

Penrose-St. Francis Health Services (4 major sites plus outlying clinics) – Kristine Barrett 719-776-5776
Highlights – Tobacco Free 8/8/08

Ways to success

- Positive/helping strategies
 - Success stories
 - Incentive program
 - Chantix added to benefits

- Good communication strategies
 - Coalition with wide range of departments
 - Sent out letter to all associates from CEO in Jan 08
 - All new employees had to sign that understand new policy
 - Survey to employees conducted in February
 - Sent letters to AMR/Leased space folks/Physicians
 - Spoke to North Homeowners Board and sent letter
 - Monthly pulse point articles
 - Open forums to answer questions and inform of new policy
 - May LNLs to make all associates aware
 - Yellow bright signage
 - Pamphlets all around hospital; table tents in cafeterias and patient rooms
 - Monthly “Kick Butts” event – media on Earth Day

Biggest challenge:

- Penrose neighbor calls about employees smoking on property
- Reviewed with management – key words/key times
- Created powerpoint slideshow for all associates to review and sign

St. Anthony’s/Centura Health – Scott Reistad 303-821-0097
Highlights – Tobacco Free on 8/8/08

Ways to success:

- 1) Lead time – started in January 08
- 2) Created interdisciplinary Steering Cmte – meet every 3 weeks
 - a. Pharmacy, Nursing, Education, Security, etc.
- 3) Side committee – ran decisions by this group and received feedback
 - a. Smokers, ex-smokers, non-smokers

Communication:

Public:

- Phones on hold told about hospital as tobacco-free
- Admissions
- Doctors to patients
- Central scheduling
- Signage everywhere
- Valet – gave out cards in Spanish/English

In house:

- All managers/VPs/Directors – during 1st week they walked around and coached people about the hospital as now tobacco-free
 - Showed that not just Scott or Security would be enforcing but all