

Tobacco-Free Toolkit

Your guide to a tobacco-free workplace



WorksiteWellness

Tobacco Free Toolkit

Blue Cross and Blue Shield of North Carolina (BCBSNC) is always looking for new ways to help our members be healthier — and stay healthier. After all, we are “your plan for better health.” Workplace wellness is one area where we can help.

This toolkit is a how-to guide for going tobacco free in the workplace. It provides the necessary steps towards a smoke-free work environment that have proven successful. It is based on our experience with implementing a tobacco free policy and smoking cessation resources for our own employees.

Making the Case:

- Making the Case for Providing Tobacco Free Resources and Programming pg. 3-4
- You are in Good Company pg. 5

A Guide for Providing Programs & Resources

- Framework for Providing Programs and Resources pg. 6-7
- Best Practices pg. 8-10
- A Breadth of Resources pg. 11
- How to Keep the Momentum pg. 12

Steps for Creating and Effective Policy

- Steps to Creating and Effective Policy pg. 13-14
- Tobacco Free Policy Template & Example Policy pg. 15-17
- Going Tobacco Free pg. 18-19
- Communication pg. 20-22
- Evaluation pg. 23-24
- Need More Information? pg. 25-27

Appendices

- Appendix A: Sample Communications 1-10 pg. 28-38
- Appendix B: Sample Signage pg. 39
- Appendix C: Sample F.A.Q. pg. 40-44
- Appendix D: Facilitation guide for managers pg. 45
- Appendix E: Sample Reimbursement Form pg. 46
- Appendix F: Evaluation
 - Environment Checklist pg. 47
 - Observation Checklist pg. 48
 - Employee Survey pg. 49-50
- Appendix G: Citations pg. 51



WorksiteWellness

Making the Case for Providing Tobacco Cessation Resources and Programming

Tobacco is bad for business. Smoking is costly to employers both in terms of smoking-related medical expenses, lost productivity and building maintenance.

Employees

- Smoking costs the state of **North Carolina** \$4.75 billion. That breaks out to \$1,051 per employee and \$536 per resident ¹
- From 1997 – 2001, cigarette smoking was estimated to be responsible for \$167 billion in annual health-related economic losses in the **United States** (\$75 billion in direct medical costs, and \$92 billion in lost productivity), or about \$3,561 per adult smoker^{3,8}
- Businesses pay an average of \$2,189 in workers' compensation costs for smokers, compared with \$176 for nonsmokers ³
- Nonsmoking employees can receive workers' compensation, unemployment compensation, disability benefits, and other settlements based upon their exposure to secondhand smoke in the workplace ³
- BCBSNC collaborated with BCBSMN and Johns Hopkins Bloomberg School of Public Health and to study the impact of second hand smoke on North Carolinians. It is estimated that second hand smoke resulted in \$288.8 million in excess medical cost in our state in 2006 (adjusted to 2008 dollars) ¹¹
- A national study based on American Productivity Audit data of the U.S. workforce found that tobacco use was one of the greatest causes of lost worker production time (LPT). LPT estimates for workers who reported smoking one pack of cigarettes per day or more was 75% higher than that observed for nonsmoking employees or employees who had previously quit smoking ³
- The Centers for Disease Control and Prevention concluded that each employee who smokes costs employers \$1,897 in lost productivity each year ³
- On average, smokers miss 6.16 days of work per year due to sickness, compared to nonsmokers, who miss 3.86 days of work each year ³
- Employees who take four 10-minute smoking breaks a day actually work one month less per year than workers who don't take smoking breaks. ³
- Smoking cessation is one of the most cost-effective preventive services that can be provided to employees.¹⁰



Worksite Wellness

Worksite

- Going smoke free lowers the risk of fires and accidental injuries, which can reduce insurance costs²
- In 2006, smoking related fires caused \$606 million in direct property damage⁴
- Going smoke free reduces potential legal liability²
- Maintenance costs are 7% higher in buildings that allow smoking than in buildings that are smoke-free³
- Employers in the US could save \$4 to \$8 billion in building operations and maintenance costs if they implemented comprehensive smoke-free indoor air policies according to the EPA³

Tobacco Free: Potential Benefits

Positive outcomes for going tobacco free at your worksite:

- The workplace is an ideal environment in which to encourage smokers to quit^{5, 6}
- Workplace smoking restriction policies lead to reduced consumption among smokers by 11% to 15% and also increase quit rates by as much as 84%.⁷
- Maintenance costs for your business may likely go down when smoke, matches, and cigarette butts are eliminated from facilities.
- Without smoke in the environment, office equipment, carpets, window treatments, and furniture will likely last longer.
- The risk of fires in your business is likely to be lower when there is no smoking allowed.



WorksiteWellness

You are in Good Company

There is growing interest in moving to smoke-free workplace environments in the United States. Nationally, over 70% of indoor workers now work in facilities where smoking is prohibited². In North Carolina, momentum is gaining for establishing tobacco-free worksites. Below are examples of companies, both in North Carolina as well as nationally, which have established smoke-free environments.²

- Blue Cross and Blue Shield of North Carolina
- First Citizens BancShares*
- Glaxo Smith Kline
- AT&T
- BASF Corporation
- BF Goodrich Tire Manufacturing
- General Mills
- IBM
- International Truck and Engine Corporation
- Nike, Inc.
- Nestle Purina PetCare Company
- Proctor & Gamble
- Scott Paper Company
- Subaru Auto Assembly Plant (Indiana)
- Texas Instruments, Inc.
- Tyson Foods
- Union Pacific
- Verizon

*First Citizens BancShares headquarters office has moved to a tobacco free worksite, as well as the following locations: all Raleigh headquarters facilities, all Triangle area branches, all Area 4 branches (Henderson, Polk and Transylvania counties), mortgage facility in Hendersonville, item processing centers in Charlotte, Hendersonville, New Bern, NC as well as Anderson and Columbia, SC.

Since 2003, the Healthy Hospital Initiative has helped to establish 100% smoke-free environments many North Carolina hospitals and health system campuses. Find more information at www.healthyhospital.org

Helpful Hint: It might be helpful to contact similar businesses who have implemented a smoking cessation policy for tips and policy development details.



Worksite Wellness

Framework for Providing Programming and Resources

To successfully encourage your employees to take advantage of smoking cessation programs and resources that you decide to offer, efforts must address the following areas:

Going Tobacco Free

- Form a team of employees that are representative of the employee population to provide ideas and input on program development.
- Determine goals and objectives of your programs policy. Visualize what the programs will accomplish.
- Prepare a timeline of programming development and implementation.

Communication

- Communicate all smoking cessation resources and programming efforts that are available at your worksite and within the community.
- If you decide to implement a smoke-free policy at your worksite, be aware that approval of your policy may take several months. However, be sure to communicate early to employees the basic, key components of the new policy changes.
 - Communicate to employees the when, who, what, and how details of the policy once it has been developed.
- Make a timeline of when and what type of communication pieces you will have.
- Be sure your communication pieces are consistent, frequent, and cover all details of your programs and available resources.

Steps to Create an Effective Policy

- Be sure to gain leadership support early in the planning of your programming and policy. Leadership support is vital to the success of any new smoking cessation efforts.
- If you decide to implement a smoke-free policy, be sure it is clearly stated and easy to read and understand.

Providing Incentives and Resources

- Consider your budget, timeline, and employee interest when deciding upon which programs and resources to offer. Remember to consider the long-term savings the organization will have for investing in comprehensive resources.
- Consider offering resources to dependents.



WorksiteWellness

How to Keep the Momentum

- Provide continued tobacco cessation support resources.
- Continue to communicate offered resources before and after the effective date.
- Be sure to recognize employees who have quit tobacco use as often as possible.

Evaluation

- Monitor implementation of new policy by engaging employees throughout the year by providing employee surveys or focus groups.
- Consider evaluating the policy annually with an all-employee survey.
- Modification of the policy may need to be addressed after evaluation efforts.
- Be sure to report positive changes and outcomes of the policy to senior management.



WorksiteWellness

Best Practices: Offering Worksite Resources

Other tobacco cessation resources that you might want to offer include:

- Consider offering to cover the cost of nicotine replacement therapy, prescription medications, and tobacco cessation classes. (Refer to Sample Reimbursement)
- You may want to offer onsite counseling through a nurse practitioner, health coach or physician.
- Consider establishing smoking cessation support groups that meet on a regular basis.
- You may want to hold “Lunch & Learn” sessions at work for employees to learn more about the smoking cessation policy and available resources.

