



# **Tobacco-Free Campus Initiative**

OHSU  
Tobacco Free Campus Initiative  
[www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)

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## OHSU Tobacco-Free Campus Initiative

OHSU revised its Tobacco-Free Environment policy to make OHSU 100% tobacco-free. The revised policy went into effect **September 17, 2007**. OHSU undertook this policy change as part of its mission to create a healthier environment on the campus and to help protect the health of patients, employees, and visitors. The evidence of the harmfulness of both smoking and second hand smoke is compelling, making this policy change necessary.

### Policy Development

The policy applies to everyone while they are on any Portland-area facility or on OHSU grounds and prohibits tobacco use everywhere including parking lots, stairwells, OHSU vehicles, streets, and sidewalks. All designated smoking areas have been removed. New signs have been posted around the campus to announce and remind everyone of the new policy.

### *OHSU Neighborhood*

The neighboring Shriner's Hospital became tobacco-free in 2008. The neighboring VMAC, while limiting its smoking areas, will not be 100% tobacco free because federal policies require the VA to maintain smoking areas. The neighboring Ronald McDonald House presently has a 100% tobacco free policy. The local Neighborhood Association has been regularly briefed about the policy.

### Compliance and Enforcement

Central to the success of the new policy is to promote a cultural change on the OHSU campus that promotes health over tobacco use and promotes help over punishment for everyone who is tobacco dependent. To that end, the first step was an extensive communication effort to inform employees, patients, students, and visitors BEFORE they arrive on campus that OHSU is completely tobacco free. Next, when someone is observed smoking while on campus, they are approached with courtesy and respect with an emphasis first on education and support. This means that they are first respectfully reminded about the policy, handed a "referral card" and offered a "support pack" with 2, 4 mg. nicotine lozenges and information to help manage cravings while on campus (see attached). Referral cards are business sized, fold-over cards that are available to hand out with this message and with information about locations of support pack distribution on campus. Employees who are resistant are referred to their managers. Patients who are resistant are referred to their care providers. If a visitor is highly resistant, public safety is contacted. Patients and family members in crisis are handled with compassion and support. See attached Manager Guide and Employee Guide for current compliance information.

### Employee Benefits

Significant new resources are now available to employees, students and patients to help them quit. Covered employees, eligible dependents, and benefited students have access to a comprehensive Tobacco-Free Program including a range of FDA approved stop smoking medications (prescription and non-prescription) at no cost and access to behavioral support through the OHSU Employee Wellness program. Non-covered employees and students have access to the same benefits excluding prescription medications. The Program is designed to assist tobacco users from the time they are considering options for quitting through long term maintenance of abstinence.

The Program has been expanded through the participation of the OHSU outpatient pharmacists. The outpatient pharmacists, through a formal collaborative practice agreement with OHSU physicians, can now recommend and prescribe stop smoking medications and refer to the Wellness and other behavioral programs. Employees, covered family members, and students can

now access their benefits through the Wellness program, through the OHSU pharmacy, or through their personal physician.

## **Patient Care**

**Hospital patients** are asked about their tobacco use when they are admitted during the initial nursing assessment. Physicians of patients who are currently smoking or have recently quit (within 90 days) may complete a Tobacco Dependence order for NRT (nicotine patches and lozenges) for immediate relief of nicotine withdrawal and a consult with Tobacco Cessation Nurse Practitioner (x 6-0027). Nicotine patches and lozenges are stocked in the Pyxis system to make quick delivery of these medications possible. The Tobacco Cessation Nurse Practitioner provides bedside tobacco dependence treatment consultations and establishes discharge treatment plans including a follow-up phone call. Consult notes are entered into patient electronic medical records. Medication recommendations, referrals to community programs (e.g. Oregon Tobacco Quitline) and potential cessation benefits covered by insurance are included in the consult note.

A range of FDA approved medications have been reviewed and approved by the P & T committee and are on the OHSU formulary. The Nurse Practitioner bills for consult services.

A hospital wide program for nurses (Helping Nurses Help Smokers) was launched in 2010 to support the increased participation of nurses to initiate treatment for hospitalized patients.

**Ambulatory patients** are asked about their tobacco use at clinic visits, usually by the medical assistant or nurse, and the results updated in the electronic medical record. Patients are asked by their physician if they are interested in quitting. If so, a treatment plan is established with medication recommendations and referrals for follow-up. (Support packs are available at the outpatient pharmacies for ambulatory patients who need help managing cravings while they are on the campus.)

**Pharmacists:** A Collaborative Drug Therapy Management Agreement has been established at OHSU between OHSU physicians and pharmacists. Under this agreement, employees can be referred directly to the OHSU outpatient pharmacy for tobacco dependence treatment under a specific, evidence-based and medically supervised protocol. Pharmacists review patient histories, provide advice, make medication treatment decisions, refer for program support, and notify the primary care provider.

## **Strategic Communication**

Much of the success of the Initiative came from a comprehensive strategic communications plan. The plan had five objectives:

1. Openly and frequently communicate the progress of the tobacco-free initiative to key audiences: employees, patients, students, visitors and the media.
2. Create and encourage formal and informal feedback channels for comments, questions and concerns.
3. Ensure that everyone who comes to OHSU for any reason is aware of the tobacco-free policy, preferably prior to arriving on campus.
4. Educate employees, patients and visitors on the multiple resources and support for smoking cessation OHSU provides, including quitting entirely or managing nicotine cravings while on campus.
5. Create a sense of celebration and pride among all employees about OHSU going tobacco-free so they feel engaged in promoting compliance.

