

Tobacco Free Hospital Campus Forum
April 25, 2007 - Meeting Minutes
Exempla St. Joseph Hospital Denver, CO, 12:30 – 1:30pm

Participant list: *National Jewish Medical and Research Center* - Fred Wamboldt; *Denver Health Medical Center* - Chris Urbina and Trisha Preisser; *Boulder Community Hospital* – Janice Blankenship, *Presbyterian/St. Luke's Medical Center* – Michele Dodson; *Longmont United Hospital* - Laura Wesenberg; *St. Joseph's Hospital* – Barb Hester. *Dept. of Veterans Affairs Medical Center* – Diana Bialkowski; *Penrose St. Francis* - Elizabeth Miller, Kim Hageman, and Kristine Barrett; *The Children's Hospital* – Amanda Yocum; and *University of Colorado Hospital*- Mark Merritt.

Conference call: *Exempla Good Samaritan Medical Center* – Mary Jackson; *El Paso County Health Dept* – Lynette Reagan; *Otero County* - Kaysie Schmidt.

Guests: *Colorado Clinical Guidelines Collaborative (CCGC)* - Emily Gingerich; *Colorado Tobacco Education and Prevention Alliance (CTEPA)* - Kim Hills

Health Departments/Visiting Nurse Associations: *Boulder County Health Dept.*- Nick Robles and Molly Hanson; *Larimer County* – Nancy Grove; *Tri-County Health Dept.* – Sharon Tracey; *Jefferson County Health Department*– Erin Carroll; *Weld County* – Joe Fleming; *Denver Public Health* - Tracey Richers Maruyama and Amber Leytem.

Minutes taken by: Amber Leytem.

Agenda Item	Discussion	Follow-up
Introductions	All attendees gave their name and position, health agency or institution.	
Hospital Policy Announcements/Updates	Tracey Richers Maruyama opened the discussion by giving an update of new additions to the hospitals taking part in the Tobacco Free Hospital Campus Forum. With the addition of Parkview/Pueblo Hospital, there are currently 44 participants. Tracey gave updates on 6 media articles speaking to tobacco free hospital policy implementation around the nation. These articles will be uploaded to the DATH website for reference. Tracey informed the group and distributed a flyer about the GLBT Sensitivity Training being held at the Center on Thursday, May 3 rd at 7:00 pm.	

<p>St. Joseph's Hospital: Presentation by Barb Hester</p>	<p>The presentation began with a handout including timeline for implementation, results from employee survey, and a draft Tobacco Free Environment policy. St. Joseph's will become tobacco free on January 1, 2008. St. Joseph's began assembling teams to address the tobacco free change in September 2006. Employees teams have been meeting since January 2007 to engage employees in the change process. A survey was conducted to assess staff readiness (survey conducted online as well as hard copies distributed) and to guide how to build an internal cessation support program. A total of 2400 employees were surveyed over the course of 2 weeks time. Highlights from survey results include the following information:</p> <ul style="list-style-type: none"> • 84.8% would support a tobacco-free hospital (question #1) • 57% have tried to quit using the "cold turkey" method (question #16) • Small level of interest exists for an on-site cessation program. Better to instead use cessation programs already in existence (i.e. EAP cessation program or CIGNA and Kaiser-run programs through insurance benefits). (question #20) • Compliance with new policy will be greatest challenge (questions #23-24) • This survey can be duplicated for use in other hospitals. Hester noted that there was an initial impression after survey implementation that the policy change had already been decided. The Employee Council worked to communicate that the change will happen and the survey was a tool to decide how to structure a program addressing the change. Feedback from staff continues to be gathered. • Comments on draft policy: • Campus is defined as "to curb" in order to include vehicles parked on campus. St. Joseph's attorney is reviewing any legal issues with this definition. • Hester recommended that if any support organizations exist that your hospital partners with, it is very important to get their approval early on. For example, the Sisters of Charity lease property to St. Joseph's. • Second page of policy addresses compliance. • Timeline Comments/Highlights: • A team member from the Marketing Dept. has been assigned to the Tobacco Free Hospitals project. • St. Joseph's is considering all bi-lingual signage due to the high number of Spanish-speaking peoples on campus. • Patient satisfaction forums will be conducted from May – June. • A team has been created from the Employee Council of Volunteers, including individuals recruited from smoking areas and self-appointed members. 	<p>For more information, contact Barb Hester at hesterb@exempla.org</p>
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- The “Smoke Shack” will be removed as part of Great American Smokeout Activities.
- Follow-up focus groups will be conducted after Jan. 1, 2008 implementation.
- Survival packets will be created.
- A large banner will be placed outside of St. Joseph’s announcing the Tobacco-Free change prior to the implementation date.
- Staff Education has consisted of information in the bi-weekly newsletter, weekly huddles are conducted with information on a monthly basis, emails are distributed, monthly townhall meetings conducted, and letters will be sent to employees with the survival packets.
- A signage meeting to strategize communication of the policy is yet to come.
- Scripted messaging is planned in multiple languages, including Vietnamese, to address patient diversity.

