



# TOBACCO FREE GROUNDS TIMELINE

A FIVE-STEP PLAN TO CREATING A HEALTHY, SUPPORTIVE  
WORK ENVIRONMENT



# ACKNOWLEDGMENTS

## TOBACCO FREE FLORIDA

This toolkit was developed by the Health Policy team at the Florida Department of Health in Alachua County on behalf of Tobacco Free Florida.

### HEALTH POLICY MANAGER

Andrew Romero, M.Ed.  
Florida Department of Health  
Alachua County

---

### LEAD RESEARCHER

Jennifer LeLaurin, MPH  
Florida Department of Health  
Alachua County

### LEAD WRITER

John Michael Gonzales, MPH  
Florida Department of Health  
Alachua County

---

### PROJECT MANAGER

Jennifer Harris, BA  
Florida Department of Health  
Bureau of Tobacco Free Florida

Special thanks and acknowledgment to additional contributors from the Health Policy team including Marilyn Headley, Victoria Hunter, and Magda Schmitzberger.

# GETTING STARTED

As Florida businesses navigate the economic uncertainty of the future, it is increasingly important to consider costs, productivity losses, and staffing expenses to stay competitive in the marketplace.

Many businesses like yours are discovering that addressing tobacco use in the workplace can have a profound effect on profitability. About 70 percent of smokers want to quit,<sup>1</sup> but quitting tobacco is tough. Limiting the productivity losses and health care costs associated with tobacco may be as simple as creating an environment that empowers employees to reach their own tobacco free goals. As a business leader, one of the best tools you have to support the efforts of your employees trying to quit tobacco is to make your business tobacco free through a tobacco free grounds policy.

## A TOBACCO FREE GROUNDS POLICY:

- is a written policy that prohibits the use of any tobacco product on your company property.
- is one of the **most supportive** things you can do to help your employees quit tobacco by removing temptation and social pressures to use tobacco at work.<sup>2</sup>
- nearly **doubles** the chance that your employees will achieve their goals to quit tobacco.<sup>3</sup>
- protects both your employees and visitors from exposure to secondhand smoke.
- protects your bottom line from health care costs and productivity losses.<sup>4</sup>

The Tobacco Free Grounds Timeline in this guide is a fantastic tool to help you develop and implement a **tobacco free grounds** policy that meets the needs of your organization and creates a supportive environment for your employees who are trying to quit tobacco. It's not just good for your employees; it's great for your business.

### Why tobacco free instead of smokefree?

Smokefree workplaces are generally intended to protect non-smokers from the dangers of secondhand smoke, while tobacco free workplace policies aim to provide a supportive work environment where all tobacco users have an easier time quitting or cutting back their tobacco use.<sup>5</sup>

Tobacco free policies also protect all tobacco users, not just smokers.

Finally, a tobacco free grounds policy eliminates loopholes and confusion, simplifying communication and enforcement.

# TABLE OF CONTENTS

Acknowledgments	2
Getting Started	3
Table of Contents	4
Tobacco Free Grounds Timeline: A Five-Step Plan	5
Step 1: Assess	7
Step 2: Prepare	9
Step 3: Communicate	11
Step 4: Implement and Enforce	14
Step 5: Evaluate and Adapt	16
The Next Steps	19
Resource A: Frequently Asked Questions	20
Resource B: How Much Does Tobacco Cost You?	21
Resource C: Sample Employee Survey	22
Resource D: Model Tobacco Free Workplace Policy	23
Resource E: Good Neighbor Template	25
Resource F: Helpful Links	26
References	27

# TOBACCO FREE GROUNDS TIMELINE: A FIVE-STEP PLAN

Implementing a tobacco free grounds policy is the perfect way to begin creating a healthier work environment for your employees and to start saving money on health care costs and productivity costs.

However, a change like this usually doesn't happen overnight. To help you create this supportive change in your workplace culture, Tobacco Free Florida has simplified the tobacco free grounds implementation process by breaking it down into five steps:

1. **Assess** your business' readiness to adopt a tobacco free grounds policy.
2. **Prepare** for the adoption of your tobacco free grounds policy.
3. **Communicate** the details of your tobacco free grounds policy.
4. **Implement** and **enforce** your tobacco free grounds policy.
5. **Evaluate** your success and **adapt** your tobacco free grounds policy as needed.

