PROVIDENCE
Health Plan

Tobacco-free workplace toolkit

Groups sized 51+

ProvidenceHealthPlan.com

Supporting
True Health, together

This toolkit is designed to help your organization develop strategies to support employees in their journey towards a tobacco-free life. It provides information on how to identify your employee health risks, design a plan, engage employees, and assess the impact of your initiatives.

Tobacco-free environments help create a healthier workforce. A tobacco-free campus can protect employees and visitors from secondhand smoke, especially those with chronic disease such as asthma or emphysema.

We're here to help. Contact your health management consultant or account manager for more information.

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It's important to create a tobacco-free workplace

Smoking and second-hand smoke exposure leads to disease

+ Smokers have a higher risk of developing serious health conditions, such as heart disease, diabetes, COPD, cancer, chronic kidney disease, and cataracts.

+ Secondhand smoke can increase the risk of stroke, heart disease, lung cancer, as well as cancers of the nose, mouth and throat.

+ Thirdhand smoke clings to fabrics and surfaces - this residue builds up over time and is difficult to remove. It increases exposure to nicotine and may increase health risks, such as cancer.

+ Vaping is also linked to increased risk of asthma and COPD.

Tobacco use impacts health care costs and employee productivity

+ Smokers cost their employers an extra $8,000 every year compared to non-smoking employees.

+ Employee smoking is linked to performance issues such as time lost to smoke breaks, lowered productivity, absenteeism, and presenteeism.

+ Smoke-free workplace policies can increase employee productivity and reduce sickness, injuries, and the risk for fire damage.

Sources: American Cancer Society, CDC

Take steps to eliminate tobacco in the workplace

Launch a tobacco-free campaign

As you prepare to launch a tobacco-free campaign, make sure you have leadership support. Leaders play a pivotal role in creating a culture of well-being, so equip them with information and tools needed to engage their team. Organize a committee to help implement your campaign. Be sure to include individuals from different departments and backgrounds, including smokers and those who have successfully quit tobacco.

In the pages that follow, we'll walk you through our step-by-step process for planning and implementing a successful tobacco-free campaign. You'll learn how to:

+ Identify your population's health risks

+ Design a plan for your campaign

+ Engage your employees

+ Assess your campaign

Identify

Determine your organization's well-being, interests and needs in order to formulate a plan.

Gather information

Individual, organizational and community elements impact well-being. Think about what's important to your workforce, and how your organization and community partners can assist in reducing tobacco use.

Understand your employee health risks

To understand how tobacco use might impact your organization, get a picture of the health of your population by reviewing multiple data sources, such as:

Population demographics
Some populations are disproportionately affected by tobacco use. Consider how your organization might be impacted.

Annual health engagement reporting
Most health plans and wellness vendors provide annual health engagement reporting. These reports may provide data on tobacco users, engagement in tobacco cessation programs, utilization of cessation medications, as well as the prevalence of chronic conditions in your population.

Wellness assessment results
If you launched a wellness assessment campaign, review the results to see what percentage of your organization's population self-reported tobacco use in the past year.

Review how your organization's culture, programs, policies and environment support tobacco cessation

Take inventory on how your organization currently supports employee health and identify opportunities to better support your population. Use tools such as:

Organizational scorecard
Use this tool to learn more about evidence-based strategies that improve employee health. Some resources also provide industry benchmarks. We recommend the CDC Worksite Health Scorecard and HERO Scorecard.

Tobacco-cessation workplace strategies
Learn more about how other organizations drive engagement in tobacco cessation programs. Read about best practices in the Engage section of this toolkit.