The importance of incentives

Experts have agreed that one key to changing health behavior is offering incentives. It is important to provide incentives such as discounted or free medications to employees wishing to quit in efforts to help motivate behavior change. Below are best practices around quitting tobacco use individually and how the worksite can directly influence employee quit rates.

Determining what to offer

The incentives/resources that your company will offer are contingent upon your budget and employee interest. Keep in mind that the long-term saving will far outweigh initial costs of resources.

Best Practices: Treatment

The U.S. Department of Health and Human Services has found the following treatments to be most effective⁹:

- Counseling and medication are effective when used by themselves for treating tobacco dependence. The combination of counseling and medication, however, is more effective than either alone.
- Telephone quitline counseling is effective with diverse populations and has a broad reach.
- Seven first-line medications (5 nicotine and 2 non-nicotine) reliably increase long-term smoking abstinence rates:
 - Bupropion SR
 - Nicotine gum
 - Nicotine inhaler
 - Nicotine lozenge
 - Nicotine nasal spray
 - Nicotine patch
 - Varenicline

Smoking Cessation Reimbursements



WorksiteWellness

You may decide to cover some or all costs of tobacco cessation products and classes. It is recommended that, if you do decide to reimburse employees for their tobacco cessation products and classes, you set a limit on how much employees may be reimbursed (Refer to Appendix E: Sample Reimbursement Form).

- It is recommended that you provide reimbursement for tobacco cessation products and classes ranging from \$100 - \$250 per employee per year.
- Determining reimbursement amount will depend on your budget and the percentage of employees who smoke and wish to quit.
- Several medications such as Chantix and Zyban are covered partially or fully by their BCBSNC benefits.
 - BCBSNC's standard plans cover two Chantix prescriptions (180 days each) during a member's lifetime.
 - BCBSNC's standard plans cover two Zyban prescriptions (180 days each) during a member's lifetime.

Example: Your organization may reimburse employees up to \$100.00 for products and classes per year. Below is an example reimbursement calculation per employee.

Sample smoking reimbursement calculations

Reimbursement for one year: Investment = \$100 at year one.

Reimbursement	First Year Savings	Potential Five Year Savings
\$100.00 per employee	\$951.00	\$5155.00

Reimbursement for two years: Investment = \$200 at year 2

Reimbursement	First 2 Year Savings	Potential Five Year Savings
\$100.00 per employee for 2 years	\$2002.00	\$5055.00

- Savings based on the additional annual cost of an employee that smokes (\$1,051.00) minus the reimbursement.¹
- Each year after the initial treatment will result in an additional \$1,051.00 savings per employee that underwent treatment and was successful at quitting tobacco use.

Cost Calculator

A \$100 reimbursement goes a long way with the BCBSNC discounts!



WorksiteWellness

Medication	BCBSNC Discounted Price	Recommended Duration
Nicotine gum, 2mg	\$32.50 per 2 weeks	6 – 14 weeks
Nicotine gum, 4mg	\$44.00 per 2 weeks	6 – 14 weeks
Habitrol Heavy Smoker Nicotine Patch	\$110 per 8 weeks	6 – 14 weeks
Habitrol Step 3 Nicotine Patch	\$33 per 2 weeks	6-14 weeks
Nicotine inhaler (Nicotrol)	\$148.00 for 30 day supply*	Up to 6 months
Nicotine nasal spray (Nicotrol)	\$196.00 for 30 day supply*	Up to 6 months
Nicotine lozenge	\$87.00 per 2 weeks	Up to 6 months
Chantix	\$108 for 30 day supply*	Up to 14 weeks
Zyban	\$187 for 30 day supply*	Up to 14 weeks

***These medications are covered by BCBSNC standard benefit plans, so member may not owe this full amount.**

- BCBSNC discounted price for nicotine gum, patch and lozenge are based on 2009 discount pricing through the Tobacco Cessation module of the Member Health Partnership ProgramsSM offered through BCBSNC.
- BCBSNC Discounted Price for Nicotine inhaler, Nicotine nasal spray, Chantix and Zyban are based on Average Cost pulled from BCBSNC online formulary, accessed 3/5/08. These medications are covered by BCBSNC standard benefit plans.
- Recommended Duration by the U.S. Department of Health and Human Services: Treating Tobacco Use and Dependence: Clinical Practice Guideline 2008 Update

Note: It may take employees more than one attempt to quit smoking. However, savings will still far outweigh the annual costs of an individual that smokes.

A Breadth of Resources



WorksiteWellness

BCBSNC Resources

- Coverage of FDA-approved smoking cessation prescription medications, including Zyban, Chantix, Bupropion, and any prescription inhaler or spray. Coverage per year provides 180 days of therapy with lifetime limit of 2.

- BCBSNC Member Health PartnershipsSM Program
Our Member Health PartnershipsSM program offers educational materials and support services for BCBSNC members to improve their health and manage specific health conditions, including tobacco cessation. This includes:
 - Materials that include information such as tips on setting a quit date, advice on coping with cravings, and information about tobacco-cessation medications
 - In North Carolina and South Carolina, a 50% discount on tobacco cessation counseling, including onsite sessions, with a Kerr Health Center clinical pharmacist.
 - Discounts on over the counter nicotine replacement therapy (NRT).
 - Online Healthy Living Tobacco Cessation Program
 - Nutrition counseling visits with a registered dietician. First six visits are free for Member Health PartnershipsSM participants.
 - Access to other relevant Member Health PartnershipsSM programs such as Stress Management and Weight Management

- Tobacco-cessation resources through HealthLineBlueSM, our 24-hour health information line and online health database.



How to Keep the Momentum

Once the effective date of new programs and policy implementation arrive, continue to monitor effectiveness and offer smoking cessation resources. Be sure to continue the following.

- Offer cessation support after policy effective date to all employees.
- Monitor and assess policy enforcement both short-term and long-term.
- Anticipate any questions/comments that may arise from employees.
- Engage employees throughout the year in order to gain a more long term assessment with communication and continued successful programs.
- Be willing to modify your policy and programming efforts after assessments.

Monitor

Be sure to monitor the following just prior to and 1-6 months after the policy effective date:

- Changes in exposure to smoke in the work environment
- Number of employees attending cessation activities/using self-help materials
- Awareness of policy
- Employee attitudes towards policy and cessation activities
- Improved employee morale
- Conflict between smokers and non-smokers
- Enhanced quality of work
- Job satisfaction

Success Stories

Be sure to communicate as often as possible employees who have quit tobacco successfully. These employees will serve as role model for other employees and make the perception of quitting tobacco use possible (Refer to Appendix A, Sample Communication 9).

Be sure to highlight the following:

- How many times an employee attempted or tried to quit tobacco use.
- What were key motivators for the employee?
- What onsite and community resources did the employee use?
- What would be their best advice to those trying to quit?
- What are new benefits they have seen and experienced as a result of quitting tobacco use?

Steps to Create an Effective Policy

Adopting a successful smoke-free policy will require much thought and effort. The following steps will help guide you through the process:

Conduct workplace assessment

Consider the following:

- The current policy of smoking at the workplace and environmental assessment. (Refer to Appendix F: Evaluation, Environment Checklist)
 - If you are unsure about specific areas listed on the Environment Checklist, consider conducting a more in-depth Observation Checklist for that area (Refer to Appendix F: Evaluation, Observation Checklist).
- The current secondhand smoke regulations. Determine if these regulations are effective.
- Expectations and experience of businesses with similar working environments.
- Gather baseline information and measurements on the following:
 - Employees' attitudes about secondhand smoke and adopting a different policy with an employee survey or organized focus groups
 - How many employees within the company use tobacco by administering a self-reported employee survey (Refer to Appendix F: Evaluation, Employee Survey).
 - Employees' readiness to quit smoking using an employee survey (Refer to Appendix F: Evaluation, Employee Survey).
 - Average number of employee "smoke breaks", average length of time taken for employee "smoke breaks" and translated loss of productivity time.
 - Yearly tobacco-related medical claims.
 - Absenteeism, presenteeism, and loss of productivity due to tobacco use.

Note: Before you create a policy, we recommend that you confer with your Legal counsel.



Goal setting

Make a specific goal for your policy change

- Based on your initial assessment, determine what you want your policy to change.
- Be sure to make your goal specific, measurable, attainable, realistic, and timely.
- Example goal #1: Reduce tobacco use 7% among employees by the end of year.
- Example goal #2: Decrease breaks taken by employees by 5% by the end of the year.