The communications plan featured a website ([www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)) and frequent email, payroll stuffers, and posters to inform the OHSU community. The communications plan also featured a "Countdown Campaign" that began on June 11<sup>th</sup> through September 17<sup>th</sup>. Included in the Countdown Campaign:

- A packet of written materials sent to all OHSU employees in late August with more information and details.
- Countdown flyers posted in smoking areas and changed weekly as the weeks counted down.
- Education programs on the tobacco free website in mid June for all employees and specifically for managers, front line staff and clinical staff.
- Manager training began in June and July, 2007.
- Training for front line and clinical staff occurred in August and September with clinical staff training extending throughout 2007.
- A media press release and fact sheet in early September.
- Letters to referring physicians and other professionals in July.
- Removal of smoking shelters and smoking areas early in September.
- Set up Tobacco Free "ambassador" program to provide visibility and information on the campus during the first weeks of the new policy.
- An all campus ice cream social event early in September to launch the "final countdown."
- Follow-up stories thereafter.

Since the initial communications campaign, we have held annual summer events to highlight the initiative, its success and updates. The 2009 event featured the update in compliance expectations for employees.

### **Preparation through Education and Training**

A general education program on the new policy, approaches to compliance, and available resources is available online ([www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)) for everyone to view and was offered in-person to manager groups across the campus. A video is included in the core training program demonstrating how to talk to smokers in a variety of circumstances who are in violation of the new policy. Managers were strongly encouraged to access either the online or in person educational programs to help them and their staff prepare for the new policy. A plan was developed to reach OHSU staff in need of specialized, in-person training including frontline staff (including Public Safety), clinical staff in the hospital and ambulatory settings, and for prescribers.

### **Initiative Evaluation**

The Initiative has the following evaluation measures:

1. Overall compliance with the policy: measured by the rate of public safety encounters each month. The goal is to keep these encounters at about one-third or less of the average monthly number of encounters in the year prior to the policy change (av. 293). Most of the encounters are with visitors and family members who are not familiar with the campus vs. employees.
2. Gradually increase the reach of employee smoking cessation benefits to engage 25% or more of employees who smoke.
3. Compliance with JCAHO core smoking cessation measures at 90% or greater.
4. Reach of hospital consult service at 100+ patients per month and  $\geq 60\%$  of patients who agree, reached for follow-up.
5. 90% of patients in selected ambulatory clinics have tobacco use status verified at their clinic visits.

**Resources**

Visit the OHSU Tobacco Free website at [www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree) for details on the Tobacco Free Initiative. Also visit the Smoking Cessation Center website at [www.ohsu.edu/smokingcessation](http://www.ohsu.edu/smokingcessation) to find information and resources for health professionals and smokers on quitting.

Contact: Wendy Bjornson, project manager at (503) 418-1659 or email at [bjornson@ohsu.edu](mailto:bjornson@ohsu.edu).

# OHSU Tobacco-Free Campus Initiative Planning Groups 2007

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7/29/2010

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## OHSU Tobacco Free Initiative Frequently Asked Questions

**Q: Who does the policy apply to?**

Everyone while they are at any Portland-area OHSU facility or on OHSU grounds.

**Q: Are there be any designated smoking areas left for employees, patients, and visitors?**

No. Providing a place to smoke does not support our goal to create a healthier environment for our patients, families, employees, and visitors.

**Q: What about other locations where OHSU leases space?**

The tobacco-free environment covers all Portland-area property owned or leased and occupied by OHSU.

**Q: What about the non-OHSU facilities next to the Marquam Hill campus?**

There are three neighboring facilities next to the OHSU Marquam Hill campus: the Portland VA Medical Center, Shriners Hospital for Children - Portland, and the Ronald McDonald House. The VA will maintain smoking areas, which they are required to do through federal regulations. The Shriners Hospital went tobacco free in 2008 and the Ronald McDonald House has been tobacco free for several years.

**Q: What exactly does the policy prohibit?**

Use of all tobacco products, including cigarettes, cigars, pipes, all forms of smokeless tobacco, clove cigarettes, and other products made primarily with tobacco.

**Q: Isn't it a person's right to use tobacco?**

Tobacco is still a legal product for adults. Today, about 1 out of 5 adult Oregonians use tobacco. OHSU will not try to force anyone to quit tobacco use entirely. However, OHSU will continue to set policies regarding activity on our premises and to create an environment that we believe is in the best interest of the health and well-being of our employees, students, patients and visitors.

**Q: Why not ban other unhealthy substances, like high-fat foods?**

In accordance with its mission, OHSU is continually seeking ways to create a healthier environment. In recent years we've added healthier food choices in our cafeterias and sought to create a more sustainable environment through our recycling efforts and "green" building practices, to name a few examples. However, the health risks and damaging effects of tobacco use – including the harm to others from second-hand smoke – far surpass those of other unhealthy substances.

**Q: Is smoking in one's car okay since that is personal property?**

OHSU expects all employees, students and visitors not to smoke while they are anywhere on the OHSU campus and refrain from smoking until they leave the campus.

**Q: When was the new policy be implemented?**

The new policy went into effect on Sept. 17, 2007.

**Q. How is the policy implemented?**

There was an OHSU-wide process to prepare for the implementation of the new policy on Sept. 17. Informational packets were sent to all employees early in the summer and educational programs were available throughout the summer. New signs were posted by Sept. 17, the smoking shelters were dismantled, and smoking areas eliminated. Extra volunteers were available to answer questions and respond to problems in the first few weeks. Free medications and coaching support for quitting were available then and continue to be available for employees, employee dependents, and students who want to quit.

