

## Denver Health Tobacco Free Hospital Campus Policy Implementation Timeline

6.5 Months to Implementation – May 2008	
<b>Executive Staff</b>	<ul style="list-style-type: none"> <li>• Dr. Gabow announces initiative at Day of Celebration, May 14th</li> <li>• Dr. Gabow to invite employees to participate on Implementation committee</li> </ul>
<b>Implementation Committee (General Cmte)</b>	<ul style="list-style-type: none"> <li>• Establish a clear channel of communication between Implementation Cmte and CEO/Exec Staff</li> <li>• First meeting of all the sub-committees, May 23<sup>rd</sup></li> </ul>
<b>HR</b>	<ul style="list-style-type: none"> <li>• Plan for two employee focus groups which will include employees who are current smokers, non-smokers and previous smokers</li> <li>• Encourage employees who have quit to volunteer as peer mentors</li> <li>• Develop Scripting sheet with Tobacco Edu</li> </ul>
<b>PR/Marketing</b>	<ul style="list-style-type: none"> <li>• Create internal promotion around the theme of:  <div style="padding-left: 20px;">“No butts about it . . .tobacco free is the way to be!”</div> </li> <li>• Day of Celebration table and sign with Wellness Cmte/Health Promotion</li> <li>• Daily countdown on the Pulse</li> <li>• Devote one Patty Gabow Frontlines column to the announcement</li> <li>• Develop FAQ sheet w/ Tobacco Edu to put on the Pulse</li> <li>• Collaborate w/ Medical/Nursing to develop materials for in-take personnel to use when admitting patients to inform them of the tobacco policy and the cessation resources available, include pt appts; would also include criteria for discharge – want to leave hospital property to smoke. See compliance checklist; develop and implement procedure for informing all patients coming to the hospital about the upcoming new policy change (and any cessation benefits available)</li> <li>• Develop cessation materials and/or order free QuitLine/QuitNet materials (posters, magnets, brochures, etc) at <a href="http://www.steppitems.com">www.steppitems.com</a></li> <li>• Continue joint media campaign discussions/planning with SAC and HealthONE</li> </ul>
<b>Facilities Mgmt &amp; Security</b>	<ul style="list-style-type: none"> <li>• Begin assessment of signage needs internal and external</li> <li>• Determine steps to remove the smoking hut</li> <li>• Include signage in pharmacy</li> <li>• Determine security needs/issues</li> <li>• <i>Mario &amp; Johnn</i></li> </ul>
<b>Medical/Nursing &amp; Outpatient Mental Health</b>	<ul style="list-style-type: none"> <li>• Determine best ways to educate staff about policy change</li> <li>• Collaborate with PR to develop materials for in-take personnel to use when admitting patients to inform them of the tobacco policy and the cessation resources available, include pt appts; would also include criteria for discharge – want to leave hospital property to smoke. See compliance checklist</li> <li>• Set policy for having standing orders for NRT's for patients entering hospital, clinics and ED</li> </ul>

Pharmacy	<ul style="list-style-type: none"> <li>Determine pharmacy supplies related to initiative; coverage for NRT: none, low cost, covered and for how many rounds; Chantix</li> </ul>
DHMP/Benefits	<ul style="list-style-type: none"> <li>If necessary, determine current cost of tobacco use by employees and patients</li> <li>Examine current tobacco cessation medical insurance benefits; assess strengthening benefits to include counseling and pharmaceutical; do we want to extend to spouses/other family members that smoke at home (other hospitals have done this)</li> <li>DHMP determine if cessation incentives should be given; When and where – gift shop?</li> <li>Collaborate with Worksite Wellness regarding cessation activities</li> </ul>
Legal	<ul style="list-style-type: none"> <li>Begin draft of new policy (or revise existing policy); see other hospital policies at <a href="http://www.dath.org/hospitals">www.dath.org/hospitals</a></li> <li>Review leases and contracts- change language in existing agreements?</li> </ul>
Worksite Wellness/Cessation	<ul style="list-style-type: none"> <li>First mtg May 12<sup>th</sup>. Explore wellness activities: yoga, physical activity, nutrition, Fitness Center</li> <li>5/14 ay of Celebration table and sign with PR</li> <li>Determine cessation activities with Respiratory; Begin assessment of integrating WW into cessation assistance for employees who want to quit smoking; Establish an in-house and individual counseling program and refer people to the CO QuitLine</li> <li>Contact community members for support and materials, American Lung, American Heart, Am Cancer, Fit for Colorado, Employees and family,</li> <li>Determine stress reduction activities: investigate cost for stress kits/quit kits/care kits, coping with stress</li> <li>Collaborate with pharmacy and PR and HR sub-committees</li> </ul>
Tobacco Edu	<ul style="list-style-type: none"> <li>Develop FAQ sheet w/ PR &amp; HR</li> <li>Develop scripting w/PR &amp; HR</li> <li>Set-up trainings for hospital staff/depts., the 5 A's, fax referral form, and referral to the CO Quitline</li> <li></li> </ul>