Consider your community partners

Think about how you can partner with local organizations to improve your population's well-being. Consider:

Local and national health care organizations
Check out resources and data available from community partners, such as the Oregon Health Authority, American Lung Association, and American Heart Association.
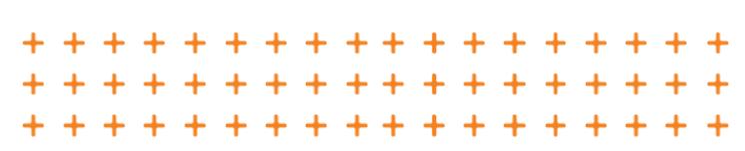
Design

Incorporate a variety of resources to support your organization's unique population.
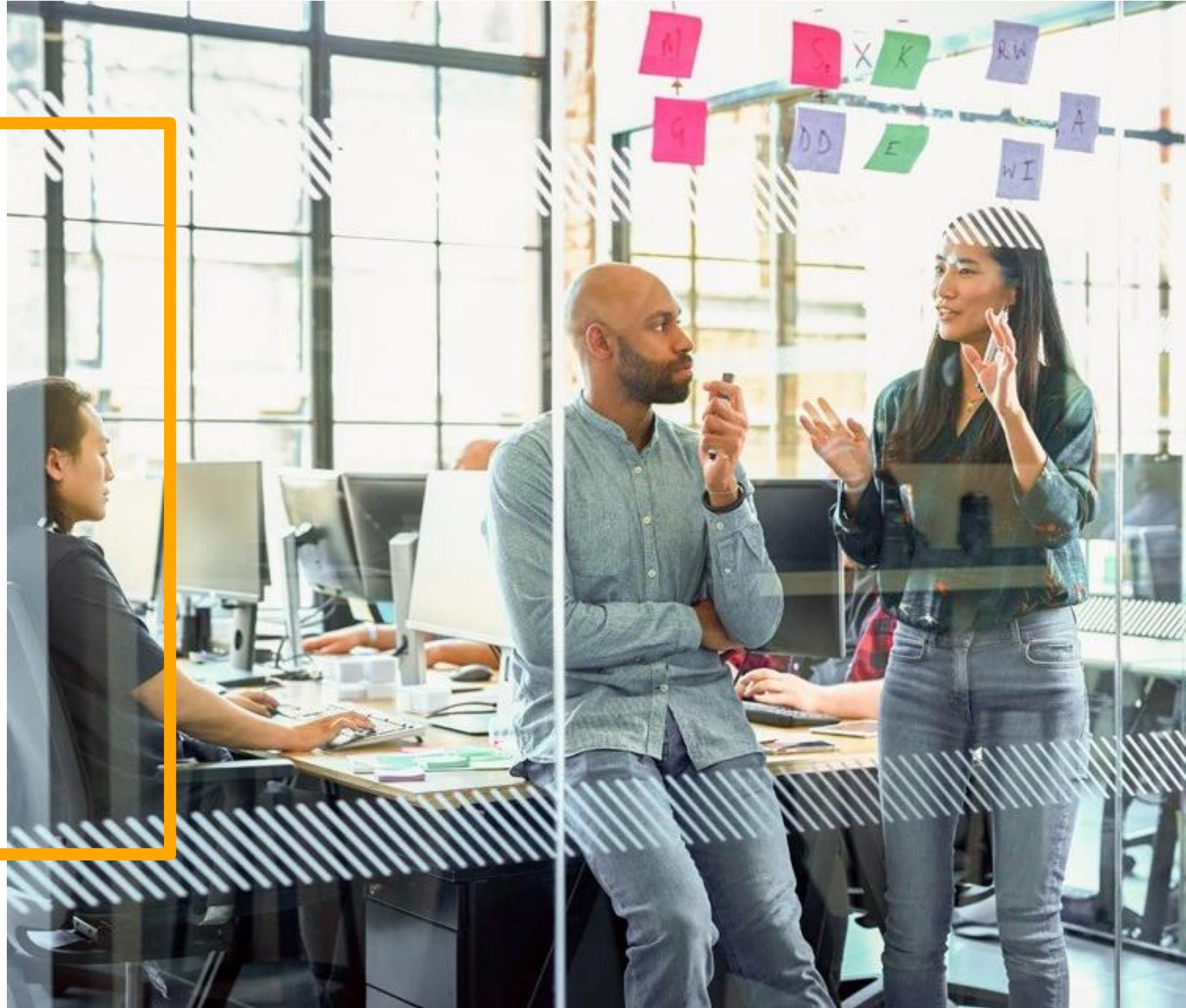
Create a plan

Use your assessment to develop a plan for your organization's tobacco-free initiatives. Our Getting Started with Workplace Wellness toolkit has planning and strategy tools to help you build your framework.