**Q: How is the policy enforced?**

Most areas of the OHSU campuses are presently tobacco-free and this policy is regularly enforced. Our standard procedures to monitor compliance and violations will be in effect within all facilities and across the campuses. We expect all our employees to comply with the new policy.

In addition to Public Safety staff, we encourage all OHSU employees to assist in maintaining a tobacco-free environment by helping ensure everyone is aware of the policy.

To enforce this policy:

- We are firm, but courteous and respectful.
- The emphasis is on education and support.
- Compliance is high when both leadership and employees buy into the need to be smoke-free role models in the community—that's our goal.
- We inform visitors we see using tobacco about our policy and offer available assistance.
- Employees seen smoking on grounds will be asked to stop smoking and we will encourage them to seek assistance through our cessation services. If they are repeatedly observed smoking on the campus, they will be reported to their managers.
- Signs are posted at all entrances and placed in strategic locations throughout the campus. New signs are added as needed.
- People applying for positions at OHSU are told up-front that we have a tobacco-free policy.
- Patients and their families are informed of the new policy as much as possible before they arrive at OHSU (e.g. by the scheduler in outpatient clinics; through the preadmission process). Once here, they are reminded again at the time of registration in the hospital and outpatient clinics. By providing as much advance information as possible, we help patients better prepare for their stay at OHSU.

**Q: How do you handle employees who violate the policy?**

Employees who violate the new policy are first be reminded that OHSU is a tobacco-free institution and directed to resources to provide assistance to either manage their cravings or to quit. Subsequent violations will result in progressive disciplinary action similar to those taken if an employee violated any other OHSU policy.

**Q: What should a staff member do who sees a fellow employee, patient or visitor smoking?**

The staff member should, with utmost courtesy and respect, explain that OHSU – in order to promote a healthy environment for its patients, staff and visitors - no longer permits smoking on its grounds. Business sized “referral cards” are available to hand out with this message and with information about how to find resources to help. If the person continues smoking anyway, simply walk away.

Part of the educational programs offered to OHSU managers and staff shows how best to approach smokers in these situations. We recognize that not everyone feels comfortable approaching smokers, but encourage all employees to assist with compliance in some way.

**Q. What role does OHSU's Public Safety Officers play in enforcement?**

Public Safety Officers approach anyone observed, or reported to be, using tobacco in violation of OHSU's policy. Officers will courteously explain OHSU's policy and offer information handouts. Officers will also take steps to ensure that unauthorized tobacco use stops.

**Q. Do Public Safety Officers issue citations or arrest people who refuse to stop?**

No. In the rare case where an employee refuses to follow the policy, the Department of Public Safety will forward the employee's name to a supervisor for follow up. If a visitor, patient, or member of the public refuses to follow the policy, Public Safety may instruct that person to leave OHSU property.

**Q: What happens for patients and family members who may rely on tobacco to relieve their stress?**

Tobacco cessation resources are available to assist patients and family members while they are on campus. Medications to help alleviate the stress of withdrawal are readily available and affordable as well. The only exception to the policy is for Native American pipe ceremonies for dying family members.

**Q: What do you say to a visitor to the ICU who is under so much stress they have to have a cigarette?**

As health care professionals, we are trained to deal with families in crisis every day, with compassion and support. We are dedicated to helping people through tough times and have every confidence that we can help our visitors. We recognize that there are times when we have to use our best judgment in how we interact with patients' families and visitors in tragic and stressful situations. But in general, we ask everyone to refrain from using tobacco.

**Q: Are there resources to help employees?**

There are resources available to all employees to help communicate the details of the policy. These can be found on the Tobacco Free website at [www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree) under Training and Guidelines. Cessation services are available for employees who want to quit.

**Q: What are the cessation services?**

OHSU provides a comprehensive package of free sessions by trained tobacco treatment specialists and free medications for all employees, covered dependents, and students. (Employees covered under Kaiser or students covered under Kaiser or ODS will have the usual copays charged by these plans.) For more information, visit the Tobacco Free website at <http://www.ohsu.edu/tobaccofree> and click on Cessation Resources.

**Q: How does an employee, covered dependent, or student access cessation services?**

There are three ways to access services. The first is to call the OHSU Tobacco Free Employee Program at (503) 346-0027 to schedule a time with our trained specialists. You can also go online at [www.ohsu.edu/tobaccofree/cessationresources](http://www.ohsu.edu/tobaccofree/cessationresources) for more information. Second, is to call, visit, or email ([rxfree@ohsu.edu](mailto:rxfree@ohsu.edu)) the OHSU outpatient pharmacy. The pharmacist will discuss your needs with you and prescribe the right medications. The third is to contact your personal physician for advice and a prescription to be filled at any pharmacy.

**Q: What happens to employees who do not stop smoking?**

Employees are not required to stop smoking or using tobacco and the policy is not meant to force anyone to quit. But employees will not be permitted to use tobacco anywhere on the campus. Similar to the regulations in the restaurant and air travel industries, employees need to find a way to manage their need for nicotine without using tobacco on campus during the work day. Support is offered to employees interested in how to manage their cravings during the work day.

**Q: What are my options if I'm not ready to quit?**

Employees or students who are not ready to quit can use one of the over-the-counter medications to curb cravings during the workday. OHSU has selected nicotine lozenges for this purpose because they are easier to use than nicotine gum and are faster acting and more versatile than nicotine patches. Nicotine lozenges can be purchased on campus at the outpatient pharmacies (Physician's Pavilion, Casey Eye Institute, Doernbecher Children's Hospital, Center for Health and Healing) or at any retail pharmacy.

**Q: How much do the lozenges cost?**

We estimate that a person might use about four, 4 mg nicotine lozenges during the workday. The average cost per lozenge is about \$.50, so the cost per day is about \$2.00.