### 5.5 Months to Implementation – June 2008

<b>Executive Staff Leadership Forum</b>	Hold joint press conference with SAC and HealthONE
<b>Implementation Committee (General Cmte)</b>	<ul style="list-style-type: none"> <li>Continue clear channel of communication between Implementation Cmte and CEO/Exec Staff</li> <li>Meet frequently/regularly with all the sub-committees to share updates and problem-solve</li> </ul>
HR	<ul style="list-style-type: none"> <li>Change job applications and interview process to include information on new policy for new and prospective employees</li> <li>With Legal, plan disciplinary action needed for violation (in policy)</li> </ul>
PR/Marketing	<ul style="list-style-type: none"> <li>Regular Frontlines and Pulse reminders</li> <li>Daily countdown on the Pulse</li> </ul>
Facilities Mgmt & Security	<ul style="list-style-type: none"> <li>Secure purchase of signage for all entrances and drives onto hospital property. Have temporary signage announcing new policy and implementation date. Have internal signs at all waiting areas (admitting, ER, surgery, outpatient testing, etc.), as well as cafeteria, and coffee shop.</li> </ul>

Medical/Nursing & Outpatient Mental Health DHMP/Benefits	<ul style="list-style-type: none"> <li>• Continue staff training by Tobacco Edu program</li> <li>• Determine tobacco cessation incentives – free patches, contests, etc.</li> </ul>
Legal	<ul style="list-style-type: none"> <li>• Develop tobacco-free Policy and Procedure – include fragrance references, smoking in your own car, smoke breaks</li> <li>• With HR, plan disciplinary action needed for violation</li> <li>• Integrate Good Neighbor language into the policy or create new, separate Good Neighbor policy– especially regarding Marriott parking lot – see Rockford Health System Smoke Free Policy</li> </ul>
Worksite Wellness/Cessation	
Tobacco Edu	<ul style="list-style-type: none"> <li>• Conduct trainings for hospital staff/depts., the 5 A's, fax referral form, and referral to the CO Quitline</li> </ul>

**4.5 Months to Implementation – July 2008**

<b>Executive Staff</b>	
<b>Implementation Committee (General Cmte)</b>	<ul style="list-style-type: none"> <li>• Continue to meet frequently/regularly with all the sub-committees to share updates and problem-solve</li> </ul>
PR/Marketing	<ul style="list-style-type: none"> <li>• Regular Frontlines and Pulse reminders</li> <li>• Daily countdown on the Pulse</li> </ul>
Medical/Nursing & Outpatient Mental Health	<ul style="list-style-type: none"> <li>• Meet with admitting department to see if forms need to be changed to include the policy/signage.</li> <li>• Meet with nursing administration to assess inpatient referral protocol, staff educational/training needs, current nursing assessment of tobacco use, and any changes that may need to be made to forms (involve all shifts).</li> <li>• Contact all in-house and referring physicians and seek support for the policy and their communication of such to their patients</li> <li>• Promote programs as a means for dealing with the stress, weight gain, etc. of quitting smoking.</li> </ul>
Worksite Wellness/Cessation	
Tobacco Edu	<ul style="list-style-type: none"> <li>• Continue to conduct trainings for hospital staff/depts., the 5 A's, fax referral form, and referral to the CO Quitline</li> <li>• TA to City Council in developing Smoke-Free Sidewalk Ordinance</li> </ul>