Work closely with your Tobacco Free Florida representative to adapt the Tobacco Free Grounds Timeline to your needs and smoothly implement your tobacco free grounds policy.

## USING THE TOBACCO FREE GROUNDS TIMELINE

For your convenience, each step of the Tobacco Free Florida Five-Step Plan has been broken down into specific tasks to guide you from start to completion. Each task has been assigned suggested months for completion based on a one-year implementation process, with policy launch scheduled at the beginning of the eighth month. Feel free to adapt this timeline to fit your own schedule and adjust the dates accordingly. To streamline and aid you in the completion of this process, space has been provided for you to record notes and assign responsibilities. Some of the steps and tasks in the Tobacco Free Grounds Timeline overlap; make sure to read it thoroughly to plan properly. Remember: your Tobacco Free Florida representative is available to provide guidance and help you tailor this tool to fit your organization's needs.



# TOBACCO FREE GROUNDS TIMELINE

**1** MONTH 1-2  
**ASSESS**

- 1. Meet with management
- 2. Create a committee
- 3. Set a launch date
- 4. Review policies



**2** MONTH 2-4  
**PREPARE**

- 1. Write a policy
- 2. Announce internally
- 3. Train key staff
- 4. Plan for evaluation



**3** MONTH 4-7  
**COMMUNICATE**

- 1. Identify channels
- 2. Develop materials
- 3. Promote free quit services
- 4. Solicit feedback
- 5. Announce externally



## POLICY LAUNCH

**4** MONTH 8-10  
**IMPLEMENT & ENFORCE**

- 1. Install signage
- 2. Remove ashtrays, etc.
- 3. Follow launch plan
- 4. Enact enforcement and feedback plans



**5** MONTH 10+  
**EVALUATE & ADAPT**

- 1. Collect data
- 2. Evaluate communication
- 3. Evaluate cost savings
- 4. Evaluate health
- 5. Clarify and adapt

# STEP 1: ASSESS

The first step of implementing a tobacco free grounds policy is to assess if your business is ready for change. In this step you will identify the resources you have to work with as well as opportunities or challenges you can expect along the way. Buy-in and support from key stakeholders at multiple levels of your organization will make each step of The Tobacco Free Grounds Timeline easier to implement.

Suggested Month												Policy Launch	Assigned to:
1	2	3	4	5	6	7	8	9	10	11	12		
<b>Task 1</b> <b>Meet with Management</b>													
<b>Meet with senior management to assess and gain their commitment to adopting your tobacco free grounds policy, and identify the person who will coordinate its implementation.</b>	X												
	Assess	Prepare	Communicate	Implement	Evaluate								
<b>About this task:</b> Management's support and buy-in will be vital for a successful transition.													
<b>Notes:</b>													

Suggested Month												Policy Launch	Assigned to:
1	2	3	4	5	6	7	8	9	10	11	12		
<b>Task 2</b> <b>Create a Committee</b>													
<b>Create a committee to coordinate the preparation process. This committee should include:</b> <ul style="list-style-type: none"> <li>• Senior management.</li> <li>• Human resources personnel.</li> <li>• Tobacco users.</li> <li>• Interested employees.</li> <li>• Non-tobacco users.</li> <li>• Representatives from various departments.</li> <li>• Union representatives.</li> </ul>	X	X											
	Assess	Prepare	Communicate	Implement	Evaluate								
<b>About this task:</b> A committee will help to make sure that the proper steps are taken to achieve a smooth and successful policy adoption.													
<b>Notes:</b>													

<b>Task 3</b> Set a Launch Date	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>Set a specific date to launch your policy.</b></p>		X											
	<p><b>Assess</b> Prepare Communicate Implement Evaluate</p> <p><b>About this task:</b> Setting a specific launch date will help you stay the course.</p> <p><b>Notes:</b></p>												

<b>Task 4</b> Review Policies	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>Review your existing policies related to tobacco use, and identify what services you currently provide to help employees quit.</b></p>	X	X											
	<p><b>Assess</b> Prepare Communicate Implement Evaluate</p> <p><b>About this task:</b> One of the first steps in designing a new policy is to assess any existing policies and resources that may already exist.</p> <p><b>Notes:</b></p>												

## STEP 2: PREPARE

After you have assessed your company and assembled your committee, it is time to begin designing your tobacco free grounds policy and preparing your organization to implement it. In this step you will design your formal policies and related procedures as well as train staff on how to effectively implement what you design.