**1. No TOBACCO USE**

In order to create an atmosphere that is consistent with OHSU's mission and commitment to improve the health of all Oregonians, and to promote wellness and a healthier environment, OHSU prohibits the use of tobacco products in or on its premises.

**2. DEFINITIONS**

For purposes of this policy, the following words and phrases shall mean:

A. *Tobacco Products:* Cigarettes, cigars, pipes, all forms of smokeless tobacco, clove cigarettes, and other products made primarily with tobacco.

B. *Premises:*

- (1) all buildings, grounds, OHSU vehicles, parking lots, ramps, plazas, bus stops, roads, streets or sidewalks within the OHSU Marquam Hill Campus,
- (2) all buildings and grounds within the OHSU West Campus,
- (3) the Center for Health and Healing,
- (4) all other buildings, grounds or vehicles owned, leased or controlled by OHSU wherever located.

Regarding premises outside of the OHSU Marquam Hill campus, the restrictions of this policy may be limited by conflicting requirements applicable to such premises (e.g. policies of the landlord of such premises, requirements of third party tenants of such premises). The Executive Vice President may make exceptions to this policy regarding such premises.

**3. RESOURCES**

OHSU is committed to assist employees, students, patients, visitors and others in the OHSU community who have tobacco dependency. OHSU may make available to such persons resources intended to assist persons with tobacco dependence treatment.

**4. COMMUNICATION AND COMPLIANCE**

- A. The following persons are responsible for ensuring that this policy is communicated to employees, students, patients, visitors and others in the OHSU community:
- (1) the Vice President for Human Resources regarding employees;
  - (2) the Vice Provost for Student Affairs regarding students;
  - (3) the Executive Vice President and Executive Director of OHSU Hospitals and Clinics regarding patients and patient visitors or other persons accompanying patients; and
  - (4) the Executive Vice President regarding other visitors and all other persons in the OHSU community.
- B. Each of the above responsible persons may establish procedures and protocols, consistent with each other and this policy, designed to eliminate tobacco use from the OHSU environment, increase compliance, and to assist tobacco users in availing themselves of tobacco dependency treatment options.
- C. Any exception to this policy requires the written approval of the responsible person identified above in Section 4.A., and such exception may apply only to the responsible person's corresponding category or categories of persons in the OHSU community as provided in Section 4.A., provided that such exception is consistent with OHSU's mission and commitment to improved health.

**5. SANCTIONS**

Efforts will be made to eliminate the need for sanctions by first informing employees, patients and visitors of the policy before they arrive and by providing appropriate information and care while they are on OHSU premises. Any person who repeatedly violates this policy may be asked to leave OHSU premises and/or may be removed from OHSU premises, and may be subject to disciplinary action and other sanctions available to OHSU to enforce this policy.

**6. SIGNAGE**

Signs declaring OHSU as "tobacco-free" shall be posted at the OHSU campus entries and other conspicuous places.

**7. DISCLOSURE OF POLICY AND INFORMATION**

- A. All staff shall assist in the implementation and enforcement of this policy by making tobacco product users aware of the requirements of this policy.
- B. Employees, students, patients and visitors will be advised of this policy in a manner determined by the above-described responsible persons.
- C. Persons with concerns and suggestions about the implementation or enforcement of this policy may call Public Safety at 4-7744 or the Employee Communications Hotline at 4-1400.

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**Background: Multnomah County Ordinance No. 1051****Implementation date: September 11, 2001****Revision dates: May 23, 2002; August 23, 2005; September 17, 2007****Responsible office: Facilities Management**

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# Tobacco-Free Initiative

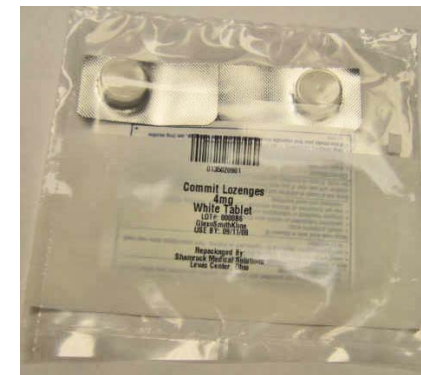
## Maintaining a tobacco-free OHSU



Referral card outside with tobacco-free message and OTQL information.



Referral card inside with map of locations for support packs.



OHSU "Support Pack"

Contains 2, 4 mg. lozenges, OHSU disclaimer, contact information for the OTQL, instructions for use.







# Oregon Health & Science University OHSU Marquam Hill Campus

- Parking Information
  - Patient Parking
  - Bus Stop
  - EMERGENCY**
  - Dining Services
  - Building Entries
  - Parking Entries
  - Proposed Boundary: Smoke-free Area
  - Smoking Areas
- Patient care buildings shown in dark blue on map**

## Marquam Hill Campus buildings

- (Number key)
- 1 Emma Jones Hall
  - 2 Multnomah Pavilion
  - 3 Sam Jackson Hall (formerly Outpatient Clinic Building)
  - 4 Physicians Pavilion
  - 5 Hatfield Research Center
  - 6 **EMERGENCY**
  - 7 OHSU Hospital
  - 8 Kohler Pavilion
  - 9 Casey Eye Institute
  - 10 School of Dentistry
  - 11 Doernbecher Children's Hospital
  - 12 OHSU Auditorium
  - 13 Ronald McDonald House
  - 14 VA Medical Center
  - 15 Biomedical Research Building
  - 16 Medical Research Building
  - 17 Vollum Institute
  - 18 Basic Science Building
  - 19 Basic Science Addition/CROET
  - 20 Mackenzie Hall
  - 21 Baird Hall
  - 22 Dillehunt Hall
  - 23 Biomedical Information Center (BICC)
  - 24 Fitness and Sports Center/Bookstore
  - 25 Modular Buildings
  - 26 Physical Plant
  - 27 School of Nursing
  - 28 Campus Services Building
  - 29 Building 28
  - 30 Child Development and Rehabilitation Center (CDRC)
  - 31 Child Development and Rehabilitation Center (CDRC)
  - 32 Energy Management Center
  - 33 Gaines Hall
  - 34 Shriners Hospital for Children