Feedback from TFHF participants:

Administration asked team to attend staff meetings to inform/educate on policy change. On-site construction workers proved to be a particular challenge.

How was the survey promoted to get level of participation?

The survey was promoted by word of mouth, mentioned in the “In the Know” on-campus newsletter, people were recruited from the on-campus Smoke Shack, and supervisors encourage their staff to complete survey. No incentives were offered in order to maintain anonymity as well as lack of funding.

Hester commented that a signage meeting to strategize communication of the policy is yet to come. Scripted messaging is planned in multiple languages, including Vietnamese, to address patient diversity. Hester went on to say that until recently physicians were supportive of the change. The Chair of the Pulmonary Department is now petitioning against the policy change. They are working to engage this individual to support the change.

What about doctors who lease space in adjacent buildings?

Jackie Duncan, from Platte Valley Medical System, responded by saying that they have included leased property in their policy and is listed as part of leasing contract.

Children’s Hospital responded by saying that Nicotine Replacement Therapy is offered to patient’s families and a patient representative will stay with the child if the family member leaves to smoke. St. Joseph’s is considering utilizing a

	<p>cafeteria voucher to help relieve anxiety.</p> <p>Jackie from Platte Valley Medical Center commented that their scripted messaging has been sent to administration for review. No response has been given so it's assumed that the messaging is good. The messaging will most likely be in English and Spanish. When finalized, she will distribute to TFHF participants.</p>	
<p>Colorado Tobacco-Free Hospitals Forum Issues/Solutions Document</p>	<p>Tracey presented the Colorado Tobacco-Free Hospitals Forum Issues/Solutions Document developed to summarize the questions and issues raised by Forum participants. Information from TFHF Forum discussions, website links, articles, and newspaper articles are included as responses/solutions. Document addresses questions regarding why go tobacco-free, timelines, employees, incentives to quit using tobacco products, multiple buildings on campus – leased to other groups, enforcement and violations, psychiatric and detox units, model policies, unintended consequences, toolkits, other hospitals implementing this type of policy, and other ideas.</p> <p>Highlights from document are as follows:</p> <ul style="list-style-type: none"> • Rights violation: Courts have repeatedly held in a wide variety of circumstances that there is no constitutional or other legal right to smoke, especially when others are present. • Strength of smell: National Jewish policy and Kimball Physics article cited. Kimball Physics, Inc. has an interesting and strict policy. They use a definition of "tobacco residual emitting person." Language of policy is strict and specifies self-enforcement. National Jewish is currently re-working it's fragrance policy to include tobacco smoke. Staff is already adamant about enforcing fragrance policy with new hires. This policy also needs to be enforced with patients. Enforcement of the policy is responsibility of all employees. An employee will speak to the person in violation and inform supervisor of the issue. • Incentives: Some incentives cited include cessation and weight control classes. Some programs experienced good participation while others were poor. Tracey is waiting to hear back on what differences existed between these programs. • Enforcement: Pepper Hamilton, LLP webpage cited as stating that enforcement should be consistent to avoid discrimination. • Detox: Link to successful detox policy. • Unintended Consequences: There are none listed yet. Staff from Memorial Hospital questioned employees smoking on porches and its effect on 	<p>Handout: Colorado Tobacco-Free Hospitals Forum Issues/Solutions Document developed</p> <p>Handout: Kimball Physics, Inc policy</p>

	<p>community relations. Kelli Dahl was cited as a good resource for this issue.</p> <ul style="list-style-type: none"> • Toolkits: University of Michigan was cited as having a good toolkit and West Virginia as having good signage. <p>Tracey Richers Maruyama noted that this document will be maintained as a live list on the DATH website.</p>	
<p>Additional Questions/Comments</p>	<p>Which department's budget funds the tobacco-free hospital campaign?</p> <p>St. Joseph's: Most of the funding came out of the Administration budget. They started with \$10,000.00 for communication/signage. Nancy Grove commented that she will look into which department funded the McKee signage campaign.</p> <p>Has anyone experienced a director that is adamantly opposed to a tobacco-free policy change?</p> <p>Response included it being a matter of winning the support of administration. Work to diffuse arguments one at a time. Fred from National Jewish commented that some faculty opposed the change but when a vote was conducted among all of the faculty, the majority supported the change.</p>	
<p>May Forum –</p>	<p>Wednesday, May 23, 2007 12:30 – 1:30 Rita Bass Bldg, Classroom E 190 W. 6th Avenue Denver Health and Hospital Authority Lunch will be provided</p>	<p>Tracey Richers Maruyama will send out directions. Tracey's contact info is: 303-436-7949 or Tracey.RichersMaruyama@dhha.org</p>