Suggested Month												Policy Launch	Assigned to:
Task 1 Write a Policy	1	2	3	4	5	6	7	8	9	10	11	12	
<b>Write a formal policy to make your workplace tobacco free. It should include:</b> <ul style="list-style-type: none"> <li>• A clear, concise policy rationale.</li> <li>• Products the policy covers.</li> <li>• Clear enforcement procedures.</li> <li>• Info to help tobacco users quit.</li> <li>• Who the policy includes.</li> <li>• When and where tobacco is prohibited.</li> <li>• Internal contact info for policy-related questions.</li> </ul>		X	X										
	Assess	Prepare	Communicate	Implement	Evaluate								
<p><b>About this task:</b> A formal policy is necessary for clarity on what is allowed and not allowed at the workplace. Make sure to secure official approval for the policy from appropriate sources. <i>See Resource D on page 22 for a sample policy you can adapt to your business.</i></p> <p><b>Notes:</b></p>													

Suggested Month												Policy Launch	Assigned to:
Task 2 Announce Internally	1	2	3	4	5	6	7	8	9	10	11	12	
<b>Prepare your staff for change by formally announcing your policy internally several months before it will take effect.</b>		X	X										
	Assess	Prepare	Communicate	Implement	Evaluate								
<p><b>About this task:</b> Have the announcement come from a senior executive or owner to show the support of senior leadership. By announcing well in advance, your staff will have time to get used to the idea, provide their feedback, and make any personal adjustments they need to prepare for the policy.</p> <p><b>Notes:</b></p>													

<b>Task 3 Train Key Staff</b>	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>Train key staff on how to enforce the policy:</b></p> <ul style="list-style-type: none"> <li>Tobacco violations should be handled like any other personnel issue.</li> <li>Reporting procedures should be clearly communicated to all staff.</li> <li>Buy-in from your supervisors will help maintain the most supportive environment for your employees.</li> <li>Front line staff should be trained on how to handle this issue with clients.</li> </ul>		X	X										
	Assess	Prepare		Communicate			Implement		Evaluate				
<p><b>About this task:</b> Proper training is important to make sure your policy is enforced equally and consistently across all situations and employees.</p> <p><b>Notes:</b></p>													

<b>Task 4 Plan for Evaluation</b>	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>Develop an evaluation plan that gathers baseline data measuring items such as:</b></p> <ul style="list-style-type: none"> <li>Employee participation in programs to quit tobacco.</li> <li>Tobacco use rates.</li> <li>Sick days.</li> <li>Maintenance costs.</li> <li>Health care expenditures.</li> </ul>		X	X	X									
	Assess	Prepare		Communicate			Implement		Evaluate				
<p><b>About this task:</b> To get the most out of your efforts, make sure your evaluation plan is consistent with the evaluation procedures your company already uses. <i>More about evaluation can be found in Step 5 of this timeline.</i></p> <p><b>Notes:</b></p>													

## STEP 3: COMMUNICATE

The third step toward instituting a tobacco free grounds policy is to ensure your policy is properly communicated. Communicating with employees is a process that is unique to each business, but communicating effectively doesn't have to be difficult. Work closely with your in-house communication professionals or talk to your local Tobacco Free Florida representative if you need further guidance in developing your communication strategy.

Task 1 Identify Channels	Suggested Month							Policy Launch					Assigned to:
	1	2	3	4	5	6	7	8	9	10	11	12	
<b>Identify appropriate communication channels to announce the policy. Promote the policy through multiple mediums such as:</b> <ul style="list-style-type: none"> <li>• Meetings.</li> <li>• Flyers.</li> <li>• Payroll staffers.</li> <li>• Intranet.</li> <li>• Email.</li> <li>• Presentations.</li> </ul>				X	X								
	Assess	Prepare		Communicate				Implement		Evaluate			
	<p><b>About this task:</b> Using multiple communication channels will ensure that information about the policy will reach all of your employees.</p> <p><b>Notes:</b></p>												