Change can't happen if we see things just one way.  
That's why diversity is important to who we are.  
We are proud to be an equal opportunity employer.  
Produced by OHSU News and Public Affairs 11/30/06. © OHSU

**Proposed Smoke-Free Area**  
OHSU Tobacco-Free Initiative  
Revised 11/30/06



# Tobacco-Free Manager Guide

October 2010

OHSU is committed to sustaining a clean and tobacco-free environment. Since the tobacco-free policy went into effect in September 2007, we have reduced second-hand smoke on campus by 65 percent, more than 325 people have enrolled in the Stop Smoking Program, and many have quit tobacco use.

Some employees are continuing to smoke on campus, however, and both employees and visitors are littering their cigarette butts, especially in the neighborhood. This is creating a problem for patient family members, other visitors to our campus, and our neighbors. When employees are observed smoking on the campus and especially when they leave their butts on the ground, it sends the message that visitors can smoke there too. We want to send the right message to everyone, and need managers' help.

To help improve compliance, the OHSU Department of Public Safety has a coordinated plan to help respond to smoking on the campus. An important part of the plan is a close **partnership between Public Safety and OHSU managers**.

## Role of Public Safety

1. Continue to approach anyone observed smoking on campus and remind them that OHSU is tobacco-free.
2. Respond to reports of "hot spots" with more signs, more monitoring, and clean up.
3. Report employees who are repeatedly observed smoking to their manager for follow-up.

*See details on page 2.*

## Role of Managers

1. Speak to people you observe smoking on campus or call Public Safety (4-7744).
2. Report "hot spot" areas, where you repeatedly see people smoking, to Public Safety (4-7744).
3. Ensure that the tobacco-free policy is followed by the employees you manage, working out solutions with employees who are not complying (*see page 3*).
4. Remind employees who smoke and are leaving the campus on their breaks not to litter with their cigarette butts. Littering is against the law and cigarette butts are one of the biggest sources of litter in the world – and certainly in OHSU neighborhoods. They do not biodegrade, making them a permanent source of litter unless they are cleaned up. They contain carcinogens, making them dangerous to wildlife. Reminding employees who are in the OHSU neighborhoods to be litter conscious is a simple courtesy, improves our neighborhood relationships, and helps our environment.
5. OHSU continues to offer a tobacco cessation program for employees who want to quit and assistance for employees who are not ready to quit but need help to manage while they are at work (*see page 4*). Please make sure your employees are aware of these resources and how to access them.



# Tobacco-Free Coordinated Public Safety Plan

The Public Safety plan for responding to smoking on the campus has three parts: routine reminders not to smoke on the campus, targeting reported “hot spots” to help discourage smoking in those locations, and, if necessary, referring employees who are **repeatedly** observed smoking on campus to their managers for follow-up.

## Routine reminders

1. Employees found violating the policy by Public Safety are approached like anyone else and asked not to smoke on the campus.

## Targeting “hot spots”

1. The Parking Enforcement Officer forwards reported “hot spots” each Monday to be entered into the Department of Public Safety (DPS) daily briefing.
2. DPS then uses that information for saturation patrols in the hot spot areas that week.
3. Placement of temporary signs in the hot spot area are ordered.
4. The grounds crew is contacted for debris clean-up of the location.
5. Removal of any objects that smokers may be using as ashtrays is requested.

*For information about which “hot spots” are being targeted each week, contact the Tobacco Free project at “free@ohsu.edu” or call the Tobacco Free Hotline at 4-3733.*

## Employees with repeat violations

1. Employees found repeatedly violating the policy will have their names forwarded to the Director of Public Safety for follow-up with their managers.
2. If a complaint about a specific employee is received from a community member, it may be treated like a repeat violation depending on the nature of the complaint.
3. Once contacted, the manager is responsible to take appropriate steps.

# Addressing Policy Violations with Employees

OHSU encourages non-disciplinary teaching, coaching, and counseling to ensure employee understanding of OHSU policies and acceptable workplace behaviors before the introduction of formal discipline. It's important to realize that employees who are repeatedly violating the tobacco-free policy may be dealing with a very powerful addiction. At the same time, other employees have found ways to manage while they are at work and many have already quit tobacco use. Face-to-face meetings with the employee to discuss concerns should be the initial steps to address repeat violations. The following tips can help:

- Gain agreement that a problem exists; discuss possible solutions.
- Acknowledge that tobacco is a powerful addiction and managing without nicotine can be difficult. Emphasize that you do not expect nor require the employee to quit tobacco use, only to comply with the policy by not smoking on campus. Mention that others have found a way to manage, so it is possible to do so.
- If the employee indicates interest in quitting, make sure he/she is aware of OHSU's Tobacco-Free Program and how to access it (*see page 4*).
- If the employee indicates a need for help in learning how to manage while at work, encourage the employee to contact the OHSU Employee Tobacco-Free Program at 503 346-0027.
- Reinforce that all employees must comply with OHSU policy.
- Use the **Tobacco-Free Employee Guide** to help with the discussion ([www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree).)