Set realistic goals

Based on the data you collected, determine SMART – specific, measureable, attainable, relevant and timely – goals. Think about how you would like this campaign to impact your population and organization. Here are some ideas to get you started:

+ Reduce absenteeism by 5% in comparison to the prior year.

+ Achieve 90% compliance of tobacco-free workplace policy by the end of the first year.

+ Reduce tobacco rates by 10% by the end of the first year after tobacco-free workplace policy is implemented.

Allocate financial resources

Allocate part of your annual wellness program budget to support your tobacco-free campaign. Consider expenses that are needed to implement your initiatives, such as signage and printed communication materials, resources that will replace current smoking areas, and incentives to encourage being tobacco-free.

Our Getting Started with Workplace Wellness toolkit has budget considerations and incentive ideas. If you choose to offer a reward as part of your tobacco-free initiatives, make sure to review the legal considerations.
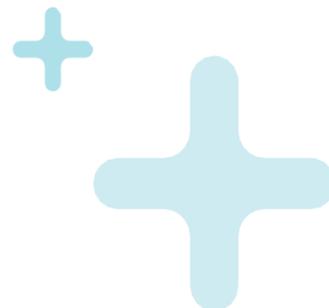
Develop a plan

Based on your goals and budget, create a plan that outlines what, when, and how success will be measured. Consider implementing a combination of programs, policies, environmental changes, and other benefits and perks. Here's an idea to get you started:

+ **Initiative:** Tobacco-free workplace policy

+ **Timing:** January 2023

+ **Goal:** Reduce tobacco rates by 10% by the end of the first year after policy is implemented

+ **Accountability:** Well-being Program Manager; Well-being Committee

Create your tobacco-free workplace policy

As you write your tobacco-free workplace policy, be sure it includes:

+ Rationale for why the policy is being implemented

+ The population it addresses (employees, visitors, etc.)

+ Where smoking is prohibited (buildings, distance from entrances, work vehicles, etc.)

+ Defines types of smoking products prohibited (smoked, smokeless, electronic)

+ When the policy goes into effect

+ How the policy will be enforced

+ Information about quit resources

Remember to consult with your legal counsel, as necessary. Maximize engagement by implementing your policy in conjunction with a national event or holiday, like the Great American Smokeout or New Year's Day.

Download a copy of our tobacco-free workplace policy as a guide.

Develop a comprehensive communication plan

Effective communication is essential to inform your employees about your initiatives, generate buzz and create enthusiasm. Work with your planning committee to determine the best methods for communicating with employees – you'll need to use multiple delivery channels and create messaging that resonates with your employees. Your communication plan should include:

Communication Channels
Include a mix of print and digital materials. Tap into existing communication channels, such as email, flyers, postcards, newsletters, intranet, social media, videos, team meeting announcements, organization-wide events, new-hire onboarding/orientation, and leadership trainings.

Target Audiences
Be sure your messaging and communication channels reach the unique segments of your population.

Timeline
Create a schedule for when each communication will be sent. Plan to start early and communicate often.

Accountability
Determine who will be accountable for creating the content and delivering each message.

Communications tips

Here are a few tips to help spread the word:

+ Modify the communication materials so they resonate with your employees and the organization's culture.

+ Use an organization-wide event like an all-staff meeting to help launch the campaign.

+ Get the messages to leaders – supervisors, wellness committee members, wellness champions – and make it easy for them to share the information.