Task 2 Develop Materials	Suggested Month							Policy Launch					Assigned to:
	1	2	3	4	5	6	7	8	9	10	11	12	
<b>Develop communication materials to announce your policy. Messages should include:</b> <ul style="list-style-type: none"> <li>• A rationale for the policy.</li> <li>• Reminders of the harmful effects of tobacco use and exposure to secondhand smoke.</li> <li>• Key dates for the policy launch.</li> <li>• How employees can get help quitting tobacco.</li> </ul>				X	X								
	Assess	Prepare		Communicate				Implement		Evaluate			
	<p><b>About this task:</b> Communication materials should help employees to understand why the tobacco free grounds policy is being enacted and how best to adhere to it. Make sure to refer tobacco users to your company's tobacco-related insurance benefit or Tobacco Free Florida's Quit Your Way program.</p> <p><b>Notes:</b></p>												

<b>Task 3</b> Promote the Quit Your Way program	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<b>Promote Tobacco Free Florida's Quit Your Way program.</b>				X	X								
	Assess		Prepare		Communicate			Implement		Evaluate			
	<p><b>About this task:</b> Make sure your employees who want to quit tobacco know the resources available to them. Talk to your local Tobacco Free Florida Representative for posters, cards, and other materials you can use to refer your staff to cessation resources.</p> <p><b>Notes:</b></p>												

<b>Task 4</b> Solicit Feedback	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<b>Create a method for fielding feedback and complaints.</b>				X	X	X							
	Assess		Prepare		Communicate			Implement		Evaluate			
	<p><b>About this task:</b> Feedback, including complaints, is valuable information that will help you strengthen your policies and procedures to create a more supportive work environment for your employees. You can save time and effort by integrating your tobacco free grounds policy into your organization's existing feedback or complaint procedures. The feedback you gather will be an important component of your policy evaluation.</p> <p><b>Notes:</b></p>												

Task 5 Announce Externally	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>Announce your policy to your partners, external stakeholders, and the public in the weeks leading up to your policy launch date. To get the most out of your announcement and launch, consider:</b></p> <ul style="list-style-type: none"> <li>• Sending press releases to local media outlets.</li> <li>• Planning a press conference, employee health fair, or other event on launch day.</li> </ul>					X	X	X						
	Assess		Prepare		Communicate			Implement			Evaluate		
	<p><b>About this task:</b> Media engagement and launch-day activities will encourage support of the new policy and increase awareness of your launch. Such activities can even be used to garner positive press for your organization.</p> <p><b>Notes:</b></p>												

## ADDITIONAL COMMUNICATION TIPS:

1. **Assign responsibility** – Make sure nothing falls between the cracks by delegating each task to someone you trust within your organization or on your committee.
2. **Consider your audience** – You know your workforce best. Adapt your messages to meet their needs and expectations.
3. **Showcase the advantages** – Your workforce has a lot to gain from quitting. Make this clear in your communications.
4. **Spark interest** – Use an attention grabbing slogan, picture, or graphic to raise the visibility of your communications.
5. **Adopt a positive tone** – Remember to be empathetic and helpful when communicating with your workforce. A tobacco free grounds policy is designed to help tobacco users and non-users alike.
6. **Give the facts** – Highlight the basic facts about your tobacco free grounds policy and why it is important.
7. **Connect to more information** – Make sure your workforce has access to the details of your tobacco free grounds policy. You can provide these details on your company website or intranet. Alternatively, you can provide employees with contact information of a human resources or insurance representative who can explain the policy.

## STEP 4: IMPLEMENT AND ENFORCE

Although studies have shown there is usually high compliance for tobacco free workplace policies, it is important to have an enforcement plan in place. The fourth step entails implementing and enforcing the policy using your enforcement plan.

Task 1 Install Signage	Suggested Month												Assigned to:
	1	2	3	4	5	6	7	8	9	10	11	12	
Install tobacco free signage before the launch date.							X	X					
	Assess			Prepare			Communicate			Implement		Evaluate	
<p><b>About this task:</b> Talk to your local Tobacco Free Florida representative if you would like to see examples of signage used at other tobacco free businesses in your community.</p> <p><b>Notes:</b></p>													

Task 2 Remove Ashtrays, etc.	Suggested Month												Assigned to:
	1	2	3	4	5	6	7	8	9	10	11	12	
Before your policy goes into effect, update all policy manuals and remove any ashtrays and smoking shelters.							X						
	Assess			Prepare			Communicate			Implement		Evaluate	
<p><b>About this task:</b> Removing ashtrays and shelters will ensure that your physical environment supports your policy. Also make sure updated workplace policy manuals are easily accessible.</p> <p><b>Notes:</b></p>													