Outline the steps of your plan

- Determine what tobacco cessation resources to offer to employees.
- Determine possible incentives for employees who try to quit.
- Draft policy statement and gain required approval.
- Enact your plan
- Gain support from managers and likely opponents
- Communicate plan to employees
- Enforce policy
- Continually communicate to employees on available resources.
- Establish a 6-12 month timeline for policy development and implementation.



Tobacco Free Policy: Template

Below is a template of key components that your tobacco free policy should include as well as sample policies. Be sure to include as many details as possible within your policy to ensure a successful smoke-free environment on your organization's campus.

Effective Date:

- I. Purpose
State and lists goals and objectives of implementing the policy.
Example: Reduce tobacco use 7% among employees by the end of year.
- II. Scope
State and list everyone the new policy affects.
Example: If the policy affects visitors and contractors, be sure to include this.
- III. Definitions
Define any and all vague concepts or language that may appear in your policy. Example: Define the terms "company property" with physical boundaries, and applicable areas such as parking areas.
- IV. Policy
 - A. State what you expect to happen including the who, what, and where the policy will take affect.
 - B. State what happens if you violate the policy.
- V. Monitoring
 - A. Clearly state who is responsible for monitoring and reporting violations.
Example: Will it be all employees, employees' supervisors or security that will be responsible for monitoring and reporting violations.
 - B. List the actions necessary for reporting violations.
 - C. Explain required actions for visitors and contracts.
Example: Make clear that all employees who see visitors using tobacco on our property should be courteous in informing them of the tobacco-free policy.
- VI. Procedures
 - A. Define the specific roles of managers.
Example: Managers are required to address work performance with an employee if it affected by time taken to go off-premises to use tobacco.
 - B. Define the specific roles of security staff.
Example: Security staff is required to communicate the policy to employees and visitors.

Helpful Hint: Be sure not to get caught up in the wording! Visualize what you want to accomplish with the policy and be sure to state as simple and clearly as possible.



Example Policy: BCBSNC Tobacco Free Campus

Effective Date: November 17, 2005

Revision Date: January 2007

- I. Purpose
To provide a tobacco-free environment for all employees and visitors; to promote personal health; and to set an example for the community in promoting corporate health.
- II. Scope
This policy applies to all employees, contract labor and visitors.
- III. Definitions
Company Property – any property owned or leased by BCBSNC for purposes of conducting company business, including buildings, grounds, walkways, parking areas, company-owned vehicles, etc.
- IV. Policy
 - A. The use of tobacco is prohibited on all company property.
 - B. The use of tobacco is prohibited in company-owned vehicles. It is also prohibited in personal vehicles while on company property.
 - C. Employees are not provided any additional break time during their workday to go offsite to use tobacco.
 - D. Employees are expected to refrain from smoking on neighboring properties, public or private, unless the property owner or manager specifically permits smoking on the premises. It will be considered a violation of this Policy if BCBSNC receives complaints from business owners, homeowners, landlords and others about BCBSNC employees smoking on neighboring properties.
- V. Monitoring
 - A. All employees share responsibility for compliance with this policy. Management, with assistance from security, is responsible for enforcing the Tobacco-Free Policy. Employees who violate this policy will be reported to their manager. Managers will take necessary disciplinary action to address the problem, up to and including termination.
 - B. All employees who see visitors using tobacco on our property should be courteous in informing them of the tobacco-free policy.
 - C. HR and Workplace Resources share in the administration of this policy.



Worksite Wellness

VI. Procedures

A. Managers:

- i. Enforce the tobacco-free policy.
- ii. Address work performance with an employee if it is affected by time taken to go off-premises to use tobacco.
- iii. Direct interested employees to our corporate wellness opportunities, including tobacco cessation offerings.

B. Security Staff:

- i. Communicate the Campus wide Tobacco-free Campus policy to employees and visitors.

Additional Information/Example Policies

First Health of the Carolinas:

<http://www.quitnownc.org/pdfs/tobacco%20free%20policy.pdf>

Since 2003, the Healthy Hospital Initiative has helped to establish 100% smoke-free environments in many North Carolina hospitals and health system campuses. Find more information at www.healthyhospital.org



WorksiteWellness

Going Tobacco Free

Be sure to create a timeline when planning implementation of your tobacco-free policy at your organization. An example timeline from BCBSNC efforts to go tobacco-free is provided below.

Time	Action Item
Month 1	Obtain approval from Executive Leadership Team.
	Begin development of strategic communication plan (include marketing).
	Encourage employees to sign up for Member Health Partnership's (MHP) Tobacco Cessation program during open enrollment.
	Include in nicotine replacement products in budget.
	Offer incentive of \$100 for program or product.
Month 2	Announce smoke-free campus coming Month 7 with comprehensive resources to employees over the next months
Months 3-4	Revise HR policy
	Offer on-site group cessation classes onsite.
	Continue to promote on-site offerings including on-site physician counseling and evaluation for pharmacological agents.
Months 5-7	Continue intranet articles in support of smoke-free campus and resources available
	Reinforce support for employees and family members who want to quit
Month 6	Offer additional on-site group cessation class onsite.
	Workplace Resources prepares for no-smoking signage where needed.
Month 7	Promote Great American Smokeout (GAS)
Month 8	Workplace Resources removes smoking areas and posts no-smoking signage
	Celebrate GAS and SMOKE-FREE Campus.
Beginning 2007- Revision of Policy	BCBSNC modified their policy to extend the provision that employees could not use break periods to go off-campus to smoke.

Helpful Hint: This is an example of a policy development timeline and may serve a guide for your policy development. Consider the current infrastructure of your company and anticipate the possible channels you will have to develop your policy.

Worksite Wellness

Teamwork

Develop a team to help provide input about the policy and help communicate the policy change and resources with fellow coworkers.

- Be sure to include employees that are representative of the organization including non-smokers, smokers, and former smokers.
- Remember, that the program coordinator and organization leadership should be held responsible for coordinating, implementing and enforcing the policy, not the team.

Helpful Hint: Be sure to include broad representation of your employee population to gain wide support of the new policy.



Worksite Wellness

Communication

Communications need to be frequent, consistent and fully explain expectations.

Communicate with employees and management policy details including:

- Reasons for policy
- Resources available to help employees quit tobacco use
- Effective date
- The implications of each change
- Ramifications of violation

Communication Key Points

- Demonstration of senior management's support is vital to employee buy-in. If possible, arrange for the CEO or appropriate senior office to announce the new policy.
- Managers need to understand what role they will play in communicating the policy, available resources, and ramifications of violation of the policy (Refer to Appendix D: Facilitation guide for managers)
- Anticipate possible questions asked by employees. Consider creating a Frequently Asked Questions document (FAQ) and make available to all employees (Refer to Appendix C: F.A.Q).
Example: Email your FAQ to each employee so they have a copy.
- Coordinate your communications with the current communication department in your company such as Human Resources.
- Make learning about benefits and policies simple by ensuring all materials are accessible and easy to read.

Communication Channels

Before announcing your policy, determine which communication methods work best for your organization. Potential communication channels include:

- Emails
- Bulletin boards
- Break rooms
- Kiosk/interactive computer
- Public Announcement (PA) through intercom
- Table tents
- Events such as job fairs, health fairs, etc.
- Intranets
- Existing committees
- Staff meetings
- TV system
- Personalized items such as magnets, wallet cards, sugarless gum

Helpful Hint: Use prior successful communication methods for key organization events as an example for your communications.



Communication Content

Develop a strategic communication plan for your new policy. You may want to emphasize the following in your communication strategy:

- Communicate that “Anti-smoking is not equal to anti-smoker”.
- Communicate additional resources at low or no cost to employees.
- Clearly state the ramifications of violating the policy.
- Clarify that the organization serves as a role model in the community and has an overall commitment to health and wellness including to own employees.
- Be sure employees know the organization only prohibits smoking on company property and not within one’s personal life.
- Demonstrate compassion and understanding of nicotine addiction within your communication.
- Highlight the increase in quality of life for employees.
- Be sure to mention the decrease in health care costs as a result of the policy change. Mention that decrease in health care costs for the organization translates into decreases in health care costs for employees.

Helpful Hint: Not mentioning the decrease in health care costs will be like trying to avoid an elephant in the room! Employees will suspect or will be aware that the new policy will save the organization health care dollars. However, also be sure to mention that these savings will be passed down to all employees in the long run!