If the employee continues to violate the policy, however, formal discipline may be warranted. Managers should consult their HR Business Partner in this circumstance. For classified employees, formal discipline is most often introduced according to the following format:

Level I: Verbal Warning (in writing and presented to the employee)

Level II: Written Reprimand

Level III: Pay Reduction or Suspension

Level IV : Involuntary Termination

For unclassified employees, there are some corrective actions that may be taken if violation of the policy persists despite coaching and counseling. Managers should contact their appropriate HR Business Partner for guidance and advice regarding any employee discipline.

## Support for Managers and Public Safety Officers

Some managers and Public Safety officers may be uncomfortable discussing a tobacco violation with an employee. To help make it easier, the lead Tobacco Treatment Specialist for the OHSU Employee Tobacco-Free Program, offers assistance to managers and Public Safety officers who need to work with employees around tobacco-related issues and violations. The Tobacco Treatment Specialist can help managers and Public Safety officers address problems and develop strategies to make the conversation with an employee more effective. Please call the OHSU Employee Tobacco-Free Program at 503 346-0027.

# Support Benefits for OHSU Employees and Students Who Use Tobacco

OHSU does not expect nor require that anyone quit tobacco use. However, many tobacco users want to quit. To help those that do, OHSU offers these free and low-cost resources.

	Prescription Medications (no co-pay)	Non-Prescription Nicotine Lozenges and Patches	Tobacco-Free Program	Referral to Resources
<b>OHSU Employees</b>				
ODS Rx*	❖	❖	❖	❖
Other prescription coverage	Co-pays apply for Kaiser coverage	❖	❖	❖
<b>Family Members</b>				
ODS Rx*	❖	❖	❖	❖
Other prescription coverage				❖
<b>OHSU Students</b>	Co-pays apply for Aetna coverage	❖	❖	❖
<b>OHSU Volunteers/ Contractors</b>		❖	❖	❖

\*ODS Rx is the prescription coverage for employees and their family members who have elected medical coverage through the OHSU PPO, 250 PPO and 60/50 PPO plans.

To access these benefits:

1. Contact the OHSU Employee Tobacco-Free Program at 503 346-0027 or visit: <http://www.ohsu.edu/tobaccofree/cessationresources> for more information.

OR

2. Contact the OHSU Pharmacy at 503 494-8563, by e-mail at [Rxfree@ohsu.edu](mailto:Rxfree@ohsu.edu), or in person for medications.

**FOR EMPLOYEES NOT READY TO QUIT:** FREE assistance is available through the OHSU Employee Tobacco-Free Program to help with a plan to manage during the workday.

For more information about the OHSU Tobacco-Free Initiative, visit: [www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)

# Tobacco-Free Employee Guide

OHSU is 100 percent tobacco free. All employees are expected to comply with the tobacco-free policy, which prohibits tobacco use indoors and outdoors on OHSU premises in the Portland area.

When patients and visitors see employees smoking and littering on the campus, they think they can too. Help others respect OHSU's tobacco-free policy by respecting it yourself.

## New Enforcement Efforts

- Employees who are **repeatedly** observed by Public Safety officers to be smoking on the campus are reported to their managers. Managers will work with employees to resolve non-compliance, as they would for other policy violations.
- If YOU observe smoking in areas **on the campus**, let people know about the policy.
- If you see repeated smoking in some areas, **contact Public Safety (4-7744)**. There is a coordinated plan to help.
- If you have been smoking and throwing your cigarette butts on the ground, do the right thing and **clean it up**. Cigarette butts are one of the biggest sources of litter in the world, and do not biodegrade.

## Getting Help

OHSU is tobacco-free in order to create a healthier, more healing environment for everyone, not to punish smokers or force them to quit. We recognize that tobacco is a powerful addiction. OHSU is committed to supporting our employees, students, patients and visitors in quitting tobacco, if they choose, or in managing their cravings during the time they spend at OHSU. See the back page for options that can help.

## Sustaining a Tobacco-Free OHSU

As Oregon's only academic health center, OHSU is dedicated to improving the health and quality of life for all Oregonians.

To maintain an environment free of tobacco:

- We provide support to patients, employees, and students who want to quit.
- We provide nicotine lozenge "support packs" for family members and visitors to use when they are on campus.
- We work on an individual basis with patients and their families to respond compassionately to their needs.
- We encourage OHSU employees and students to help make everyone aware of the tobacco-free policy and the resources available.

For more information about the OHSU Tobacco-Free Initiative, visit: [www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)



# Support Benefits for OHSU Employees and Students Who Use Tobacco

OHSU does not expect nor require that anyone quit tobacco use. However, most tobacco users want to quit and we can help. If you use tobacco and are ready to quit, OHSU offers free and low-cost resources to support you. **If you are not ready to quit** but want help to manage while you are at work, FREE assistance is available through the OHSU Employee Tobacco-Free Program to help you come up with a plan.

	Prescription Medications (no co-pay)	Non-Prescription Nicotine Lozenges and Patches	Tobacco-Free Program	Referral to Resources
<b>OHSU Employees</b>				
ODS Rx*	❖	❖	❖	❖
Other prescription coverage	Co-pays apply for Kaiser coverage	❖	❖	❖
<b>Family Members</b>				
ODS Rx*	❖	❖	❖	❖
Other prescription coverage				❖
<b>OHSU Students</b>	Co-pays apply for Aetna coverage	❖	❖	❖
<b>OHSU Volunteers/ Contractors</b>		❖	❖	❖

\*ODS Rx is the prescription coverage for employees and their family members who have elected medical coverage through the OHSU PPO, 250 PPO and 60/50 PPO plans.