<b>Task 3 Follow Launch Day Plan</b>	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>On the day of policy launch, hold any planned events to engage employees and attract media attention.</b></p>								X					
	Assess		Prepare		Communicate			Implement	Evaluate				
	<p><b>About this task:</b> A high-profile policy launch will make sure that your new policy receives the attention it deserves and will show that your workplace is committed to employee health.</p> <p><b>Notes:</b></p>												

<b>Task 4 - Enact Enforcement and Feedback Plan</b>	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<p><b>Enact your enforcement plans and feedback procedures. Remember:</b></p> <ul style="list-style-type: none"> <li>Tobacco violations should be handled like any other personnel issue.</li> <li>Your supervisors should be trained to communicate and enforce your policy.</li> </ul>									X	X	X	X	
	Assess		Prepare		Communicate			Implement	Evaluate				
	<p><b>About this task:</b> Enacting your enforcement plan and feedback procedures means that your policy has officially and completely been put into place.</p> <p><b>Notes:</b></p>												

## STEP 5: EVALUATE AND ADAPT

The final step of implementing a tobacco free grounds policy is to evaluate it and adapt your strategies accordingly. Effectively evaluating your policy does not have to be time or resource intensive; planning ahead and building evaluation into your tobacco free grounds policy from the beginning are vital and will save you time and effort.

Evaluation is a process that will look different from business to business. It is not necessary to evaluate everything indicated in this timeline. You can tailor the evaluation to your organization. The Centers for Disease Control and Prevention (CDC) provides extensive resources to assist in developing an evaluation plan. These resources can be accessed at [www.cdc.gov/workplacehealthpromotion/evaluation](http://www.cdc.gov/workplacehealthpromotion/evaluation). Evaluating the proper measures can help identify how effective the policy has been and what changes should be made to make it more effective.

Task 1 Collect Data	Suggested Month												Assigned to:
	1	2	3	4	5	6	7	8	9	10	11	12	
<b>Collect data based on your evaluation plan. The data you collect will vary depending on what you decide to evaluate. You should consider evaluating:</b> <ul style="list-style-type: none"> <li>• Communication.</li> <li>• Cost Savings.</li> <li>• Workforce Health.</li> </ul>										X	X	X	
	Assess			Prepare			Communicate			Implement		Evaluate	
<p><b>About this task:</b> Data collection is a process that should be ongoing to ensure that your company is maximizing the benefits of the tobacco free grounds policy.</p> <p><b>Notes:</b></p>													

Task 2 Evaluate Communication		1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<b>Evaluate COMMUNICATION by measuring awareness using:</b> <ul style="list-style-type: none"> <li>• <b>Interviews:</b> Smaller companies can get feedback directly from their employees through interviews without incurring a significant expense.</li> <li>• <b>Surveys:</b> Mid-size and larger companies frequently use surveys to get employee feedback.</li> </ul>											X	X	→	
	Assess   Prepare   Communicate   Implement   Evaluate	<p><b>About this task:</b> Data collection is a process that should be ongoing to ensure that your company is maximizing the benefits of the tobacco free grounds policy.</p> <p><b>Notes:</b></p>												

Task 3 Evaluate Cost Savings		1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:
<b>Evaluate COSTS SAVINGS by examining:</b> <ul style="list-style-type: none"> <li>• <b>Productivity:</b> Sick days are a simple productivity indicator that you can easily measure. Combine this with other productivity measures you already utilize.</li> <li>• <b>Health Care Costs:</b> Your health insurance provider may already be tracking many of the measures that will help you assess your efforts. Make sure to seek their help early on to coordinate your efforts and streamline your evaluation strategy.</li> </ul>											X	X	→	
	Assess   Prepare   Communicate   Implement   Evaluate	<p><b>About this task:</b> Evaluating the cost savings of your tobacco free grounds policy will allow you to measure the return on investment from helping your employees quit tobacco.</p> <p><b>Notes:</b></p>												