+ Use a variety of communication methods.
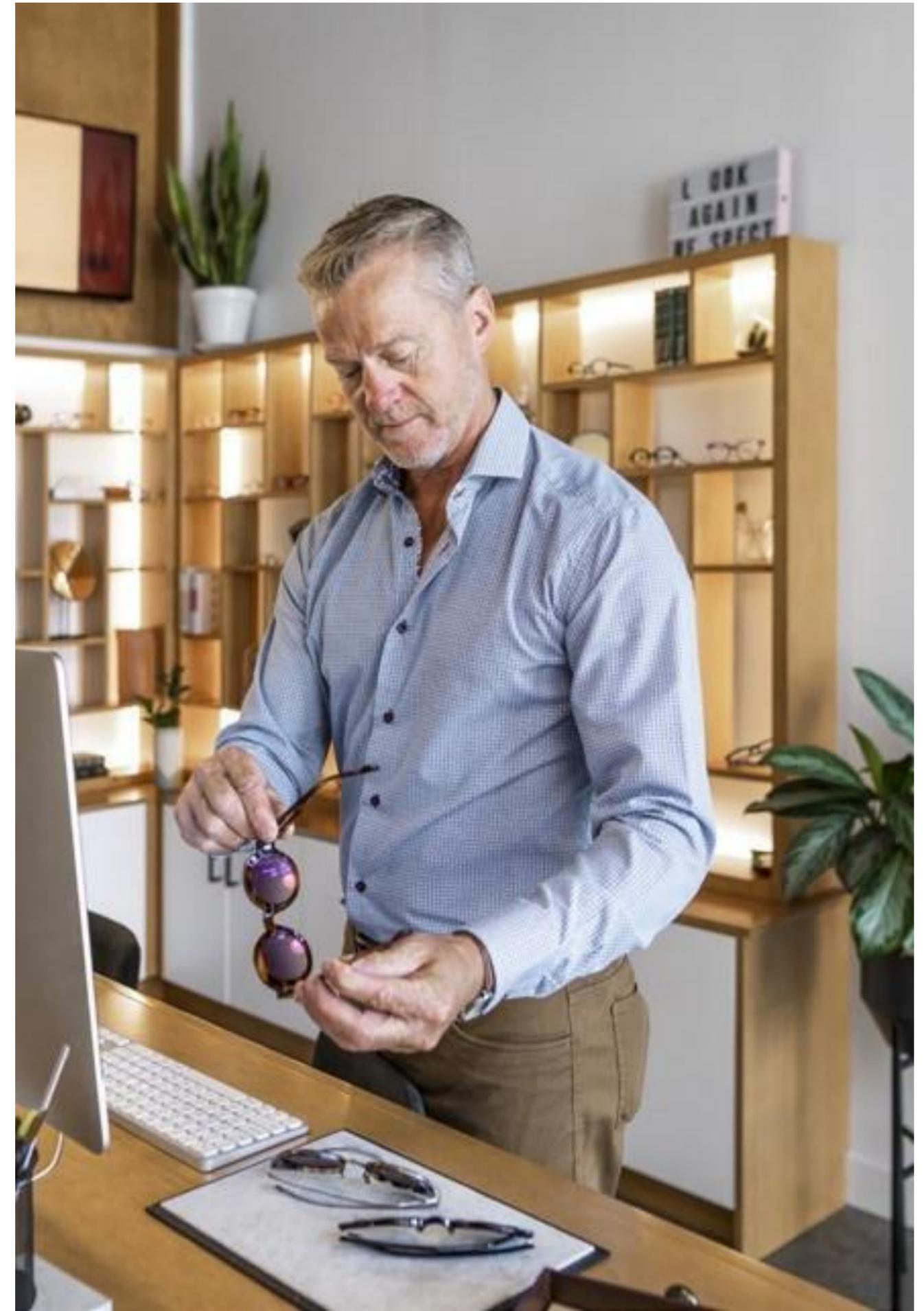
Engage

Incorporate best practices and communicate frequently and in a variety of ways.

Implement relevant strategies and interventions

It's important to implement a combination of programs, policies, environmental changes, and benefits to support your organization's well-being initiatives. Consider incorporating the following best practices into your strategy:

+ Talk about the benefits of being tobacco-free. Use a variety of print and digital communication tools to reach your employees.

+ Offer comprehensive tobacco-cessation benefits. Encourage utilization of health plan benefits, such as Quit for Life, Nicotine Replacement Therapy, deterrent prescription medicines, counseling, health coaching, and tobacco cessation classes. Consider offering an incentive for being tobacco-free.

