

Tobacco-Free DHS

Creating tobacco-free worksites:

A case study





In the beginning.....

- **DHS leadership (Cabinet) makes a decision: All DHS campuses should be smokefree, or maybe tobacco-free.....**
- **A group is formed to make recommendations**
- **TIP: Have as broad a coalition of departments around the table as possible**





The recommendation:

- **Phase 1 - All DHS campuses wholly owned or leased by DHS tobacco-free by May, 2008 (approx. 50)**
- **Phase 2 – Campuses not wholly owned or leased – i.e. with joint tenants – tobacco-free as lease agreements are negotiated (approx. 100)**
- **TIP:** New policy should take effect in the spring or summer, not in the dead of rainy winter!





Dissension.....

- Tobacco-free vs. smokefree
- High level support wins the day
- **TIP:** Contract (charter) as high up the food chain as possible!
- However, questions come up.....





What about the parking lots?





Nuts and Bolts

- **Three subcommittees formed:**
- **1) Policy subcommittee – hammered out policy issues**
 - **Which DHS sites included in Phase 1**
 - **Parameters of the policy**
 - **Signs**
 - **Enforcement issues**





But what about.....!??!





Nuts and Bolts, cont.

- **2) Communications subcommittee**
 - **DHS Communications and TPEP - created and implemented a communications plan**
- **Objectives: Communicate info about:**
- **a. the policy**
- **b. quitting to the following audiences**
 - **Managers**
 - **Employees**
 - **Clients**
 - **Vendors**





Nuts and Bolts, cont.

- **3) Resources subcommittee: Project Quit!**
 - PEBB, Free and Clear and TPEP
- **Objective: Make sure that all employees who want to quit know help is available**
 - EAP brown bags
 - Website
 - Enhanced Quit Line services
 - Materials
 - Quizzes and Contest





Nuts

- **Developed:**
 - Website with policy info, quitting info, secondhand smoke facts and a letter from Dr. Goldberg:
<http://www.dhs.state.or.us/tools/tobfree/>
 - Project Quit card
 - Project Quit tip card
 - Project Quit poster
 - FAQs
 - Training presentation – on line





Communications included:

- E-mails from the Director about the policy, quitting and Project Quit
- A letter to all employees at affected sites
- A letter to all contractors of DHS
- Quit cards mailed to all affected sites
- Tip cards mailed to all affected sites

- **TIP:** Put as much energy as possible into communication





Milestones

- **Project Quit kick-off – Jan. 8th**
- **Meetings with heads of all state agencies**
- **DAS forms committee to work on statewide smokefree policy**





Milestones, cont.

- **March 1-5 – Quizzes reach over 10% of DHS employees in 3 days**
 - In Mar. – approx. 2140 took the quiz
 - In Apr. – approx. 1,755
- **May 30 – Implementation!**
 - News Conference





Comments from employees

- “One year ago, my sister died from smoking-related cancer. We could not coerce her, plead, beg or in any way prevent her from smoking. A tobacco-free work site might have helped her to slow down her smoking, if not quit, had it been an option at any of her worksites.”

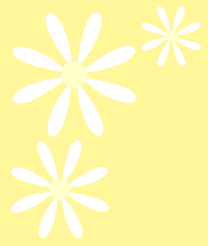




More comments

- **So far, I am on Day 4 of being smoke-free. I was a cheater-smoker.....this will make it easier for me to stay smoke-free! Thank you!**
- **I quit for 30 days and am trying to quit again. I think a smoke-free campus is a wonderful idea and it will help me stay quit!**





AAaaaggggghhhhhh!!!!!!





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