Communication Examples

Sample emails from the organization to employees of going tobacco free and sample signs can be found in the appendices. Refer to Appendix A: Sample Communications and Appendix B: Sample Signage.

WorksiteWellness

Communication Timeline

Develop a timeline for implementation of new policy communication so that employees are well informed of policy details and resources available.

Time	Communication
<i>At a minimum</i> , 6 months prior to policy effective date	Share key components of the policy, when the policy change will take affect, tobacco cessation activities, and resources. (Refer to Appendix A, Communication 1)
	Send out communications of available tobacco cessation resources such as smoking cessation classes or reimbursement for smoking cessation products. (Refer to Appendix A, Communication 2-4)
	Send managers a special communication outlining their role and responsibilities with the new policy change. (Refer to Appendix A, Communication 5)
	Post signage around organization promoting smoking cessation resources and positive smoke-free messages. (Refer to Appendix B, Sign 1-3)
	If possible, begin sending smoking cessation buck-slips in pay stubs. Refer to Appendix B, Sign 4-5)
	Post signage around smoking locations that say when the area will go smoke-free. (Refer to Appendix B, Sign 6)
2 weeks prior to policy effective date	Be sure all former smoking locations have policy signs posted stating that the campus is smoke-free with the policy effective date. (Refer to Appendix A, Sign 7)
	Increase communication to 2-3 announcements on policy details. Emphasize effective date strongly during this time. (Refer to Appendix A, Communication 6-7)
Effective date	Offer special communication celebrating the official date of going tobacco-free at your organization. (Refer to Appendix A, Communication 8)
Each month after effective date for 12 months	Continue to emphasize policy details and available resources twice a month or more.
Annually	Post fresh posters emphasizing your organization's smoke-free campus.
	Continue to emphasize policy details.
	Continue to offer and promote available resources periodically.
	Consider celebrating anniversaries of going tobacco free.
	Offer communications throughout the year on employees who have successfully quit smoking. (Refer to Appendix A, Communication 9)
	If your policy is modified after your annual evaluation, announce these modifications to all employees. (Refer to Appendix A, Communication 10)



Evaluation

Evaluating your policy is essential for future support of your policy from leadership and employees of your organization. Determining positive changes and outcomes will increase buy-in and support from leadership. Be sure to report positive changes and outcomes to leadership and senior management on an annual basis.

Evaluate impact of policy at one to three months and on annual basis.

- 1-6 months
 - Monitor areas where employees frequently smoked.
 - Hold focus groups to determine if the policy has been a benefit to employees.
- Annually
 - Offer a pre/post evaluation survey. This tool can be offered to employees' online or paper copy. (Refer to Appendix F: Evaluation, Employee Survey.) Consider measuring the following with your survey:
 - ◆ Employees' attitudes and awareness of the affects of secondhand smoke.
 - ◆ Feelings and attitudes about adopting any policy.
 - ◆ Baseline number of employees within the company that use tobacco.
 - ◆ Employees' readiness to quit smoking.
 - ◆ Employees' knowledge of new policy/resources to help them quit.
 - Conduct an updated environmental assessment prior to implementing policy and following implementation (Refer to Appendix F: Evaluation, Environment Checklist).
 - If you find you are not sure about the smoking use in areas listed on the Environmental Checklist, consider conducting a more detailed observational assessment (Refer to Appendix F: Evaluation, Observation Checklist)
 - Measure the following for improvements:
 - Number of employees attending cessation activity or using self-help resources.
 - Awareness of new policy
 - Self-report on employee morale following policy implementation
 - Assess complaints regarding pre/policy implementation
 - Assess job satisfaction
 - Enhanced corporate image
 - Average number of employee "smoke breaks", average length of time taken for employee "smoke breaks" and the translated loss of productivity time for the employer
 - Yearly tobacco related medical claims for the organization, pre/post program
 - Absenteeism/presenteeism/loss of productivity due to tobacco use

WorksiteWellness

- Conduct a process evaluation.
 - ◆ Determine whether the initiative is continuing to be implemented as planned.
 - ◆ Identify necessary modifications.
 - ◆ Is the program being implemented based upon the most recent evidence based recommendations for tobacco cessation?

- Other Resources for evaluation
 - ◆ The Center for Disease Control and Prevention (CDC) has information to help evaluate your tobacco free initiatives. This can be found at:
<http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/tobacco/evaluating.htm>
 - ◆ The website for the National Business Group on Health includes information on how to establish a tobacco free policy, including case studies and evaluation recommendations. The evaluation section can be found at the following link:
http://www.businessgrouphealth.org/tobacco/cessationefforts/evaluating_effectiveness.cfm



Need More Information?

For additional educational resources on tobacco cessation:

- **Making Your Workplace Smoke free: A Decisionmaker's Guide** provides information on the costs of tobacco use to employers. Entire guide can be found at www.cdc.gov/tobacco/secondhand_smoke/00_pdfs/intro.pdf
- **Save Lives, Save Money: Make Your Business Smoke free** provides information on how to make your business smoke free. Available at: http://www.cdc.gov/tobacco/secondhand_smoke/00_pdfs/save_lives_save_money.pdf
- **Center for Disease Control**
The Centers for Disease Control and Prevention (CDC) is recognized as the lead federal agency for protecting the health and safety of people - at home and abroad, providing credible information to enhance health decisions, and promoting health through strong partnerships. This is a direct link to the Tobacco Information and Prevention Source (TIPS).
http://www.cdc.gov/tobacco/quit_smoking/index.htm
- **NC Prevention Partners**
NC Good Health Directory provides a listing of cessation resources throughout the state of North Carolina. <http://www.ncpreventionpartners.org/>
- **National Business Group on Health**
Provides step-by-step information on creating a tobacco free workplace
<http://www.businessgrouphealth.org/tobacco/>



Educational Resources

- **QUIT NOW NC!**
Quit Now NC! is a resource for people who want to quit smoking, for their families and friends who want to help, and for health professionals with patients who use tobacco. They also offer a telephone based quit line with health counselors who provide support and information (1-800-QUIT-NOW or 1-800-784-8669) or <http://www.quitnownc.org/>
- **Quit Tobacco**
Provides individuals with well-tested and successful ideas to help you quit smoking. Gives tips on how to quit, how to stay quit, managing stress, getting support, etc. <http://www.freeclear.com/>
- **American Cancer Society**
The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.
http://www.cancer.org/docroot/PED/content/PED_10_13X_Guide_for_Quitting_Smoking.asp
- **American Heart Association**
The AHA's mission is to reduce disability and death from cardiovascular diseases and stroke. Cigarette smoking is the biggest risk factor for sudden cardiac death.
<http://www.americanheart.org/presenter.jhtml?identifier=3038016>
- **American Legacy Great Start**
Free information and links for women who are pregnant and would like to stop using tobacco. <http://www.americanlegacy.org>
- **American Lung Association**
The mission of the American Lung Association is to prevent lung disease and promote lung health. Smoking-related diseases are directly responsible for 87 percent of lung cancer cases and cause most cases of emphysema and chronic bronchitis. <http://www.lungusa.org>
- **Freedom From Smoking® online**
Participate in the American Lung Association's popular program for free online www.ffsonline.org

WorksiteWellness

- **National Association of African-Americans for Positive Imagery**
"Breath Free: African-Americans & Secondhand Smoke" is a downloadable clean indoor air booklet designed around cultural issues that are part of the African American experience – such as extended families and respect for elders.
<http://www.naaapi.org/tobacco/>
- **NC Health Info**
Offers a listing of tobacco cessation resources for each county in North Carolina.
<http://www.nchealthinfo.org>
- **North Carolina Healthy Start**
Provides downloadable materials for pregnant smokers who are trying to stop using tobacco. <http://www.nchealthystart.org>
- **smokefree.gov**
Created by the National Cancer Institute (NCI), smokefree.gov allows you to select the type of help that best fits your smoking cessation needs. You can get immediate assistance in the form of: an online step-by-step smoking cessation guide, local and state telephone quitlines, NCI's national telephone quitline NCI's instant messaging service, publications that can be downloaded, printed or ordered. <http://www.smokefree.gov>
- **Step Up NC**
Highly interactive Web site specifically designed to help teens stop using tobacco. Also focuses on prevention on tobacco use initiation. <http://www.stepupnc.com/>
- **United States Department of Health and Human Services**
Provides the latest information to help people quit smoking, and to help health care professionals treat tobacco use and dependence. Some materials available in Spanish. <http://www.surgeongeneral.gov/tobacco/>



Communication 1

Sample Email from Organization to All Employees

The company is taking an important step to ensure that we meet our mission as an industry in <industry type>. Starting <date>, smoking and other tobacco use will be prohibited on all <organization> property.

