for employees, visitors/outpatients*
- *On-going benefit coverage for counseling and meds*



- *Focusing change strategies on major locations*

PRIDE PEOPLE
IN OUR

Challenges

- ***Communication!
Communication!
Communication!***
- ***Institute measures to ensure compliance***
- ***Ongoing support for those who continue to smoke***

Why you should quit smoking

- Improve your health and your family's health
- Save money
- Your clothes will smell better
- Breathing is easier

If you have a craving, try one of the following:

- Exercise
- Contact a support person
- Chew gum
- Eat a healthy snack
- Review the reasons you want to quit
- Listen to music
- Take a warm shower or bath

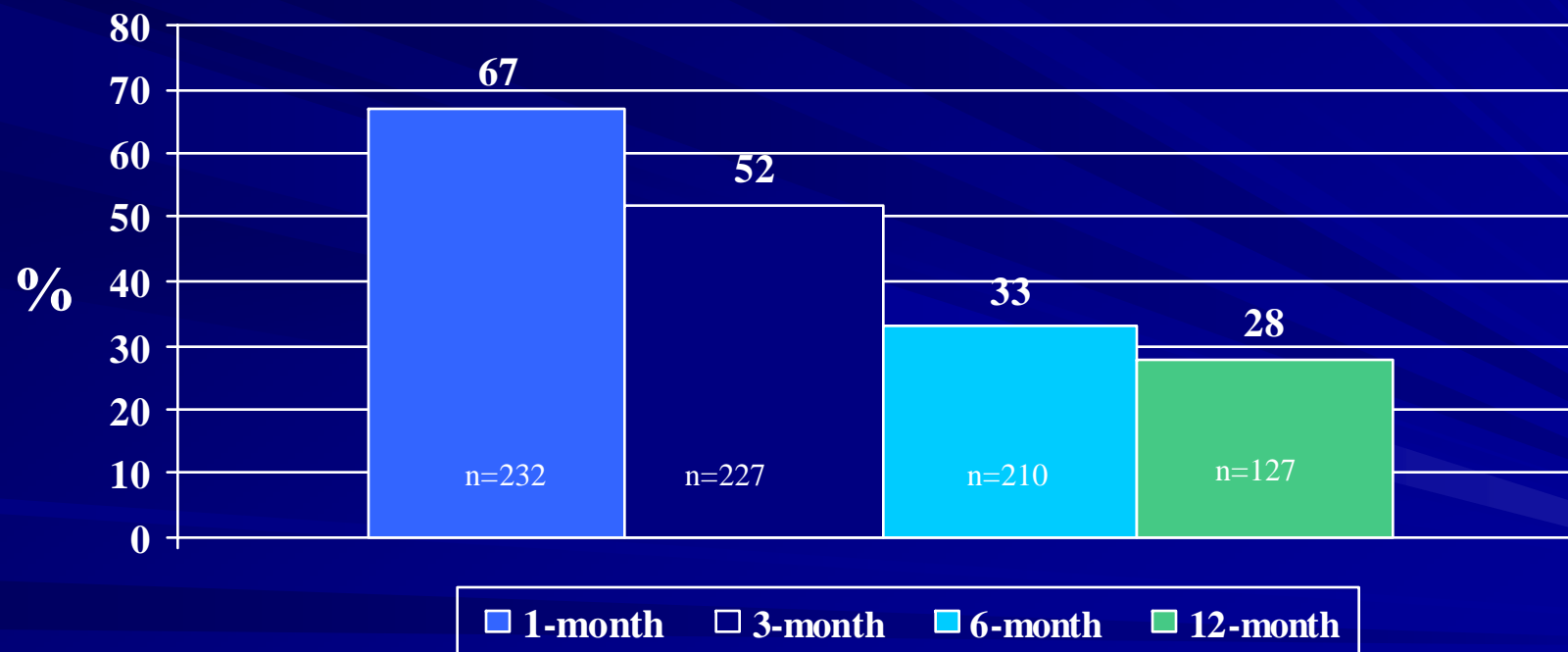


Results

- ***Behavioral Health goes smoke-free August 2006***
 - ***No hassles! No regrets!***
- ***Seamless transition***
- ***Snowball effect***
 - ***All 4 area hospitals now smoke-free***
- ***Employee enrollment in TTP doubled***
 - ***249 individuals and counting***

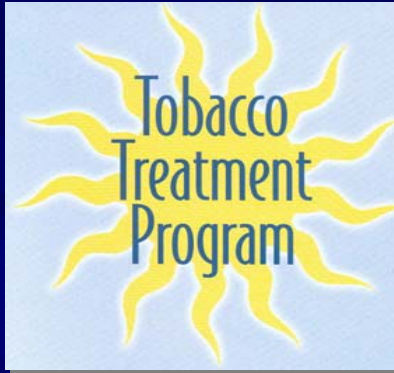


Tobacco Treatment Program Successful Quit Attempts Employees Enrolled January 1, 2006 through June 30, 2007



Quit Attempt Rate: % Based on
Number of Clients Eligible to Quit
During a Specific Time Period

Questions



- ***Suzanne L. Smith, RRT-NPS, MBA, TAS
Division of Endocrinology, Bariatrics
and Lifestyle Programs, Tobacco
Treatment Program
Suzanne.Smith@lvh.com***



- ***Alice J. Dalla Palu, MPA, CTTS-M, CAC
Coalition for a Smoke-Free Valley,
Alice.DallaPalu@lvh.com***

