SUNY Upstate Medical University

The Smoke-Free Process

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Before Becoming Smoke-Free:

- Seven designated smoking areas
- The existing policy was loosely enforced
- Smoking areas allowed non-smokers to be exposed to second-hand smoke
  - Area of greatest concern was the park near main entrance
    - highly visible
    - Close proximity to sidewalk where majority of public entered the hospital
The Decision

- Do we purchase smoking huts to "move" the smokers?
- Do we become smoke-free?
  - Dr James Holsapple, an Upstate neurosurgeon, surveyed the campus by e-mail and found the overwhelming majority of respondents were in favor of the smoke-free campus.
The Process Begins

- Our president, Dr. Gregory Eastwood, began the process by creating the “Advisory Committee on a Smoke-free Upstate” to be chaired Dr. Simmons the Director of Employee/Student Health
  - This committee would be comprised of key people with a higher level of function and influence in their respective areas.
  - The work of the committee would be done by the members themselves rather than delegating duties to others.
Smoke-free Advisory Committee

- **Employee/Student Health**
  - Committee leadership
  - Smoking cessation
- **Employee/Labor Relations**
  - Union issues
- **Human Resources**
  - Benefits
  - Recruitment issues
- **Respiratory Care**
  - Inpatient smoking cessation issues
  - Assistance with smoking cessation programming
- **Organizational Training and Development**
  - Development of educational materials
- **Hospital Administration**
  - Program support
  - Communication with upper levels
- **Public and Media Relations**
  - Press releases
  - GASO speakers
- **Public Safety**
  - Compliance issues
- **Healthcare Teleservices**
  - Preadmission notification
  - Visitor interaction
- **Library Services**
  - Historical perspective
Demographic information

- SUNY Upstate Medical University is an urban campus
  - Largest employer in Onondaga County
  - Employs approximately 6300
  - Three major labor unions representing 4700
  - University Hospital
  - Colleges of Medicine, Health Professions, Nursing, and Graduate Studies.
  - Combined student body of 1200

First SUNY Campus to become smoke-free
Assessing Our Situation:

- With the help of the American Cancer Society, a health survey was completed by employees and students during their annual health assessment.

- Smoking statistics were extrapolated from the 2004 survey and compared to previous 2002 survey.
  - 2002 - 17% campus population were smokers (1000-1200)
  - 2004 – 13% campus population were smokers (~800)
    - 85% of those smokers had an interest in quitting
Networking

- Information was gathered from other healthcare institutions that had become smoke-free.
- We evaluated what worked and what did not. University of Michigan Health System and the information contained in the Michigan Smoke-Free Hospitals CD was a tremendous resource.
- Strong support was provided by Tobacco-Free Onondaga County, ACS, and the State and local Health Departments.
Smoke-free announcement

President Gregory Eastwood, MD sent a letter to the campus on July 28, 2004 to initiate the process.

Purpose:

- To announce the intent to become a completely smoke-free campus effective August 1, 2005.
- Eliminate second-hand smoke exposure in all buildings and on all grounds owned and leased by Upstate Medical University.
Meetings with administration

- The Advisory Committee Chair met with Dr Eastwood monthly to update him on the committee progress.
- Dr Eastwood was advised when to send additional letters to the campus as we entered each new phase of the process.
- Ongoing input and involvement from the President was essential.
Budget Development

- Budget components included:
  - Informational materials
  - Nicotine replacement
  - Smoking cessation training and programming
  - Signage
  - Website development
  - Speakers, programs for the community
  - Kick-off
The estimated budget amount was $70,000 for the year.

Significantly over-budgeted

Largest predicted expenditure was $25,000-$30,000 for NRT for both staff and visitors.

A later administrative decision was made not to dispense NRT to visitors.
Compliance - Existing Policy

- Initial focus was to establish compliance with the existing policy throughout the year that led up to the smoke-free implementation.
- Confining smoking to designated areas would ensure a smoother transition.
- Time and attendance issues related to lengthy smoking breaks needed to be addressed prior to implementation.
Union Issues

- Upstate has 5 Unions
  - 3 major unions
  - 2 smaller unions
- Total combined Union membership of 4700.
- A Memorandum of Understanding was composed that outlined the new policy.
Memorandum of Understanding