We want to provide this information to you now so that you can prepare for the tobacco-free environment that starts in <number> months. For those of you who are regular smokers, we know this could be difficult. At the bottom of this e-mail is a list of the many resources we offer to help employees give up tobacco.

First, I want to explain a little bit about why we feel it necessary to do this. <HR, wellness program proposed> going to a totally tobacco-free environment to the Executive Leadership Team as part of the company's overall <year> strategy for improving the health and wellness of the <organization> workforce. Leadership was supportive, and <CEO> felt strongly that it's the right thing to do.

We believe that continuing to have designated smoking areas is inconsistent with our company mission statement, which says that we are to provide products, services and information to help our customers improve their health. This includes employees.

However, I want to add that the new policy will apply only to <organization> property. Employees who wish to use tobacco certainly may do so on their own time, away from our locations. We will continue to respect individuals' freedom to make choices.

We know that many tobacco users would like to quit, and quite possibly, knowing that you can't smoke at work will give some of you added incentive to try. To help, we're offering many different types of resources, including:

(Optional) Examples:

- Reimbursement of up to \$100 for tobacco-cessation products and programs.
- Free on-site counseling with our on-site occupational physician twice a month
- Free on-site group sessions with certified smoking cessation counselors for employees and their family members
- Free over-the-counter products, such as nicotine gum, for employees who meet with our physician or a smoking cessation counselor.
- Resources through the BCBSNC Member Health PartnershipsSM program.

Between now and <quit date> you'll continue to hear more about the multiple resources we're offering to help employees who want to give up tobacco. Please contact Employee Health Services at <phone number> if you would like to take advantage of any of these resources.

<Management Name and Contact Information>



WorksiteWellness

Communication 2

Sample Email, Newsletter Article

HEADLINE

Tobacco cessation classes® begin <date>

TEASER

<-Date >- the day <organization> goes tobacco-free – is fast approaching. To help you and your family members quit using tobacco, <organization> is offering tobacco cessation classes at <location>. And all employee participants can get free nicotine replacement products too.

ARTICLE

We've all heard the alarming statistics: Smoking is responsible for 1 in every 5 deaths, every year more than 430,000 people die prematurely from smoking-related diseases, and smoking is associated with more than 15 different kinds of cancer. But here is an encouraging fact: You *can* kick the habit.

Studies show that combining a stop-smoking behavior modification program with a nicotine replacement product can double a quitter's success rate. <Organization> is offering both to employees.

From <time frame>, onsite tobacco cessation classes will be held on <date>. This program is open to employees and their family members. The cost is <cost>, which is **refundable** if you complete the program (you do not have to quit smoking) and attend at least <number> classes. All employees that attend classes may get free nicotine patches and/or nicotine gum from <organization, HR, wellness program>.

Led by <HR, wellness program>, the classes will help you identify why you smoke, teach you techniques to stay smoke free, and give you a strong support network. The program uses a positive behavior change approach that shows you how to become a nonsmoker and even have fun with the group as you quit together. After you quit, you'll be given plenty of help to stay off cigarettes forever.

If you need more information, go to the <website or bulletin board> or contact <program manager>.



WorksiteWellness

Communication 3 Sample Email, Newsletter Article

HEADLINE

Tobacco cessation lunch-and-learn session set for <dates>

TEASER

Are you ready to quit smoking? Come learn about resources available to help you quit, including the upcoming tobacco cessation classes, at <location>, and lunch and learn session at <location> on <date>. Family members are welcome, and <great snacks> will be provided.

ARTICLE

If you're ready to quit smoking, <organization> is here to help you. On <date>, <organization, HR, wellness program> will lead a discussion on tobacco cessation, including alternative methods for kicking the habit.

Information will also be provided about the onsite tobacco cessation, which begin on <date>. We'll have more information on these classes next week.

At the lunch and learn, snacks and water will be provided, and great prizes will be raffled off.

Employees and their family members are welcome to attend either of these two sessions on <dates>

Please contact <program coordinator> to reserve a spot.

There's no better time to quit than now. Contact <program coordinator> to get more information on our **tobacco cessation resources**



Worksite Wellness

Communication 4

Sample Email, Newsletter Article

HEADLINE

Breathe Easy: Resources to help you quit tobacco for life!

TEASER

In light of the changes to the Workplace Smoking Policy, <organization> would like to remind you of the many smoking cessation resources that <organization> provides. <Organization, HR, wellness program> offers many cessation programs and products for free or at reduced rates to help you learn the facts and create a tobacco-free way to live.

ARTICLE

<Organization> is/are committed to caring for its employees and supporting tobacco-free lives. To encourage safe and healthy lifestyles, <organization, HR, wellness program> offers proven research-based methods to tackle the use of tobacco in your life. Below are some of the methods to help you start today.

<List resources>

If you need more information, go to the <website or bulletin board> or contact <program manager>.



Communication 5

Sample Management Email and Guide to Going Tobacco-free:

To all management staff:

As announced on <date>, beginning on <date>, <organization> will become tobacco free on its premises, whether owned or leased. <Organization> is dedicated to providing a healthy and productive work environment for employees, customers, and visitors. Smoking is a major cause of preventable disease and death. Moreover, workplace policies that restrict smoking do help smokers who would like to quit. This change to a smoke-free environment is consistent with our purpose to make a healthy difference in people's lives and also with our corporate leadership position in reducing tobacco use.

I ask that you discuss this policy with your staff prior to <date> to ensure every employee is aware of the policy. As a member of the management team I need your help to enforce this policy as you enforce other policies. If you see someone smoking on <organization> property, remind him or her of the new policy and ask them to put their cigarette out. If you see someone repeatedly disregarding the policy, you are encouraged to contact your department's HR consultant. We are asking all employees to be responsible for adhering to this policy themselves and to help visitors, contractors and other employees to become aware of this policy. Thus, individual employees are responsible for awareness but are not expected to enforce the policy with fellow employees. As with other policies, that is management's responsibility. To facilitate appropriate employee interaction, we have created a list of possible employee responses when they see someone smoking on <organization> property.

During the month of <month>, HR will conduct information sessions during working hours at most major locations. These sessions will also be announced in <website or bulletin board>. The policy will be presented and employees will have an opportunity to ask questions. Please make it possible for representatives from your area to attend one of these sessions and report back to their coworkers. I encourage management staff to attend a meeting. Property maps will be available at these sessions and also on the Real Estate and Facilities database, to help everyone understand where <organization> property begins and ends.

To help you discuss this policy with your staff, attached is a packet, which includes the following.

- Facilitation Guide designed to help you formally address the new Smoke-Free Campus Policy.
- Manager and Supervisor Training Guide to help you with some key talking points when you address the new Smoke-Free Campus Policy with your staff.



Worksite Wellness

- A copy of the policy. The actual policy will be out on the Corporate Policies database on Lotus Notes.
- The Smoke-free Policy Implementation: Options for Employees Response and Questions and Answers.

The experience of other companies has shown that the first two to three weeks is the critical time period. As long as the policy is fairly and universally enforced during the beginning weeks, compliance with it will quickly become the norm. I ask each of you to join me in promoting adherence to this policy during <communication time period>. Please say something to any employee you see violating the policy. Our employees will be watching your actions.

I recognize that this new policy places supervisors and managers who smoke in a potentially difficult position. Your actions will be particularly important. If our employees who smoke see you leaving the campus to smoke, they will follow suit.

If you have questions about the policy or its implementation, please contact <program coordinator>.

Thank you for your assistance in helping us to implement this important new policy.

Sincerely,

<Senior Management>



WorksiteWellness

Communication 6

Sample Email, Newsletter Article

HEADLINE

Answers to your tobacco questions

TEASER

Want to know why <organization> is going tobacco-free? Interested in the resources available to help you or your family quit smoking? <Organization> has created a list of questions and answers around our new tobacco policy.

ARTICLE

<Organization> is going tobacco-free at all locations on date. To help you prepare for this policy change, <organization> has compiled a list of questions and answers on this topic.

Click the **Frequently Asked Questions link** to learn more about the upcoming smoke-free workplace policy and the benefits available to employees and their family members through the company, through our health programs, and the community.

If you need more information, go to the <website or bulletin board> or contact <program manager>.