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1. Contact the OHSU Employee Tobacco-Free Program at 503 346-0027 or visit: <https://www.ohsu.edu/tobaccofree/cessationresources> for more information.

OR

2. Contact the OHSU Pharmacy at 503 494-8563, by e-mail at [Rxfree@ohsu.edu](mailto:Rxfree@ohsu.edu), or in person for medications.

For more information about the OHSU Tobacco-Free Initiative, visit: [www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)







**Tobacco-Free Initiative  
Three Years Later**

**Wendy Bjornson, MPH**

*October 2010*

## Why did OHSU pursue a tobacco-free environment?

- OHSU's mission is directly tied to improving health and quality of life.
- Tobacco use is the leading cause of preventable illness and death.
- There is no safe level of exposure to second-hand smoke.
- Increasingly a standard for hospitals, health systems and universities.



## What do we mean by “tobacco-free”?

- OHSU’s tobacco-free environment policy (07-90-021) went into effect [Sept. 17, 2007](#).
- No smoking or other tobacco use is permitted indoors or outdoors on OHSU premises.
- All employees, students, volunteers, contractors, patients and visitors are expected to refrain from any tobacco use while at OHSU.

## Policy Intent

Create a **healthier, more healing environment**, *not to punish smokers.*

## Implementation Plan

- Kick-off on November 1, 2006.
- Leadership from Executive staff, all-campus Advisory Committee, core Implementation Committee.
- Seven working groups: 1) policy development, 2) compliance, 3) employee benefits, 4) hospital and clinical practice, 5) communications, 6) training, 7) evaluation.
- Details on website:

[www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)

## Communication: critical to success

- Ongoing, internal communication to current employees and students began in January, 2007
  - website, e-newsletters, executive leadership and manager meetings
- “Countdown campaign” over summer months.
  - Packet of materials sent to all OHSU employees.
  - Flyers posted in smoking areas and changed weekly.
  - Letters to referring physicians and other professionals.
  - Online education programs on website; training and outreach to staff

## Communication: critical to success

- Focus of external communication on notifying people in advance so they are aware before coming to OHSU.
  - Admission packets, reminder calls, information at parking, media announcements and stories.
- Additional permanent, tobacco-free signs installed by Tobacco Free Day (September 17).

## Enforcement: First provide help

- **Employees:** Full tobacco cessation benefit + advice for managing cravings while at work.
- **Hospital patients:** Medications on admission for withdrawal, consult service in EMR Orders Manager for consultation and treatment plan.
- **Ambulatory Patients:** 5 A's during office visits with referral to Quit Line and other services. Soon to add clinic for ambulatory services.
- **Visitors:** Support pack with Commit lozenges and information available in multiple locations.

# Tobacco-Free Initiative

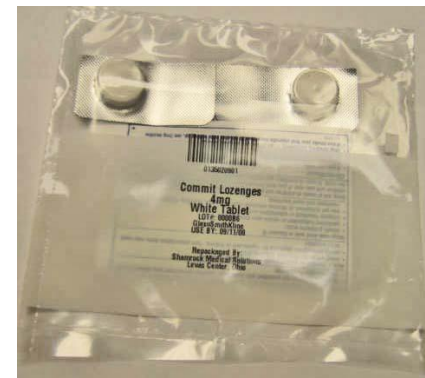
## Maintaining a tobacco-free OHSU



Referral card  
outside with  
tobacco-free  
message and  
OTQL  
information.



Referral card  
inside with  
map of  
locations for  
support packs.



OHSU "Support Pack"

Contains 2, 4 mg. lozenges,  
OHSU disclaimer, contact  
information for the OTQL,  
instructions for use.



## Maintaining a tobacco-free OHSU

- It takes everyone! All employees encouraged to assist by helping ensure people are aware of policy.
- Approach to those smoking on campus is to:
  - Informing them courteously and respectfully that OHSU no longer permits tobacco use on its property.
  - Directing them to available resources.
  - Employees who are observed repeatedly violating policy referred to manager; may result in progressive discipline.



## Maintaining a tobacco-free OHSU

- Helping **patient families** under stress:
  - Nicotine lozenge support packs and cessation resources are available.
  - Staff use common sense judgment in approaching people in tragic and stressful situations.
  - Exception to policy is Native American pipe ceremony for patients who are dying.