**3.5 Months to Implementation – August 2008**

<b>Implementation Committee (General Cmte)</b>	<ul style="list-style-type: none"> <li>• Continue to meet frequently/regularly with all the sub-committees to share updates and problem-solve</li> <li>• Have final policy available to all management teams and supervisors. Review policy at mandatory employee meetings, and have signature page for employees to sign to verify knowledge of the new policy</li> </ul>
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HR	<ul style="list-style-type: none"> <li>• Conduct Employee Focus Groups to gather feedback for policy development</li> </ul>
PR/Marketing	<ul style="list-style-type: none"> <li>• Regular Frontlines and Pulse reminders</li> <li>• Daily countdown on the Pulse</li> <li>• With Tobacco Edu, update all tobacco QuitLine referral forms, resources and schedules on the PULSE and notify all providers and clinics of updates.</li> <li>• Continue campaign (article in Frontlines, on the PULSE, etc.) emphasizing the benefits of a tobacco-free campus policy for the hospital as well as for individuals.</li> </ul>
Medical/Nursing & Outpatient Mental Health	<ul style="list-style-type: none"> <li>• Consider how to manage the tobacco dependent inpatient that will include cessation counseling and availability of nicotine replacement therapy (NRT); establish a protocol to provide continued cessation counseling and NRT for inpatients upon release from the hospital.</li> </ul>
Worksite Wellness/Cessation <i>Eileen Duin</i>	<ul style="list-style-type: none"> <li>• Continue communication regarding availability of tobacco cessation counseling for employees with times available for all shifts; promote the CO Quitline and QuitNet</li> </ul>
Tobacco Edu <i>Tracey Maruyama</i>	<ul style="list-style-type: none"> <li>• With PR, update all tobacco referral forms, resources and schedules on the PULSE and notify all providers and clinics of updates.</li> <li>• Continue to conduct trainings for hospital staff/depts., the 5 A's, fax referral form, and referral to the CO Quitline</li> </ul>
<b>2.5 Months to Implementation – September 2008</b>	
Implementation Committee (General Cmte)	<ul style="list-style-type: none"> <li>• Presentation to Community Health Center Management Staff</li> <li>• Conducted 2 Employee Educational Forums</li> </ul>
PR/Marketing	<ul style="list-style-type: none"> <li>• Screen-savers (scheduled for 1<sup>st</sup> two weeks of September)</li> <li>• Daily countdown on the Pulse</li> <li>• Continue campaign to educate the community as well as the staff, patients and visitors, with an emphasis on the benefits of a tobacco-free campus and the benefits of quitting.</li> </ul>
Worksite Wellness/Cessation	<ul style="list-style-type: none"> <li>• Promote offerings of yoga, tai chi, and the walking clubs for stress management, weight management, and improving diet and exercise.</li> <li>• Continue to promote all cessation assistance available</li> </ul>
Tobacco Edu	<ul style="list-style-type: none"> <li>• Information table at Employee Barbeque</li> </ul>
<b>1.5 Month to Implementation – October 2008</b>	
Executive Staff	
Leadership Forum, Directors of Service,	