+ Launch a wellness assessment campaign to get an idea of tobacco utilization in your population.

+ Promote preventive care. Offer onsite flu vaccine clinics, as tobacco users are at higher risk for respiratory infections. Remind employees to visit their primary care provider for their annual well-care visit.

+ Encourage healthy habits and self-care, like eating a balanced diet, being physically active, getting adequate sleep and managing stress.

+ Create a healthy workplace environment by implementing a tobacco-free workplace policy or providing one designated smoking area away from business entrances.

Utilize multiple communication channels

The following materials will help you inform employees about the importance of being tobacco-free and promote your new policy. Remember to use multiple approaches and disseminate frequent communications to reach your population. Many of these materials can be customized by importing the file into design software and then adding your organization's name or logo.

Resources for HR Teams


Strategies to encourage employees to quit smoking and vaping
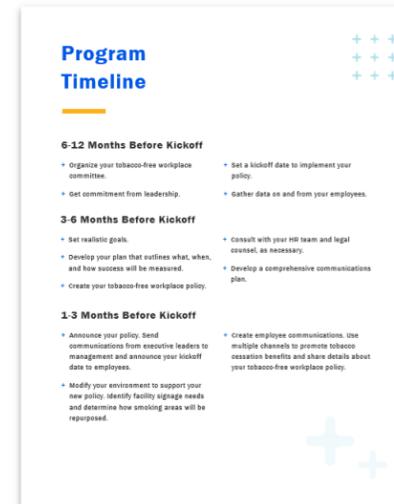
Tobacco-free workplace timeline
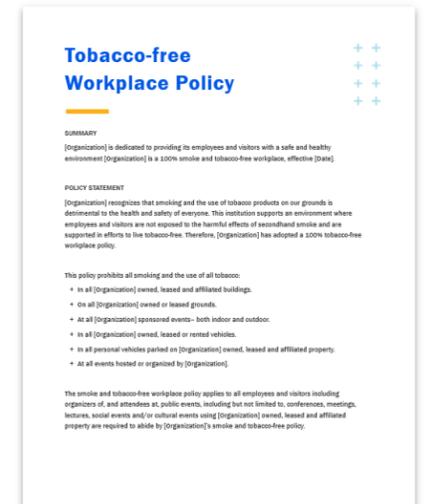

Tobacco-free workplace policy

Tobacco cessation resources for employees
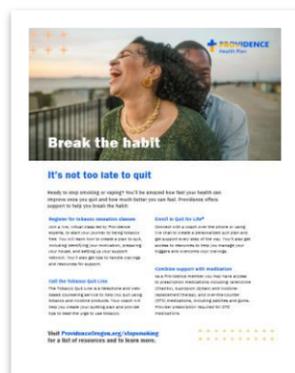

Providence Resources flyer

**Benefits of quitting tobacco flyer**
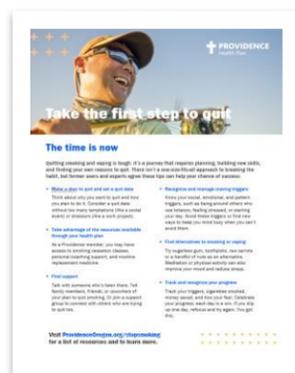
**Tips for quitting tobacco flyer**

Tobacco-free workplace resources for employees
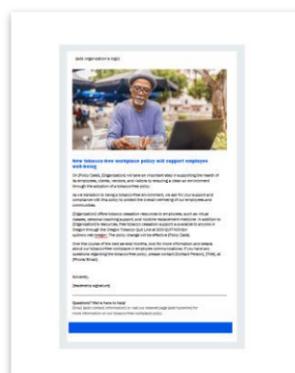
Tobacco-free workplace announcement email
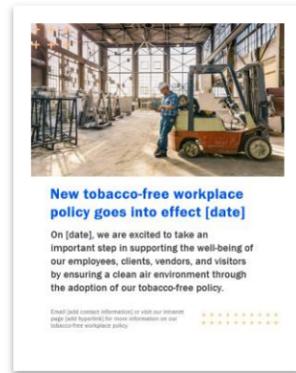
Tobacco-free workplace announcement flyer
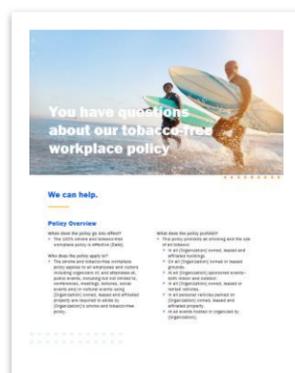

