

**Suggested “Key Words for Key Moments”
regarding the Tobacco-Free Environment
All Duke Medicine Staff**

Outdoor Encounters with Staff, Visitors, and Patients

These suggested dialogues are intended to help staff become comfortable discussing the Tobacco-free Environment Policy in a respectful and supportive manner. While enforcement of the policy is “everyone’s” responsibility, good judgment and discretion should be used for every situation.

All Duke Medicine (sites solely owned or leased by Duke) staff should review and practice these suggested dialogues when a person is observed smoking on Duke Medicine property.

If you see a person smoking on Duke Medicine property:

“Excuse me Sir (Ma’am). All Duke Medicine property, grounds, and parking areas are smoke-free. Would you please extinguish your cigarette? Thank you.”

“Where am I (visitor) allowed to smoke?”

“You must leave Duke Medicine property if you wish to smoke.” *(If asked again, you can point out the nearest public property where smoking is allowed. You should also make them aware that nicotine replacement items such as gum and lozenges may be helpful to them, and smoking cessation information is available at the Information Desks.*

“Where am I (patient) allowed to smoke?”

“I just want to remind you that Duke Medicine is a smoke-free institution inside and outside on all the property. Would you like me to contact your physician about an order for nicotine gum or other replacement therapy while you are in the hospital?”

“Can I smoke in my car?”

“Smoking is not allowed inside or outside your car in tobacco-free zone.”

“Why are you making me leave hospital property?”

“Tobacco use is the leading cause of preventable death and disease. Hundreds of hospitals across the nation and many in North Carolina have already eliminated the use of all tobacco products on their campuses in order to protect the health of patients, staff, and visitors. Many babies and adults with respiratory problems come to this campus and their health is affected by secondhand smoke.”

“What are you going to do if I continue to smoke here?”

“I can only ask that you respect our smoke-free environment and put out your cigarette.” *(Then walk away).*

“You cannot tell me that I cannot smoke –[it’s not illegal/it’s my right]”

“Duke Medicine is a tobacco-free institution, both inside all buildings and structures and on our grounds. I am not telling you that you cannot smoke, only that you cannot smoke on Duke Medicine property.”

“I have to have a cigarette! My loved one is very ill or just passed away.”

“I’m very sorry about your loved one. Is there something I can do to help?” *(Provide assistance if requested. Walk away if no help is requested.)*

“I cannot use the nicotine gum (contraindications, don’t like gum).”

“I will check at one of the information desks the assistant can provide you with smoking cessation information and other options.”

Unit Situations with Patients, Families, and Visitors

All Duke Medicine clinical staff should review and practice these suggested dialogues when caring for patients/families.

“Where am I (visitor) allowed to smoke?”

“You must leave Duke Medicine property if you wish to smoke.” *(If asked again, you can point out the nearest public property where smoking is allowed. You should also make them aware that nicotine replacement items such as gum and lozenges may be helpful to them, and smoking cessation information is available at the Information Desks.*

Staff believe the patient is smoking in the bathroom.

“I just want to remind you that Duke Medicine is a smoke-free institution inside and outside on all the property. Would you like me to contact your physician about an order for nicotine gum or other replacement therapy while you are in the hospital?”

The patient has been in the hospital before the July 4, 2007, implementation of the policy.

Patient: “I was able to go outside to a shelter to smoke when I was here the last time, why can’t I go outside now?”

Staff Member: “We are an entirely smoke-free environment now. In an effort to promote health and wellness, we prohibit the use of any tobacco products on Duke Medicine property. Would you like me to contact your physician for an order for nicotine gum or other nicotine replacement therapy while you are in the hospital? We also have information about the smoking cessation classes available.”

If any of the above situations escalate into great resistance, the nurse should contact Patient & Visitor Relations at 681-2020.

Suggested Scripts for Schedulers, Registration, and Information Desk Staff

“I’d like to let you know in advance that all Duke Medicine property is entirely smoke free as of July 4, 2007. Use of tobacco is not permitted on any property, grounds, or parking areas. Physicians will be able to provide nicotine replacement therapy to hospitalized patients. Clinic patients who would like to use nicotine replacement therapy while on campus should plan to bring their own supply. Visitors should plan to use nicotine replacement therapy while on our campus, or leave Duke Medicine property to smoke.”

When to Involve Duke Police

Duke Police and Security personnel will not enforce the Tobacco-Free policy or directly address individuals who are violating the Tobacco-Free policy. You should not contact them when you observe someone violating the policy. However, if you address someone who is violating the policy (whether staff, patient/visitor, volunteer, student, vendor, etc) and they respond in a manner that you find threatening or physically abusive, contacting the Duke Police is appropriate. This is based on your personal discretion – if you would contact the Duke Police for the same behavior in a different situation, you should contact them for the behavior you experience in the Tobacco-Free policy situation.

Students, Vendors, Volunteers Who Do Not Comply with Policy

Respond to students, vendors and volunteers in the same manner as staff, patients and visitors through the above responses. If you encounter a student or volunteer who is repeatedly violating the policy, report them to the appropriate supervisor or volunteer coordinator. Vendors who repeatedly violate the policy or fail to comply when you approach them can be reported to the appropriate facility manager or individual who coordinates the vendors in your area.