Task 4 Evaluate Health	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:	
<b>Evaluate WORKFORCE HEALTH using:</b> <ul style="list-style-type: none"> <li>• <b>Health Risk Assessments (HRAs):</b> HRAs are a useful tool to measure a variety of workforce health indicators, including tobacco use and tobacco-related illnesses. Ask your insurance broker about implementing HRAs or consult with an independent HRA provider.</li> <li>• <b>Sick Days:</b> In addition to being a valuable productivity indicator, sick days can also be used to demonstrate an improvement in the health of your workforce.</li> <li>• <b>Quit Rates:</b> You can track how many of your employees quit tobacco through employee surveys or Health Risk Assessments.</li> </ul>										X	X	→		
	Assess			Prepare			Communicate			Implement		Evaluate		
	<p><b>About this task:</b> Successful implementation of a tobacco free grounds policy will eventually lead to a healthier workforce. Health risk assessments are the most commonly utilized tool to examine workforce health, but other indicators like sick days and quit rates can also be used.</p> <p><b>Notes:</b></p>													

Task 5 Clarify and Adapt	1	2	3	4	5	6	7	8	9	10	11	12	Assigned to:	
<b>Clarify and adapt the policy, communication efforts, and enforcement procedures as necessary.</b>										X	X	→		
	Assess			Prepare			Communicate			Implement		Evaluate		
	<p><b>About this task:</b> Your organization's needs change over time. It is important to remain flexible and willing to adapt to these needs based on the results of your evaluation measures.</p> <p><b>Notes:</b></p>													

## THE NEXT STEPS

A tobacco free grounds policy isn't just good for your employees; it is great for your business. Now that you understand the basics of implementing a tobacco free grounds policy, Tobacco Free Florida offers a number of tools to help you turn this knowledge into action.

### TALK TO YOUR LOCAL TOBACCO FREE FLORIDA REPRESENTATIVE

Our staff has been trained to help businesses like yours establish tobacco free grounds policies. Your Tobacco Free Florida representative is available to advise you every step of the way and answer any questions you may have.

### ACQUIRE HEALTH INSURANCE BENEFITS TO HELP EMPLOYEES QUIT

Your Tobacco Free Florida representative can provide you with the Benefits to Quit Worksite Tool Kit, a free guide on implementing tobacco-related health insurance benefits. Talk to your insurance broker or administrator to find out more about what specific coverage options are available to help your employees become tobacco free.

### CHECK OUT THE ADDITIONAL RESOURCES

Look through the additional resources beginning on page 19 to find tools designed to help you through the five steps of the Tobacco Free Grounds Timeline to implement, communicate, and evaluate your tobacco free grounds policy. Each resource has been designed to make it easier for you to gain the benefits of a tobacco free workforce.

### FIND OUT MORE ONLINE

More information about Tobacco Free Florida is available online at [www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com).

## RESOURCE A: FREQUENTLY ASKED QUESTIONS

**Q: What else can I do to help my employees quit tobacco and limit the costs of tobacco in the workplace?**

A: Tobacco Free Florida offers a variety of resources for savvy business leaders looking to save on their health care expenses and improve workforce productivity. Contact your Tobacco Free Florida representative for a copy of the Benefits to Quit Worksite Tool Kit to help you empower your employees to quit tobacco using tobacco-related insurance benefits or the Quit Your Way Tool Kit to help your employees use the state's free services.

**Q: Will this new policy affect patronage to company services?**

A: More than 80 percent of Floridians do not use tobacco,<sup>6</sup> so the majority of your customers are likely to be non-tobacco users. Moreover, studies have consistently shown that policies that restrict tobacco use have a neutral or positive effect on hospitality revenue.<sup>7,8,9</sup>

**Q: Will a tobacco free grounds policy infringe upon individual rights?**

A: There is no constitutional "right to smoke."<sup>18</sup> As an employer, implementing a tobacco free grounds policy is an important component of providing a safe and healthy workplace for all your employees.

**Q: Do tobacco free policies discriminate against tobacco users?**

A: No. Tobacco free policies respect the basic right to work in a tobacco free environment for non-users and tobacco users alike. Such policies are one of the best tools we have to support tobacco users who want to quit.