Tobacco-free workplace FAQs

Consider these strategies to increase adherence to your tobacco-free workplace policy:

+ Keep it clear and simple. The more straightforward the policy is, the easier it is to understand and enforce. Set up an enforcement policy that is consistent with other personnel policies and disciplinary procedures.

+ Develop a tobacco-free intranet page that serves as a "one-stop shop" for all information. Include the policy, FAQs, tobacco cessation resources, and employee success stories.

Assess

Review participation data and employee satisfaction to assess strengths and areas for improvement.
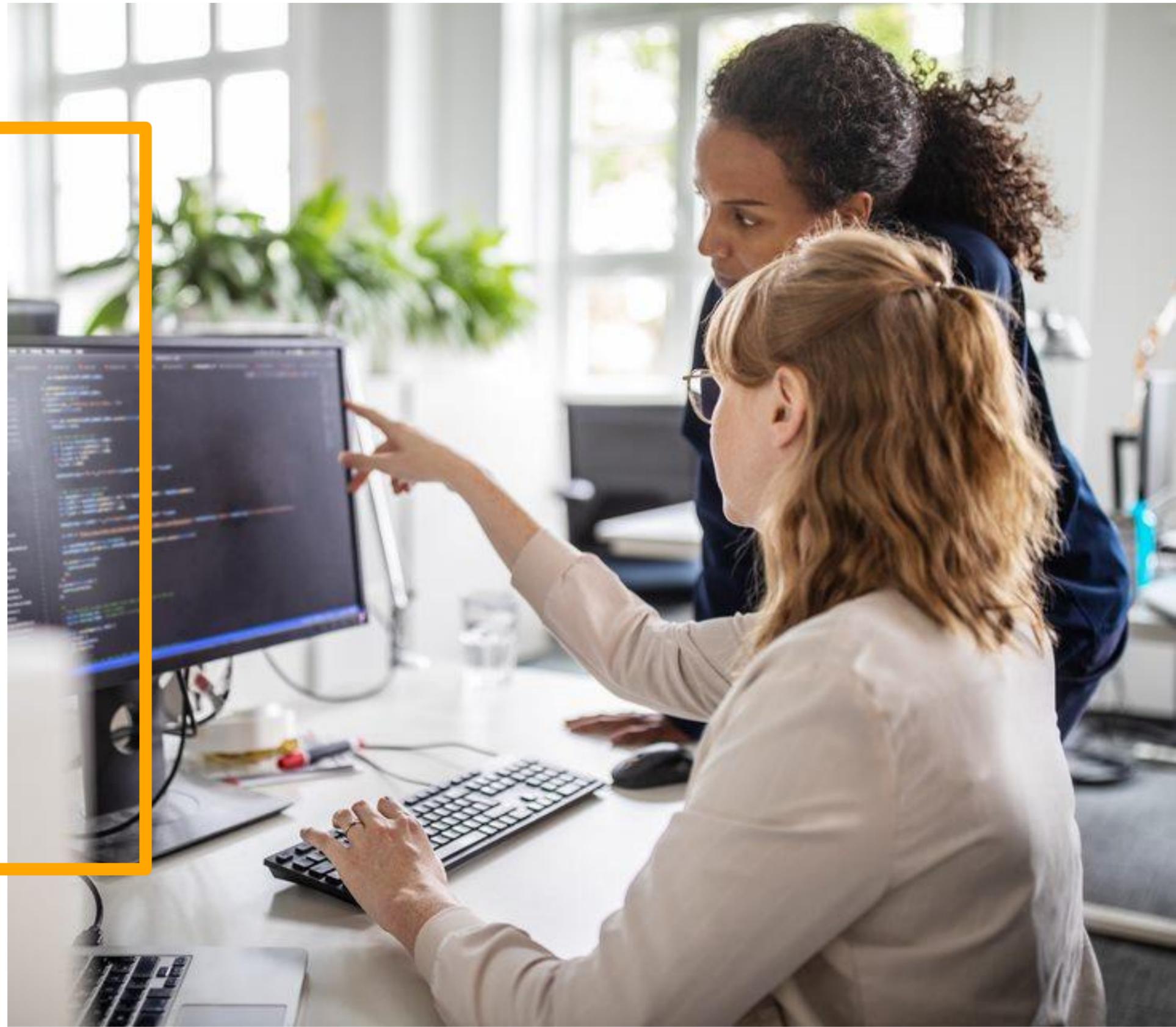
Evaluate the impact of your initiative