WorksiteWellness

Communication 7

Sample Email, Newsletter Article

HEADLINE:

Tobacco free at <organization> beginning <date>!

TEASER:

Beginning date, <organization> will be going tobacco free. The new smoke free policy will affect all grounds of the company campus. Want to know more about the available resources onsite? Read on...

ARTICLE:

<organization> will be implementing a new smoke free policy on date. The policy will apply to all employees, contractors, and even visitors. If you see a visitor smoking onsite, please kindly remind them that the campus has a new tobacco-free policy.

Breathe of Fresh Air

<Organization> will also be providing a breadth of resources for employees who wish to quit tobacco use. Below is a list of resources available to employees (and spouses).

List resources

Click the **Frequently Asked Questions link** to learn more about the upcoming smoke-free workplace policy and the benefits available to employees and their family members through the company, through our health programs, and the community.

If you need more information, go to the website or bulletin board or contact program coordinator.



WorksiteWellness

Communication 8

Sample Email, Newsletter Article

HEADLINE:

Come celebrate our official Tobacco-free date!

TEASER:

On <date>, <organization, HR, wellness program> will be celebrating the official date of going tobacco free. Come check out booths that will be located at location with education on resources that are available to employees who wish to quit. Prizes such as gift cards to a local sporting goods store will be raffled off so be sure to swing by between <time period>! All are welcome to join the fun!

ARTICLE:

To celebrate <organization> going tobacco free on date, <organization, HR, wellness program> will have celebration booths set up at <location>. Information on available resources to help employees and spouses quit smoking will be available. Employees who stop by will be entered into a raffle to win a local sporting goods store gift card!

Know someone who might be thinking of quitting? Be sure to save and share with them information on available <free or reduced cost> resources! Below are a few examples of resources that are offered to employees and spouses. Be sure to find out more about these resources and enter to win on <date>!

List resources

If you need more information, go to the <website or bulletin board> or contact <program coordinator>.



Worksite Wellness

Communication 9

Sample Email, Newsletter Article

HEADLINE:

Congratulations to <employee name> for kicking the habit!

TEASER:

Hard work and determination were key components to <employee name> accomplishment! Find out more how <employee name> kicked tobacco use and how you can too!

ARTICLE:

When <employee name> told <HR, employee wellness> that <he/she> had quit tobacco use for good we wanted to tell everyone about <his/her> huge accomplishment!

Motivation

<Employee name> has said that <he/she> has been wanting to quit for a number of years and has tried <number> times. “Quitting tobacco use was very hard, but I decided to quit for my kids. I want to see them get married and have grandkids that I can spoil rotten!” employee said was <his/her> main motivation for wanting to quit.

What is took

<Employee name> said that onsite tobacco cessation classes helped the most to help he/she quit. “I’ve tried the medications but for me, I need the support of others to really help keep me on track,” mentioned <employee name>. <Employee name> attended the onsite tobacco cessation classes as well as took advantage of the \$100 tobacco cessation reimbursement to help he/she quit for good.

Tobacco Free for Good

“I haven’t smoked for over 2 months now and I consider each and every day a success!” said <employee name> triumphantly. “I breathe better and have started exercising now when I could not before I quit,” stated <employee name>.

If you would like more information on the resources available to help you, your spouse, or coworker quit tobacco use, go to the <website or bulletin board> or contact <program coordinator>.



WorksiteWellness

Communication 10

Sample Email, Newsletter Article Modification of Policy Email:

To achieve our wellness goals, maintain positive relations with our immediate community and maintain the public image that supports our business, we have had to take the unfortunate step of creating a tougher policy on smoking during working hours.

Before addressing the specific policy change we've had to make, I want to remind employees who find it difficult to get through the workday without smoking that [<organization, HR, wellness program>](#) offers a wide range of smoking control and smoking cessation programs. As with all our wellness programs, our commitment is to support employees in their efforts to make smart choices, to be responsible for their behavior and to succeed in achieving their goals.

Our new policy prohibits employees from leaving [<organization>](#) property during their customary work hours for the purpose of smoking, even if they are also conducting work activities during those smoking breaks. You can find the policy at [<website or bulletin board>](#).

The new policy takes effect immediately. I expect all employees to comply with this change, and I expect that managers will:

1. help their smoking employees find the resources they need to control their workday smoking; and
2. enforce this policy.

I must also make it clear that, as with any [<organization>](#) policy, non-compliance with the smoke-free workplace policy can lead to corrective action, up to and including termination.

Please, let's work collectively and supportively so that such a termination never occurs.

If you need more information, go to the [<website or bulletin board>](#) or contact [<program coordinator>](#).



Available BCBSNC Communication Materials

Promotional Piece	How to Use
Tobacco cessation posters:	Display posters in: <ul style="list-style-type: none"> • break rooms • common areas • other areas throughout the workplace, particularly those where employees gather to smoke

BlueCross BlueShield of North Carolina
Your plan for better health™ | bcbsnc.com

Quit tobacco!

Desperate for a change of pace?
Take a breather.

By saving \$4.00 a day, the average cost of a pack of cigarettes, you could save \$1,460 in one year—about enough for a long weekend for two in the Bahamas. When you're ready to quit, Blue Cross and Blue Shield of North Carolina can customize programs to help you reach your goals.

4 ways to get started

- 1 Enroll in our Member Health Partnerships™ program and receive discounts on nicotine replacement therapy. Call 1-800-218-5295 or visit bcbsnc.com.
- 2 Sign up for our Online Healthy Living™ tobacco-cessation program at bcbsnc.com.
- 3 Call Health Line Blue™ toll free at 1-877-477-2424 or visit the Dialog Center online resource at bcbsnc.com.
- 4 Call the Tobacco Use Quitline® toll free: 1-800-QUIT-NOW (1-800-784-8669).

BlueCross BlueShield of North Carolina
Your plan for better health™ | bcbsnc.com

Quit tobacco!

Tired of trying to sneak a smoke?
Come out of hiding.

When you're ready to quit, Blue Cross and Blue Shield of North Carolina can customize programs to help you reach your goals.

4 ways to get started

- 1 Enroll in our Member Health Partnerships™ program and receive discounts on nicotine replacement therapy. Call 1-800-218-5295 or visit bcbsnc.com.
- 2 Sign up for our Online Healthy Living™ tobacco-cessation program at bcbsnc.com.
- 3 Call Health Line Blue™ toll free at 1-877-477-2424 or visit the Dialog Center online resource at bcbsnc.com.
- 4 Call the Tobacco Use Quitline® toll free: 1-800-QUIT-NOW (1-800-784-8669).

Sample Frequently Asked Questions (FAQ) Document

Q: Why are we going tobacco free?

A: *Explain why you are creating a tobacco-free environment. Be sure to mention possible improvements such as increase productivity and absenteeism, physical appearance improvements, and lower health care costs means lower costs to employees. Also mention the harms that tobacco use can cause and the organization's efforts to improve the health of employees.*

Q: Why was smoking selected versus other health risks?

A: Here are a few facts:

- Smoking is the leading cause of *preventable* death in the United States. It is responsible for one in every five deaths.
- Every year more than 430,000 people die prematurely from smoking-related diseases. This is more than alcohol, cocaine, crack, heroin, homicide, suicide, AIDS, car crashes, and fires COMBINED.
- Smoking is a factor in heart disease, cancer, stroke, and lung disease.
- Smoking cost the United States approximately \$167 billion each year in health-care and lost productivity.

By making our environment smoke free, we are addressing the No. 1 health risk today.

Q: Why can't we leave the designated smoking areas for employees and visitors?

A: Providing a place to smoke doesn't support our goal and mission to become tobacco-free and create a healthier environment for our employees. We need to effectively eliminate the triggers - like smoking areas - that make smoking cessation difficult. Keeping this area would be giving tacit approval of smoking, not the message we want to give people.

Q: Where can I smoke?

A: *Refer to the policy on your specific boundaries.*

Example: Employees who wish to smoke must leave <organization> property. Anyone who does so should respect others' property by not going to adjoining locations to smoke, and by appropriately disposing of all materials used for smoking, including cigarette butts and matches. We do not condone leaving the premises for smoking during breaks.



Worksite Wellness

FAQ, continued

Q: How will the policy be enforced?

A: *Refer to the policy and how it shall be enforced.*

Example: All employees share the responsibility for adhering to the policy. Supervisors, managers, and officers, with assistance from security, will be responsible for enforcing the new Tobacco-Free Workplace Policy. Under the new policy, employees who smoke or use tobacco on <organization> property (both owned and leased), in parking lots, on walkways, or in company vehicles will be reported to their supervisor. Supervisors will take progressive disciplinary action that is necessary to address the problem, up to and including termination.