**Q: Do tobacco free policies really help people quit?**

A: Yes. The U.S. Surgeon General reported in 2006 that, "workplace smoking restrictions lead to less smoking among covered workers". The same report also cites numerous studies that found decreases in the number of cigarettes smoked per day, increases in attempts to stop smoking, and increases in quit rates.<sup>7</sup>

**Q: How do I talk to employees about their tobacco use without offending them?**

A: Keep the following tips in mind when encouraging your employees:

- Address workplace health as a group issue.
- Remain empathetic in your language and tone.
- Acknowledge that breaking a tobacco addiction is difficult but important.
- Reinforce your business's commitment to helping tobacco users who want to quit.
- Refer employees to additional information on cessation services.

## RESOURCE B: HOW MUCH DOES TOBACCO COST YOU?<sup>4,6</sup>

To calculate the potential costs of tobacco use on your bottom line, use the formula below to see how much your business is likely losing in productivity and health related expenses. The results may surprise you.

### Do the math:

Take the total number of business employees and multiply it by 15.8 percent - the smoking rate in Florida as of 2016. The result is the number of smokers your business employs.

$$\boxed{\phantom{00000}} \times 0.158 = \boxed{\phantom{00000}}$$

**# of Employees**                      **Florida Smoking Rate**                      **# of Smokers**

Next, if you take the number of smokers and multiply it by \$4,056 – the estimated cost of lost productivity – the result is the total lost productivity cost for your business each year.

$$\boxed{\phantom{00000}} \times \$4,056 = \boxed{\phantom{00000}}$$

**# of Smokers**                      **Lost Productivity Cost Per Smoker**                      **Total Lost Productivity Costs**

Now, take the number of smokers and multiply it by \$2,056 – the estimated additional medical costs per smoker per year – and that is the total additional medical cost to your business each year.

$$\boxed{\phantom{00000}} \times \$2,056 = \boxed{\phantom{00000}}$$

**# of Smokers**                      **Excess Medical Costs per Smoker**                      **Total Medical Costs**

## RESOURCE C: SAMPLE EMPLOYEE SURVEY

1. Are you exposed to secondhand smoke at the workplace?  
 Yes       No
2. Do you have a medical condition that is aggravated by exposure to secondhand smoke?  
 Yes       No
3. Would you support a tobacco free grounds policy at the workplace?  
 Yes       No

3a. Why or why not?

---

---

4. Do you currently use tobacco products?  
 Yes       No
5. Do you currently use any electronic nicotine delivery systems (ENDS) such as e-cigarettes?  
 Yes       No

If you answered "no" on questions 4 and 5, skip to question 9

6. Do you use products other than cigarettes (dip, chew, cigars, pipes, etc.)?  
 Yes       No
7. If you currently use tobacco, are you interested in quitting?  
 Yes       No       Maybe
8. Where would you like to get information on quitting tobacco? (Circle all that apply)  
 Posters/brochures       Mailers to my home       Emails  
 Social Media (Facebook, Twitter)       Staff meetings       Newsletter  
 Other \_\_\_\_\_
9. Is there anything else your employer can do to help employees quit?  
\_\_\_\_\_  
\_\_\_\_\_
10. If you have quit tobacco, would you be willing to share your success story with others who are trying to quit?  
 Yes       No

**Thank you for completing this survey. We appreciate your feedback.**

## RESOURCE D: MODEL TOBACCO FREE WORKPLACE POLICY

Use this template to develop your company's tobacco free workplace policy. Feel free to adjust provisions to fit your business.

### [COMPANY] TOBACCO FREE GROUNDS POLICY

[COMPANY] is committed to protecting the health of our employees and their families. The use of tobacco products, including cigarettes, cigars, electronic cigarettes, pipes, and smokeless tobacco, can lead to disease and death. Therefore, [COMPANY] is implementing this policy to prohibit the use of all tobacco products on company grounds. Effective [DATE], [COMPANY] will implement a tobacco free grounds policy for all employees, customers, and visitors in order to provide a safe, healthy, and productive work environment.

#### I. POLICY

This policy is in effect during all hours and will apply to:

- All [COMPANY] employees.
- Customers, vendors, contractors, and all other visitors.
- Members of committees.

Smoking or other use of tobacco or tobacco products (including but not limited to cigarettes, cigars, chewing tobacco, dip, snuff, pipes, etc.) is strictly prohibited on all [COMPANY] owned and/or leased locations/premises, including all internal and external areas, parking areas, and company vehicles. The policy will also apply to all company-sponsored events, regardless of location.