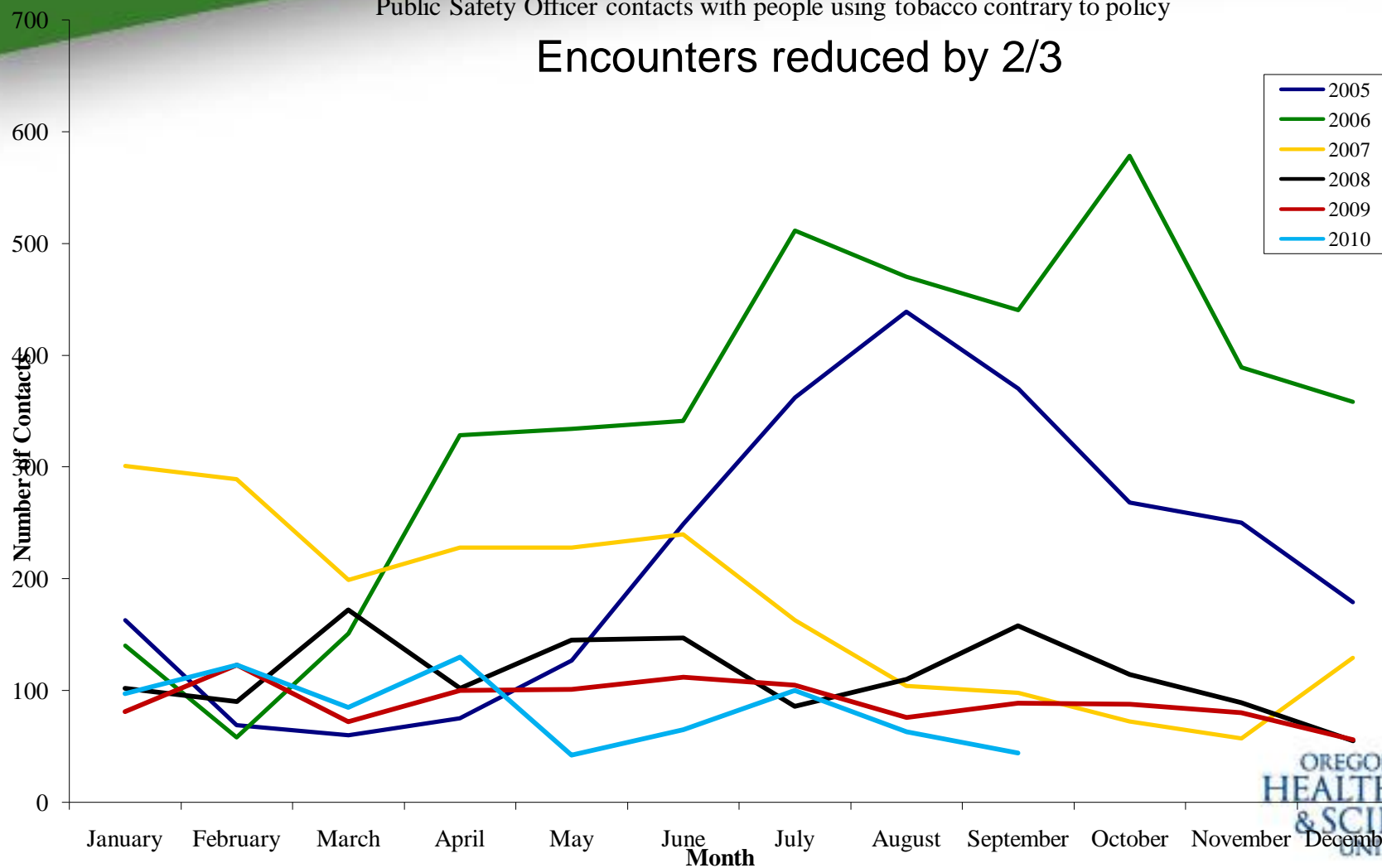
## Progress Report

# Tobacco-Free Initiative

## Department of Public Safety Compliance Report

Public Safety Officer contacts with people using tobacco contrary to policy

Encounters reduced by 2/3



# Tobacco-Free Initiative

## Compliance Strategies

**Compliance strategies targeted to problems as they emerge.**

- **Phase one:** broad education, courteous reminders for violations, quitting support for staff, onsite support for visitors.
- **Phase two:** continue strategies from phase one; add targeted strategies for “hot spots”: landscaping to discourage smoking, extra signs, extended communication (story contest).

# Tobacco-Free Initiative Compliance Strategies

- **Phase three:** Add coordinator to monitor and act on “hot spots,” increase focus on employees – disciplinary process initiated by public safety for violators, update and redistribute communication to employees and patients.
- **Phase four:** focus on assistance from nursing staff to improve patient care and compliance with policy;
- **Current phase:** focus on better information for visitors to limit smoking on campus, address littering problem on perimeter of campus; update hospital policy to address patients who leave to smoke.

# Tobacco-Free Initiative

- Employee program
  - Over 300 enrolled (about 20%).
  - Quit rates at 6 months are 44% (for those responding to survey).
- Hospital program
  - Smoking status confirmed in over 90% of medical records.
  - Referral rate to consult service at 100 per month; doubled since beginning of 2010 with nursing education program.

# Tobacco-Free Initiative

- Ambulatory program
  - Monitor completion of smoking status in EMR in selected clinics (primary care, women's health, cardiology, lipid, pulmonary, diabetes, nephrology and hypertension).
  - >20% increase from 2008 to 2009.
- Visitor program
  - Support pack distribution: 3,000+ support packs distributed to various locations on OHSU campuses.

## Lessons Learned

- Senior leadership support from the beginning.
- Community development approach – involve everyone as much as possible.
- Develop a good leadership and committee structure with tasks, timelines and outcomes.
- Ongoing dedicated and funded staff. Without, program deteriorates.



## Lessons Learned

- Take is slow. Plan carefully and continuously.
- Emphasis on helping not punishing. Have clear steps so everyone knows what is expected.
- Provide resources to help everyone quit or manage without smoking.
  - *Availability of employee benefits and support packs for visitors was especially important for gaining widespread cooperation and support.*

## Lessons Learned

- Start offering employee benefits months in advance and make them easy to access.
- Communicate broadly, often and well. No surprises.
- Be flexible, patient and stay calm. Anxiety high at first, subsides, then escalates just prior to implementation.
- Aim for cultural change over time through ongoing education, cooperation, and enforcement.

## Lessons Learned

- After implementation –quality improvement.
  - Set goals and monitor progress.
  - “Diagnose” problems and develop situation specific enforcement solutions (e.g. landscaping, good neighbor signs).
- *“Don’t waiver from the task or lose your resolve before, during, or after the kick-off date. Make the tough decisions about enforcement and stick with them.”*

## For more information ...

Visit [www.ohsu.edu/tobaccofree](http://www.ohsu.edu/tobaccofree)

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