All employees who see visitors smoking on our property should be courteous in informing them of the tobacco-free policy.

Q: If I see someone smoking on <organization> property, what should I do?

A: *Refer to the policy on what someone should do if they see a violation of the policy.*

Example: Use your best judgment based on the situation. If you see someone smoking on our property and feel comfortable approaching him/her, politely inform the person that all <organization> locations are tobacco-free. If you do not want to approach the smoker, contact Security (if available). Supervisors, managers, and officers will be responsible for enforcing the new Tobacco-Free Workplace Policy.

Q: Won't this policy just send the smokers to their cars?

A: *Address specific locations such as cars and parking lots and what will happen if employees violate the policy.*

Example: Employees smoking in their cars on <organization> property (owned or leased) will be in violation of the new Tobacco Free Workplace Policy. While the potential exists that employees may just walk or drive off the premises to smoke, the hope is that all will embrace the efforts to sustain a healthier environment for all employees. Please respect others' property by not going there to smoke.

Q: Will I be given additional time for breaks or lunch so that I can leave the property to smoke?

A: *Refer to your policy and be clear if you do not allow breaks for smoking.*

Example: No. All employees are expected to follow the break and lunch schedule established for their work area.



WorksiteWellness

FAQ, continued

Q: Can I take a 30-minute lunch break and more 15-minute breaks, since I will have to walk further away to smoke?

A: *Employees will ask you specific questions regarding breaks, so be ready with specific answers.*

Example: No. All employees are expected to follow the break and lunch schedule established for their work area.

Q: What tobacco cessation resources are available to me?

A: *Be sure to list all resources available to employees who wish to quit tobacco use. Be sure to be clear on who may take advantage of these resources (employees, dependents, etc.)*

Example:

For *employees* interested in assistance to quit using tobacco, there are multiple options available:

- Reimbursement of up to \$100 for any tobacco cessation product or program.
- Free on-site counseling appointments, to include evaluation for prescription and nonprescription tobacco cessation aids, with our contract occupational physician in the onsite clinic.
- On-site tobacco cessation sessions for employees and their family members, beginning program start date (more information to be announced soon).
- Free over-the-counter products such as nicotine gum and patches for employees who meet with our physician or counselors.
- Free professional cessation assistance through telephone coaching and counseling is available through the Tobacco Use Quitline, 1-800 QUIT-NOW. The counselors can also provide general information, answer questions, and send you materials.
- Enrollment in BCBSNC's Member Health PartnershipsSM program, which include materials such as tips on setting a quit date, advice on coping with cravings, and information about tobacco-cessation medications. The materials are also available for employees' family members who wish to give up tobacco.
- Discounts on over-the-counter nicotine replacement therapy through the Smoking Cessation module of the Member Health PartnershipSM program

If you are also a BCBSNC member, you can take advantage of HealthLineBlueSM:

- Tobacco-cessation resources through our HealthLineBlueSM 24-hour health information line and online health database, which includes information about the effects of smoking, techniques for quitting, and tools to help an individual determine his/her readiness to quit.



FAQ, continued

Q: What benefits are available to my family members who smoke?

A: *Outline who the benefits apply to and what resources they may take advantage of.*

Example: <Organization> understands that it can be difficult to quit smoking if your family member(s) continue to smoke. Many of the benefits available to employees are also available to their *family members*:

- On-site tobacco cessation sessions beginning program start date (more information to be announced soon).
- Free professional cessation assistance through telephone coaching and counseling is available through the Tobacco Use Quitline, 1-800 QUIT-NOW. The counselors can also provide general information, answer questions, and send you materials.
- Resources available in our BCBSNC Member Health PartnershipsSM program, include materials such as tips on setting a quit date, advice on coping with cravings, and information about tobacco-cessation medications.

If your family member is also a BCBSNC member, he/she can take advantage of the Member Health PartnershipsSM programs as well as the Online Healthy Living Programs. Benefits include:

- Discounts on over-the-counter nicotine replacement products through the Smoking Cessation module of the Member Health Partnership program
- Tobacco-cessation resources through [HealthLineBlueSM](#).

Q: Does BCBSNC cover prescription tobacco cessation aids?

A: *Contact your BCBSNC account representative for more details on what products are discounted for your organization.*

Q: What resources are available to me in the community?

A: North Carolina has a variety of community resources and services:

- [Quit Now NC](#) has comprehensive listing of tobacco cessation [resources available by county](#), lists the numbers for two national quit lines, and provides online materials.
- 1-800 QUIT-NOW, a Quitline staffed with professional counselors and coaches, provides free professional cessation assistance and information.
- [Nicotine Anonymous](#) is a 12-step tobacco cessation program that offers group support. There are weekly meetings in Raleigh, Charlotte, and Asheville, as well as telephone and Internet meetings.

WorksiteWellness

FAQ, continued

Q: Will I be able to attend smoking cessation clinics on company time?

A: *If you are hosting tobacco cessation classes onsite, be sure to communicate whether or not employees may participate in classes on company time. If not, provide dates and times when they may participate onsite.*

Example: Employees are expected to attend tobacco cessation appointments or classes during lunch, after work, or arrange to use PTO. For your convenience, onsite tobacco cessation classes will be offered at lunch and after work.

Q: Will <organization> ultimately fire me if I choose to keep smoking or use smokeless tobacco?

A: *Outline the reprimands of violating the policy.*

Example: The new Tobacco-Free Workplace Policy only applies to <organization> employees when on company property. We respect individuals' freedom to make choices, and employees who wish to use tobacco certainly may do so on their own time, away from our locations. Employees who violate the Tobacco-Free Workplace Policy by using tobacco on <organization> property will be subject to progressive, disciplinary action, up to and including termination.



Facilitation Guide for Managers

The purpose of the facilitation guide is to help you formally address the new Smoke-Free Campus Policy to your staff.

The Smoke-Free Campus Policy takes effect on <date>. To ensure that every employee is aware of the policy, please address the new policy at your staff meetings prior to <date>. Personally follow up with employees that may have missed the meeting(s).

Helpful hints:

- Become familiar with the following information prior to the meeting:
 - The Smoke-Free Campus Policy
 - Manager / Supervisor Training for a Smoke-Free Campus
 - Smoking Policy Procedures / Questions and Answers
 - Smoke-Free Campus Policy Implementation: Options for Employee Response

The following format may help you address the Smoke-Free Campus Policy to your staff.

- The following format may help you address the Smoke-Free Campus Policy to your staff.
 - Ask your staff if they are aware of the Smoke-Free Campus Policy.
 - If so, ask someone to define the policy to the rest of the group.
 - Ask if your staff knows why the policy is being implemented.
 - Have a brief discussion about the reasons for this policy and correct any misconceptions.
 - Provide a handout of the policy
- Review the policy
 - Provide a handout of the Smoking Policy Procedures / Questions and Answers
 - Hand out the Smoke-Free Campus Policy Implementation: Options for Employee Response.
- Discuss the information in this document, prompt for questions, opinions, etc.
 - Discuss what this policy may mean to your building and your department.

Sample reimbursement form

Tobacco Cessation Reimbursement form

Recommended incentive range \$100-250



I, _____, certify that the tobacco cessation products and/or services I submitted for reimbursement were for solely for my use and benefit, and I have not filed for any type of reimbursement through my health insurance carrier.

Employee Name (PRINT)

Employee Signature

Employee Number (REQUIRED)

Date

Employee Home Mailing Address

(Optional) Signature of clinical provider (i.e. primary care physician, nurse practitioner, clinical pharmacist, etc.) certifying that he/she has met with you for tobacco cessation counseling:

Provider Signature

Evaluation

Environment Checklist*:

Our current smoking policy allows smokers, including employees and visitors to smoke in the following locations:

- Offices
- Designated smoking rooms
- Other places inside list: _____
- Just outside front entrance
- Parking lot
- Designated smoking areas outside
- Vehicles
- Other places outside list: _____

Smokers, including employees and visitors, currently smoke in the following locations:

- Offices
- Designated smoking rooms
- Other places inside list: _____
- Just outside front entrance
- Parking lot
- Designated smoking areas outside
- Vehicles
- Other places outside list: _____

*Centers for Disease Control and Prevention: Office on Smoking and Health, USDHHS, Wellness Council of America, American Cancer Society. *Making you workplace smokefree: A decision maker's guide* 1996.