- This included the expectations of the smoke-free campus policy:
  - Removal of the seven designated smoking areas.
  - Smoke-free definition.
  - Outline of smoking cessation programming which included counseling, free NRT, and classes offered during work hours.
  - Outline of the procedure to handle violations.
Labor Union Meetings

- Meetings were held with each union individually.
- The unions did not participate on the Smoke-Free Advisory Committee.
- There was no strong opposition.
- All unions signed agreement by three months before smoke-free campus implementation.
Smoking cessation program development

- Smoking cessation is a major component of the smoke-free process.
  - Initially there were several “counselors” onsite trained at different levels.
  - Two were sent for 1 week of intensive “gold standard” training and certification at the Mayo Clinic.
  - Initially materials for classes were purchased, until smoking cessation materials were developed.
Smoking cessation, continued

- Each employee or student was offered:
  - The opportunity to attend smoking cessation classes of 7 sessions over a 6 week period during paid work hours.
  - Classes were offered on all three shifts and began in February 2005 (6 months prior to implementation and continuing 6 months post implementation).
    - The decision has since been made to extend classes indefinitely during off-work hours.
  - If unable to attend classes, participants could meet individually with the counselors to obtain 8 weeks of NRT at no charge in the form of gum and patches.
    - The expense of NRT was about $120.00/participant.
Smoke-free Website

The website (www.upstate.edu/health/smokefree) was necessary to post the following:

- President’s letters
- Press releases
- Smoking cessation information and resources
- Smoking cessation class schedules
- Related links
- Smoke-free process power point presentation
Smoke Free at Upstate

This site contains...

...Information on Smoke-free Policy implementation at SUNY Upstate, as well as a complete listing of educational programs available for employees, volunteers and students who are interested in quitting smoking.

SmokeFree FAQs & Tips to Help you Quit

http://www.upstate.edu/health/smokefree/

After 12 months of planning and preparation, SUNY Upstate Medical University officially became a smoke-free campus Aug. 1.

PRESS RELEASE

Letters from the President

In his letter to the Upstate community, Dr. Eastwood said that creating a smoke-free campus at SUNY Upstate is squarely within the mission of Upstate, which is dedicated to preventing disease and improving health.

- President Eastwood, July 7, 2005
  A Smoke-Free Upstate Medical University
  [text alt]

- President’s letter updating campus on smoke-free initiative.
  [text alt]
  President Eastwood, Feb. 7, 2005

- Smoke-free campus by August ’05
  [text alt]
  President Eastwood, July 28, 2004

- Executive Committee to review existing programs
  [text alt]

Smoking Cessation at SUNY Upstate:

- SMOKING CESSATION
  Program Schedule
  Other Resources

Meet the Smoking Cessation Program experts...

Cynthia Cary and Susan D. Greetham

All are certified by the American Lung Association for smoking cessation and counseling and have received training in smoking cessation from the Mayo Clinic.

Cary, a registered respiratory therapist and a registered pulmonary function technician, is University Hospital’s smoking cessation coordinator. She has been employed by SUNY Upstate for 18 years.

Greetham, a family nurse practitioner, has been at employed at SUNY Upstate for 11 years. She has also served as a nurse practitioner in the industrial health setting. Her expertise includes tobacco cessation, counseling and smoking cessation programs.
Smoke-free Slogan

- It was necessary to develop a slogan that truly communicated our intent.
  - It was NOT to force smokers to quit.
  - It WAS to prevent second-hand smoke exposure to all who entered our campus.
  - “Let’s Clear the Air” was chosen.
Slogan-
“Let’s Clear the Air”
Campus Map and Boundaries

- Upstate is an urban campus with approximately 30 buildings dispersed throughout the University area and surrounding communities.
  - The map developed defines the areas in and in close proximity to our main campus which includes 10 buildings out of the 30 total.
  - All areas owned or leased are included in the smoke-free policy.
For Your Health

No smoking permitted in the buildings or on the grounds of SUNY Upstate Medical University.

Thank you for your cooperation.

