Oregon Health Promotion and Chronic Disease Prevention



**Change Agent Training Series**

**SAMPLE Tobacco Free Properties Implementation Timeline**

**Implementation Action Items + Timeline**

May 19, 2015 - HPCDP Change Agent Participants developed this list of action items for preparing for and implementing a tobacco free properties policy. This timeline based on having 6 months between the time a Tribal or County policy is passed (adopted) and the date it’s implemented. The timeline can be compressed or expanded based on circumstances.

## Action Item Categories

**Prepare the Property:** Preparing the property is a critical step in creating a tobacco-free environment. This step is about making changes to the physical environment to support the policy such as removing ashtrays and posting signs.  
**Arrange for/Promote Cessation:** Promoting cessation is one of the most important steps in creating a tobacco-free environment. At every step along the way, make sure that staff, clients, visitors and anyone else who will be affected by the policy is supported with treatment options in case they want to make a quit attempt in conjunction with the policy.

**Communicate with the Public:** Informing clients and the public of the upcoming policy/resolution is essential. They need to know what to expect and when changes will occur. Remember that messaging should be clear and respectful.

**Communicate with Staff:** Staff preparation is one of the most important steps in ensuring a smooth transition to becoming a tobacco-free county/tribe. Staff should feel informed and prepared for a change in the environment. They also need to know what is expected of them when it comes to supporting policy compliance and educating visitors, clients, and others.

**Create Enforcement Systems and Prepare for Evaluation:** Tracking and appropriately responding to positive or negative questions and issues is always key. Make sure you (or someone) have systems in place for this and remember to keep records.

These records can be important for evaluating the policy. In fact, thinking carefully about how you will evaluate the policy before it goes into effect will allow you to get baseline data and prepare for gathering post-implementation data.

## Six Months Prior

**Prepare the Property**

* Conduct property survey (determine locations for signs and make note of old signs and ashtrays that will eventually need to be removed)
* Take photos (tie to observational assessment below)
* Meet with neighbors to explain policy and respond to questions and concerns (tie to observational assessment below)

**Arrange for/Promote Cessation**

* Identify available tobacco cessation benefits from Human Resources (for staff) and community resources (for others)
* If there are barriers to access the employee cessation benefits (such as out-of-pocket costs), begin work to get them changed
* Consider conducting a focus group with current tobacco users to identify concerns, understand fears, and learn how to best support quit attempts

**Communicate with the Public**

* Identify and invite stakeholders to participate in developing a strategic communication plan
* Work with PIO to send a celebratory media announcement about the policy’s passage. (Note: Remember to applaud decision makers - tribal elders, county commissioners - for protecting the health of employees and the public through this policy action)

**Communicate with Staff**

* Establish an “internal” communication/implementation team
* Develop strategic communication plan (Note: Work with Human Resources to identify and discuss best channels of communication for employees, with help from TPEP)
* Work with County or Tribal Administrator or another high ranking official to send an email to all employees announcing the passage of the policy and celebrating the upcoming transition to a tobacco free campus
* If you did not do so earlier in the policy change process, conduct a staff survey to hone messages (tie to evaluation preparation below)
* Work to establish systems to address messaging to potential/new employees via job announcements and new employee orientation materials
* Begin to develop a list of common questions asked by staff and others about the policy

**Create Enforcement Systems and Prepare for Evaluation**

* Maintain documentation from all action items above
* Collect baseline information through staff survey (above) about exposure to secondhand smoke on campus, tobacco use, interest in receiving help to quit tobacco, etc.
* Conduct observational assessment to identify areas on the property where tobacco use is most prevalent as evidenced by active smoking and/or cigarette butt litter (tie to property survey)
  + Note: Take into consideration the time of day/time of year/outside weather conditions when completing this assessment

## Five Months Prior

**Prepare the Property**

* Collaborate with leadership for policy implementation and signage budget

**Arrange for/Promote Cessation**

* Create cessation promotion materials with easily understood information about employee benefits and a resource list for clients and the public
* Continue to work to remove barriers to accessing tobacco cessation

**Communicate with the Public**

* With the stakeholder group, develop a strategic communication plan with timeline (tie into Smoke-free Oregon and other policy efforts)
  + Identify different audiences and messages needed
  + Identify partners and their roles in conveying messages

**Communicate with Staff**

* Meet with internal communication team to generate specific ideas for staff communication messages, vehicles, and messengers

**Create Enforcement Systems and Prepare for Evaluation**

* Maintain documentation from all action items above

### Four Months Prior

**Prepare the Property**

* Collaborate with Facilities Department or staff on logistics of installing signs and removing ashtrays
* Develop/manufacture “preparatory” signs (message: Update that as of a certain date the property will be tobacco free + cessation information)