WorksiteWellness

Observational Checklist for Tobacco-Use in Outdoor Areas

Background Information

Name: _____

Department: _____

Date: ___ / ___ / _____

Location of observation: _____

Briefly describe weather conditions: _____

This observation area is: On-campus Off-campus

Time period of observation: Start ____:____ am / pm End ____:____ am / pm

Specific Questions

1. Is tobacco use permitted in this area? Yes No
2. If tobacco use is not permitted in this area, are there signs posted clearly stating that the area is tobacco-free? Yes No N/A
3. Do you see people using tobacco in this area? Yes No
If yes,
 - a. How many people do you see using tobacco in this area? #____ people
 - b. Who is using tobacco in this area?
(Check all that apply. Estimate number, if possible, based on attire, badge, etc.).
 Employees (# ____)
 Patients (# ____)
 Visitors (# ____)
4. Do you smell cigarette smoke? Yes No
If yes,
 - a. How strong is the odor of cigarette smoke?
 Light (slight odor)
 Moderate (moderate odor)
 Heavy (strong odor)
5. Do you see cigarette butts? Yes No
If yes,
 - a. Approximately, how many cigarette butts do you see?
 1 to 10 11 to 25 26 to 50 Too many to count
 - b. Where do you see the most cigarette butts?

6. Do you see anyone approaching a person using tobacco and asking them to stop? Yes No

If yes, please briefly describe the situation:

Developed by NC Prevention Partners' Healthy Hospital Initiative



SAMPLE

Employee Tobacco-Use Survey

Thank you for taking five minutes to complete this survey.

Have you quit using all tobacco products since the organization announced becoming tobacco-free campus wide?

This includes cigarettes, cigars, chew, dip, snuff.

Yes If you answered “Yes,” please answer the six questions in **Column A**.

No, not yet If you answered “No,” please answer the six questions in **Column B**.

COLUMN A

Yes, I have quit using all tobacco products.

1. When was your quit date? ___ / ___ / ___
— Mo Day Year
2. Have you used any medicines to help quit tobacco since the company announced becoming tobacco-free campus wide? (Check all that apply.)
 - ₁ Nicotine patch
 - ₂ Nicotine gum
 - ₃ Bupropion (Zyban) (Wellbutrin)
 - ₄ Varenicline (Chantix)
 - ₅ None
 - ₆ Other: _____ (Please describe.)
3. Are you still using any medicines to help you stay quit? (Check all that apply.)
 - ₁ Nicotine patch
 - ₂ Nicotine gum
 - ₃ Bupropion (Zyban) (Wellbutrin)
 - ₄ Varenicline (Chantix)
 - ₅ None
 - ₆ Other: _____ (Please describe.)

*Please turn the page and continue with **COLUMN A**, #4*

COLUMN B

No, I have not yet quit using all tobacco products.

1. Have you tried to quit since the company announced becoming tobacco-free campus wide?
 ₁ Yes ₂ No
2. Are you interested in trying to quit in the future?
 ₁ Yes ₂ No
3. Have you reduced your use of tobacco since the company announced becoming tobacco-free campus wide?
 ₁ Yes ₂ No
4. Have you used any medicines to help you quit tobacco since the company announced becoming tobacco-free campus wide? (Check all that apply.)
 - ₁ Nicotine patch
 - ₂ Nicotine gum
 - ₃ Bupropion (Zyban) (Wellbutrin)
 - ₄ Varenicline (Chantix)
 - ₅ None
 - ₆ Other: _____ (Please describe)

*Please turn the page and continue with **COLUMN B**, #5.*



Worksite Wellness

COLUMN A

4. Since the organization announced becoming tobacco-free campus wide, have you used any other aids or programs to help you quit tobacco? (Check all that apply.)
- ₁ [Organization Name] Employee Wellness Program
 - ₂ NC Quitline (1.800.QUIT.NOW / 1.800.784.8669)
 - ₃ Quit program in the community or at the health department
 - ₄ Websites (for example: www.smokefree.gov, www.quitnownc.org)
 - ₅ None of the above
 - ₅ Other: _____ (Please describe.)
5. Did the company going tobacco-free campus wide help you decide to quit using tobacco?
- ₁ Yes ₂ No
6. How helpful were each of these items to you in quitting the use of tobacco?
- a. Company going tobacco-free campus wide
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful
- b. Quitting medicines
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful ₄ Not used
- c. Talking with trained professionals (for example: QuitSmart counselor, other counselor, quitline, pharmacist, physician, etc.)
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful ₄ Didn't do
- d. Support from a family member or friend
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful ₄ Not used

COLUMN B

5. Are you currently using any medicines to help you quit tobacco? (Check all that apply.)
- ₁ Nicotine patch
 - ₂ Nicotine gum
 - ₃ Bupropion (Zyban) (Wellbutrin)
 - ₄ Varenicline (Chantix)
 - ₅ None
 - ₆ Other: _____ (Please describe)
6. Since the company announced becoming tobacco-free campus wide, have you used any other aids or programs to help you quit tobacco? (Check all that apply.)
- ₁ [Company Name] Employee Wellness Program
 - ₂ NC Quitline (1.800.QUIT.NOW / 1.800.784.8669)
 - ₃ Quit program in the community or at the health department
 - ₄ Websites (for example: www.smokefree.gov, www.quitnownc.org)
 - ₅ None of the above
 - ₆ Other: _____ (Please describe.)
7. How helpful have each of these items been to you in trying to quit the use of tobacco?
- a. Company going tobacco-free campus wide
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful
- b. Quitting medicines
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful ₄ Not used
- c. Talking with trained professionals (for example: QuitSmart counselor, other counselor, quitline, pharmacist, physician, etc.)
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful ₄ Not done
- d. Support from a family member or friend
 ₁ Very Helpful ₂ Helpful ₃ Not Helpful ₄ Not done



Citations

- 1) North Carolina Prevention Partners. North Carolina Prevention Report Card 2008: A Progress Report on Prevention & Health in North Carolina, 2005 – 2007. Accessed on 2/25/09 at <http://www.ncpreventionpartners.org/content/documents/2008ReportCard.pdf>
- 2) CDC. Save Lives, Save Money: Making Your Business Smoke-Free. 2006 Accessed on 2/25/09 at http://www.cdc.gov/tobacco/secondhand_smoke/00_pdfs/save_lives_save_money.pdf
- 3) National Business Group on Health. Tobacco: The Business of Quitting. Accessed on 2/25/09 at <http://www.businessgrouphealth.org/tobacco/>
- 4) National Fire Protection Association. "The Smoking-Material Fire Problem" by John R. Hall, Jr., November 2008. Accessed on 2/25/09 at <http://www.nfpa.org/assets/files/PDF/OS.smokesum2.PDF>
- 5) CDC. Making Your Workplace Smokefree: A Decision Makers Guide. Accessed on 2/25/09 at http://www.cdc.gov/tobacco/secondhand_smoke/00_pdfs/fullguide.pdf
- 6) Professional Assisted Cessation Therapy™ Employers' Smoking Cessation Guide. Accessed on 2/25/09 at <http://www.endsmoking.org/resources/employersguide/pdf/employersguide-2nd-edition.pdf>
- 7) Campaign for Tobacco-Free Kids® Clean Indoor Air Laws Encourage Smokers to Quit and Discourage Youth From Starting. Accessed on 2/25/09 at <http://www.tobaccofreekids.org/research/factsheets/pdf/0198.pdf>
- 8) CDC: Fact Sheet, Economic Facts about U.S. Tobacco and Tobacco Production July 2007. Accessed on 2/25/09 at http://www.cdc.gov/tobacco/data_statistics/fact_sheets/economics/economic_facts.htm
- 9) Treating Tobacco Use and Dependence: Clinical Practice Guideline 2008 Update Accessed on 2/25/09 at http://www.surgeongeneral.gov/tobacco/treating_tobacco_use08.pdf
- 10) Maciosek MV, Coffield AB, Edwards, N, et al. Priorities Among Effective Clinical Preventive Services. *Am J Prev.Med* 2006;31(1). Accessed on 2/25/09 at <http://download.journals.elsevierhealth.com/pdfs/journals/0749-3797/PIIS0749379706001243.pdf>
- 11) Pfannenschmidt S, Wansink D, (Clinical Informatics, BCBSNC) North Carolina's Secondhand Smoke Healthcare Cost Burden. 2009