- Green areas = No smoking
- Orange areas = No smoking permitted in Upstate-leased space within these areas.
## Policy Changes

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<thead>
<tr>
<th>Previous Policy S-03</th>
<th>New Policy S-03</th>
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<tbody>
<tr>
<td>Prohibited smoking inside University Hospital or any Upstate building.</td>
<td>Smoking within the buildings, grounds or vehicles owned by SUNY Upstate is entirely prohibited.</td>
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<tr>
<td>Allowed patients, visitors and staff to smoke in designated areas outside.</td>
<td>No smoking anywhere including parking garages and parking lots.</td>
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Sign Development

- Prior to this initiative, there were many different “no smoking” signs across campus.
- New uniquely shaped signage was developed for greater visibility and placed throughout campus.
- Each building entrance door now has new signs placed at eye level with a similar “NO SMOKING” message.
Newly shaped signage:

- For Your Health
- No Smoking
- on the grounds of SUNY
- Upstate Medical University

- For Your Health
- No Smoking
- in the garage
- or on the grounds of SUNY
- Upstate Medical University

- For Your Health
- No Smoking
- on the grounds of University Health Care Center
- A practice site of University Hospital
- SUNY Upstate Medical University
Transitional signage was used two months prior to implementation.

For your health, please refrain from smoking.

As of August 1, there will be no smoking on the grounds or in the buildings of University Hospital/SUNY Upstate Medical University.
Compliance Expectations
New policy

- All employees and students share equally in the responsibility for adhering to and assisting with compliance of this policy.

- Communicate the policy to the Upstate Medical University staff and campus visitors in a courteous, nonconfrontational manner.

- It is the specific responsibility of all supervisors to ensure compliance by the employees in their areas.
To aid in the compliance process, Intervention Cards were developed.
Informational and educational materials development

- Pamphlets for visitors – Smoke-free Campus FAQ’s at each entrance.
- Intervention cards and campus maps on each unit and also available at the information desk.
- Staff education booklets
  - provided information about why Upstate is smoke-free.
  - provided scenarios regarding interactions with patients and visitors
- Information for recruitment purposes
Staff education was developed

Implementing a Smoke-Free SUNY Upstate Education - May 2005

Let's Clear the Air

Our Smoke-Free Campus Test Your Knowledge

"Smoke-Free Upstate" Kick-off Contest for 20 $50 gift certificates. To be entered in the contest, you must answer all of the questions correctly. Submit by July 22, 2005 to: OTD - JH. Rm 417

ONLY ONE ENTRY ALLOWED PER PERSON

Name ___________________________ Phone #: ___________________________

Employee/Student ID#: ___________________________ Email (if applicable): ___________________________

Department: ___________________________

Are the following statements True or False?

1. Smoking can increase the risk of developing cancer, stroke, heart disease and lung disease. TRUE FALSE

The educational materials are also available on the web at:

http://www.upstate.edu/hr/training/edsmokefree.shtml
Staff education sessions

- Educational sessions were conducted for staff on expectations regarding the new policy beginning two months prior to implementation.
- Different roles required separate sessions
  - Managers and clinical educators
  - Public safety officers
  - General staff
- An incentive to complete the education was a raffle of twenty $50 gift certificates.
Notification

- **Patients Information**
  - Pre-admission notification was sent to incoming patients and outpatients informing them of our new policy as well as their NRT options during their stay.
  - FAQ brochures cards available at each entrance.
  - “Clear the Air” available at the front desk.

- **New Employee Information**
  - Upstate Job Opportunities website
  - Newspaper ads
  - Paper applications
Inpatient NRT guidelines development:

- NRT information was gathered from several institutions and then modified to best serve our patient population.
- Approval was granted by the Pharmacy and Therapeutics committee.
- Since the new process began, NRT use among our inpatients has doubled.
NRT Assessment and Delivery process for inpatients

- Formerly patients were asked about tobacco use once they were admitted to the floor and were assessed by the nursing staff causing a delay in NRT administration.

- Since August 1st, patients are asked at registration if they have used tobacco within the past year, if “yes” then a consult request is generated to the Respiratory Care Dept for one of the inpatient smoking cessation counselors to visit the patient. A “NRT Guidelines” sheet is also printed with the patients admission paperwork as a resource for prescribing the appropriate NRT dose to the prescribing physician.
Kick-off

- Initially, the plan was for a “celebration”.
- In the end, the decision was made to keep the event more low key. A ceremony was held in the park in the front of the hospital (formerly a designated smoking area).
- All the major television stations were present to report the event.
Maintaining a Smoke-free Campus

- Smoke-Free advisory Committee meets quarterly
- Staff are encouraged to continue to play an active role in communicating the policy
- Problems that arise are addressed promptly
- Periodic reminder letters from the President
- Additional signage is placed if necessary
- Ongoing support for employee smoking cessation
- Request to the city government for a street ordinance
Questions?