

2011 Grantee and Contractors Meeting
Counter-Marketing: The future of media relations and advertising in tobacco control

Example: St. Anthony's Tobacco-free Policy Implementation

MESSAGE FRAME

	Internal audiences (NOTE: throughout this frame, we say employees to mean staff, providers, volunteers, etc.)	External audiences (general public, patients, visitors, etc.)
What	<p>True to St. Anthony Hospital's mission to create healthier communities, better serve our patients and be an excellent employer, we are going tobacco-free throughout the hospital and all of our properties.</p> <ul style="list-style-type: none"> • The policy will go into effect XXXX. • Tobacco use, in any form, will no longer be allowed on any part of our properties including XXXX. 	
So What	<p>Going tobacco-free will help create healthier and safer environments for all employees, patients and visitors, and reduce expensive health care premiums and costs.</p> <ul style="list-style-type: none"> • XXXX employee health care costs have increased by more than \$XXXX per person as a direct result of smoking-related illness [if applicable]. • Walking through secondhand smoke along heavily trafficked pathways and in front of entrances can trigger severe asthma and other adverse health reactions for many people. 	<p>Going tobacco-free will help create healthier and safer environments for everyone who receives care, works or visits in our facilities, and will reduce the toll tobacco takes on our community.</p> <ul style="list-style-type: none"> • Tobacco costs our county more than \$XX million in medical care for tobacco-related illnesses and in lost productivity due to tobacco-related deaths. • Walking through secondhand smoke along heavily trafficked pathways and in front of entrances can trigger severe asthma and other adverse health reactions for many people.
Supporting points (ranked in importance)	<p>Tobacco-free policies help smokers quit and maintain their freedom from tobacco.</p> <ul style="list-style-type: none"> • In XX County, XX percent of adults smoke. That's X percent higher than the state average. • 69 percent of Oregon smokers want to quit. • For all employees who want to break the habit, we are 	<p>Tobacco-free policies help smokers quit and maintain their freedom from tobacco.</p> <ul style="list-style-type: none"> • In XX County, XX percent of adults smoke. That's XX percent higher than the state average. • 69 percent of Oregon smokers want to quit. • The Oregon Quit Line (1-800-QUIT-NOW) is a free resource

	<p>offering free nicotine replacement therapy, prescription Chantix and one-on-one counseling.</p>	<p>for anyone who wants to quit tobacco use.</p>
	<p>Tobacco-free environments create better patient outcomes and prevent illness.</p> <ul style="list-style-type: none"> Smoking slows healing, increases infection rates in surgeries and is the most common cause of poor birth outcomes. 	
	<p>Many children visit our facilities each week. Being tobacco-free provides them clean air to breathe and shows them that smoking and tobacco use is not the norm.</p>	
	<p>Out of the 58 hospitals in Oregon, more than two-thirds are smokefree. It is time we joined their ranks.</p>	
Now What	<p>We are committed to making the transition to tobacco-free as smooth and easy on everyone as possible.</p> <ul style="list-style-type: none"> [Supporting points about what is being done] 	<p>We are committed to making a smooth transition to tobacco-free by clearly communicating the policy.</p> <ul style="list-style-type: none"> As we always have, we will work with patients to help them quit if they are interested in doing so and will point them to free resources to make quitting easier and more successful.
	<p>While X is ultimately responsible for enforcing the new policy, we encourage everyone to politely ask others to refrain from using tobacco while on hospital property.</p> <p>For those who absolutely have to smoke, we ask that you step off of the property to do so. Please be courteous of neighbors and area businesses by keeping the noise volume down and picking up your cigarette litter.</p>	<p>While X will be responsible for enforcing the new policy, we encourage everyone to politely ask others to refrain from using tobacco while on hospital property.</p>
	<p>Thank you for your support. Together we can take this important step to increase the health of our community!</p>	