It's important to evaluate your tobacco-free initiative. Did it meet its goals? Can you determine strengths and identify future opportunities? To better understand if you achieved the objectives you set for your initiative, you need to measure them. As you design your evaluation strategy, consider:

Participation and engagement

Reflect on the SMART goals you set for your campaign. Your goals may have included lowering tobacco rates or reducing absenteeism. Gather data to compare to your baseline data 3 months after your campaign kickoff and again 12 months after the launch of your initiative. Did you achieve your goals?

Participation in tobacco cessation programs can be measured in several ways, depending on how your campaign is structured:

Annual reporting with tobacco cessation program utilization
Providence Health Plan offers health engagement and utilization reporting. Ask your account manager or health management consultant for more information.

Wellness assessment results
The Providence Health Plan wellness assessment asks participants whether or not they used tobacco in the past year.

Self-reported data
Applicable if you require employees to complete a self-attestation form as part of your well-being program.

Policy adherence
Track non-compliance of employees and visitors.

Satisfaction

Assess how the tobacco-free initiative met employee expectations. Gather personal success stories to show how the policy positively impacted the well-being of your workforce. Launch a post-campaign feedback survey to find out if employees were satisfied with things like:

+ Accessibility of information or services.

+ Campaign strategies and offerings (programs, policies, environmental modifications, etc.).

+ Frequency and methods of communication.

+ Convenience and cost of resources and classes.

+ Manager and leader support in becoming tobacco-free.

Productivity and performance

In addition to participation data, measure how employee health impacts their work by assessing the amount of time away from work due to illness (absenteeism) and loss of productivity due to health status (presenteeism).

Absenteeism due to poor health
Measure it using reports of unscheduled absences.

Productivity
Review wellness assessment results where employees self-report presenteeism.

Continue the conversation

Use our recommended resources to learn more about the benefits of and strategies for creating a tobacco-free workplace:

+ Help Employees Stop Smoking | American Lung Association

+ Great American Smokeout | American Cancer Society

+ Research and Resources | Truth Initiative

+ Tobacco-Free Campaigns | US Department of Health and Human Services

+ Smoke-Free Tools and Tips | National Institutes of Health

+ Quit Vaping, Smoking, and Tobacco | American Heart Association

+ Tobacco-Free Worksites | Oregon Health Authority
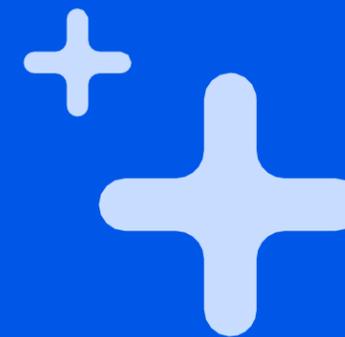
When you're healthy, you can feel inspired to do great things for your community and the world at large. We believe healthcare is a human right — everyone has a right to quality healthcare. We're dedicated to the health and care of every member of our community, no matter where they live or who they work for.

Because everyone's well-being matters.

Want support for your employee well-being program? Contact your Health Management Consultant, or email our team at
workplacewellness@providence.com

ProvidenceHealthPlan.com