<b>DH Board</b>	
<b>Implementation Committee</b> (General Cmte)	<ul style="list-style-type: none"> <li>• Contacted neighboring business re: TF policy implementation</li> </ul>
HR	<ul style="list-style-type: none"> <li>• Collaborate with PR/Marketing to plan and hold a Great American Smokeout event for employees (Thursday, Nov 20<sup>th</sup>)</li> </ul>
PR/Marketing	<ul style="list-style-type: none"> <li>• Daily countdown on the Pulse</li> <li>• Begin planning a media event for the day of implementation with input from all committees (ie. address by Dr. Gabow, food and free giveaways, ribbon cutting, possible awards for quitters).</li> <li>• Address those employees resistant to quitting by offering educational materials, articles in Frontline, PULSE etc., regarding the benefits of quitting tobacco use. Offer health risk appraisals or other health assessments, and decide on incentives to be offered to employees to quit.</li> <li>• Collaborate with HR to plan and hold a Great American Smokeout event for employees (Thursday, Nov 20<sup>th</sup>)</li> </ul>
Facilities Mgmt & Security	<ul style="list-style-type: none"> <li>• Assure signage has been ordered, is adequate and will be installed prior to policy implementation.</li> <li>• Determine specific sign locations for main campus and out-lying clinics</li> </ul>
Medical/Nursing & Outpatient Mental Health	<ul style="list-style-type: none"> <li>• Distribute huddle sheets</li> </ul>
Worksite Wellness/Cessation <i>Eileen Duin</i>	<ul style="list-style-type: none"> <li>• Cessation and wellness classes offered.</li> </ul>
Tobacco Edu <i>Tracey Maruyama</i>	<ul style="list-style-type: none"> <li>• Getting Through Your Workshift Without Tobacco Classes</li> </ul>
<b>20 Days to Implementation – November 2008</b>	
<b>Leadership Forum, Directors of Service, DH Board</b>	<ul style="list-style-type: none"> <li>• Presentation at Leadership Forum to all mid-level managers, questions answered.</li> </ul>
<b>Implementation Committee</b> (General Cmte)	<ul style="list-style-type: none"> <li>• Address any concerns from management regarding enforcement and offer realistic solutions. Enforcement should be positive rather than punitive, using the corrective action mechanism to assist employees seeking help from the institution; continue to have management discuss policy in detail with staff.</li> </ul>
HR <i>Greg Thress</i>	<ul style="list-style-type: none"> <li>• Hold a Great American Smokeout event for employees (Thursday, Nov 20<sup>th</sup>)</li> </ul>

PR/Marketing	<ul style="list-style-type: none"> <li>• Daily countdown on the Pulse</li> <li>• Continue to run monthly media campaign</li> </ul>
Facilities Mgmt & Security	<ul style="list-style-type: none"> <li>• Post signage and banners</li> </ul>
Worksite Wellness/Cessation	<ul style="list-style-type: none"> <li>• Continue to promote cessation assistance</li> <li>• NRT available in gift shop</li> </ul>
Tobacco Edu	<ul style="list-style-type: none"> <li>• Encourage use of the Colorado Quitline fax referral form.</li> </ul>
<b>Implementation – November 20, 2008</b>	
<b>Executive Staff</b>	Implementation day events: Ribbon cutting ceremony at bike hut, wellness activities throughout system
Facilities Mgmt & Security	<ul style="list-style-type: none"> <li>• All ash receptacles removed from all DH property, all designated smoking areas, smoking hutts, and smoking areas removed and replaced with proper signage.</li> </ul>
Tobacco Edu <i>Tracey Maruyama</i>	<ul style="list-style-type: none"> <li>• Make sure all departments have adequate supply of QuitLine materials.</li> </ul>
<b>Post Implementation Evaluation</b>	
<b>Executive Staff</b>	<ul style="list-style-type: none"> <li>• Dr. Gabow work w/ PR to remind employees to be considerate of neighboring properties and conscious of the fact that their actions reflect directly on the overall image of Denver Health and Hospital.</li> </ul>
<b>Implementation Committee</b> (General Cmte) <i>Chris Urbina</i>	<ul style="list-style-type: none"> <li>• Continue to meet to address problems with implementation of the new policy and any concerns voiced by employees, patients, contractor, or visitors. Make any modification if needed to the policy, and educate staff and management to any modifications made. Generally no modifications are needed and should be discouraged.</li> <li>• Acknowledge those who have participated in the process, ie. HR, PR, management, employees etc., perhaps with a celebration party with refreshments and awards.</li> </ul>
Facilities Mgmt & Security	<ul style="list-style-type: none"> <li>• Maintain contact with property neighbors for any problems or concerns since implementation of policy. Address concerns with corrective actions and follow-up action as needed.</li> </ul>