**Arrange for/Promote Cessation**

* Continue to work to remove barriers to accessing tobacco cessation
* Using the list of available cessation services created in month 5, send out cessation packets, emails, and post in break rooms

**Communicate with the Public**

* Develop message(s) and materials with stakeholders
  + Identify and approach “best” messengers
  + Prepare messaging statements to go out
  + Work with PIO and other stakeholders
  + Identify the avenues to deliver
  + Update website
  + Create talking points for staff
  + Train front line/desk staff
  + Identify relevant literature for additional resources
  + Use social media

**Communicate with Staff**

* Develop or refine Q+A about the policy. (Note: although the Q+A might not be disseminated it is very useful to develop a comprehensive Q+A to refine thinking about answers and for message consistency)
* Conduct Q+A sessions with staff to prepare them for interacting with the public about the policy and to answer questions

**Create Enforcement Systems and Prepare for Evaluation**

* Maintain documentation from all action items above

## Three Months Prior

**Prepare the Property**

* Install temporary (preparatory) signs. (Note: Put cessation information on all signage)

**Arrange for/Promote Cessation**

* Continue to promote cessation on all materials

**Communicate with the Public**

* Implement public education based on strategies developed

**Communicate with Staff**

* Conduct discussions/Q+A sessions with managers to talk to them about their role in policy compliance with staff they supervise

**Create Enforcement Systems and Prepare for Evaluation**

* Maintain documentation from all action items above
* Set up systems to document issues and complaints

## Two Months Prior

**Prepare the Property**

* Ensure plans for creating and installing signs are on track

**Arrange for/Promote Cessation**

* Explain and promote cessation resources available during all client visits. (Note: This should already be happening at all health clinic client visits but should now be tied to reminder about county policy)
* Ask benefits coordinator to email employees with a reminder of their cessation benefits and how to access them

**Communicate with the Public**

* Implement public education based on strategies developed

**Communicate with Staff**

* Continue to share information and conduct training for staff as appropriate

**Create Enforcement Systems and Prepare for Evaluation**

* Maintain documentation from all action items above

## One Month Prior

**Prepare the Property**

* Follow-up on plans for signage and ashtray removal

**Arrange for/Promote Cessation**

* Continue to explain and promote cessation resources available during all client visits. (Note: This should already be happening at all health clinic client visits but should now be tied to reminder about county policy)

**Communicate with the Public**

* Distribute communication materials

**Communicate with Staff**

* Presentation with Department Heads and TPEP Coordinators
* Senior and mid-level managers communicate policy to employees during staff meetings (Note: In communications, give complete adopted policy and note enforcement rules)
* Train staff and prepare them for interacting with clients and the public

**Create Enforcement Systems and Prepare for Evaluation**

* Maintain documentation from all action items above

## Week of

**Prepare the Property**

* Install permanent signs
* Remove all ashtrays, repurpose smoking structures, etc.

**Arrange for/Promote Cessation**

* Continue to support and promote cessation

**Communicate with the Public**

* PIO sends out media release reminding of the implementation day

**Communicate with the Staff**

* County/Tribal Administrator communicates to all employees about policy (second memo)

**Create Enforcement Systems and Prepare for Evaluation**

* Keep track of any earned media about the policy
* Maintain documentation from all action items above

# CELBRATE!

## One Month After

**Prepare the Property**

* Monitor the property for any issues that may arise (observational assessment)
* Reconnect with neighbors to identify any issues or concerns; problem solve issues
* Monitor the properties for any ashtrays that are in violation of the policy
  + Remove the ashtrays that are in violation

**Maintain Enforcement Systems and Evaluation**

* Check the records for complaints, and address them
* Check the records for noncompliance, and address them

## Six Months After

**Maintain Enforcement Systems and Evaluation**

* Check the records of noncompliance and complaints to see if the troubleshooting worked
  + If not, address these issues in a new way
* Address the new complaints/noncompliance issues
* Plan and conduct policy evaluation

**Annually After**

**Prepare the Property**

* Monitor the perimeter of the property for any issues that may arise (observational assessment)

**Arrange for/Promote Cessation**

* Review the use of cessation benefits and determine a further action plan
* Ensure alignment between LPH messaging and Quit Line messaging

**Communicate with the Public**

* Communicate evaluation results

**Communicate with Staff**

* Communicate evaluation results

**Maintain Enforcement Systems and Evaluation**

* Check the records of noncompliance and complaints to see if the troubleshooting worked
  + If not, address these issues in a new way
* Address the new complaints/noncompliance issues