#### II. COMMUNICATION OF POLICY

All current and future employees will receive copies of this policy. The policy will be available for inspection upon request.

Signs bearing the message ["TOBACCO FREE GROUNDS"] will be posted throughout the company grounds at [ADD SPECIFIC LOCATIONS].

#### III. RESPONSIBILITIES RELATED TO POLICY

- A. Responsibilities of employees, customers, contractors, and visitors: Adherence to the tobacco free grounds policy cited above is the responsibility of all [COMPANY NAME] employees. Customers, clients, contractors, and all other visitors must also comply with this policy while on the [COMPANY] campus.

Employees who do not conform to this policy may be subject to administrative action. Contractors or consultants in violation of this policy will be reported to their supervisor at their organization. Visitors found to be in violation of this policy will be politely reminded that [COMPANY] is tobacco free and asked to dispose of the tobacco product appropriately.

[COMPANY] shall not retaliate in any manner against an employee or visitor who reports a violation of this policy.

- B. Responsibilities of supervisors: Supervisors will ensure that all employees are notified of the new tobacco free grounds policy and are provided with a copy of the policy.

Any person who observes violations of the policy may report these violations to a supervisor. The supervisor will discuss the violation with the employee and take appropriate administrative action. Standard disciplinary actions will apply to violations of the policy.

#### IV. RESOURCES FOR TOBACCO USERS

[COMPANY] supports and encourages employees' efforts to beat nicotine dependence. [COMPANY] will offer employees who want to quit using tobacco access to recommended smoking cessation programs and materials.

[If offering any tobacco-related health insurance benefits include details of the insurance benefit here]

[If your company does not offer health insurance, include the following information below about Quit Your Way]

Employees who want to quit tobacco are encouraged to use Tobacco Free Florida's Quit Your Way program, a set of free services to help tobacco users quit. These services are available:

- **Over the phone:** Call the toll-free Florida Quitline at 1-877-U-CAN-NOW
- **Online:** Enroll for the online Web Coach program at [www.tobaccofreeflorida.com/webcoach](http://www.tobaccofreeflorida.com/webcoach)
- **In person:** Go to [www.tobaccofreeflorida.com/ahec](http://www.tobaccofreeflorida.com/ahec) or call 1-877-848-6696 to register for face-to-face help in a group setting through Florida Area Health Education Centers (AHEC) Network

Questions about this policy should be directed to [NAME] at [CONTACT INFORMATION].

(This model policy is adapted from Tobacco free Workplace Model Policy, from the American Cancer Society and the Tobacco Public Policy Center and National Institutes of Health Tobacco free Campus Policy from the National Institutes of Health. The original policies are available online at: [www.cancer.org/downloads/gahc/hp\\_strategies\\_for\\_promoting\\_and\\_implementing\\_smokefree\\_workplace.pdf](http://www.cancer.org/downloads/gahc/hp_strategies_for_promoting_and_implementing_smokefree_workplace.pdf) and [tobaccofree.nih.gov/tfpolicy.htm](http://tobaccofree.nih.gov/tfpolicy.htm) respectively.)

# RESOURCE E: GOOD NEIGHBOR TEMPLATE

[use company letterhead]

Dear [company name] Neighbor:

We wish to inform you of a recent policy change regarding tobacco use on [company name] property. As of [date], [company] will no longer allow tobacco use or e-cigarette use on our property.

Tobacco use is the number one cause of preventable death in the nation. Secondhand smoke is a contributing element to respiratory infections, asthma, bronchitis, and pneumonia. [Company name] is enacting this policy to set an example of healthy living for our clients, visitors, and staff members alike and to create the healthiest possible environment for anyone who spends time here.

Tobacco free business policies are a growing national trend, and we believe this collective effort will:

- Create a healthier environment for everyone who visits our location(s).
- Demonstrate our commitment to improve the health of the community.
- Set an example we hope other organizations and businesses will follow.

Because of these goals, [organization name] will be a completely e-cigarette and tobacco free facility effective [date]. If someone chooses to smoke (or “vape”) during a work shift or visit here, then he/she will be required to leave the campus. As a [company name] neighbor, we want to keep you informed about our policies that may affect you. By being proactive with our neighbors, we hope to prevent our employees from going “next door” to smoke off property. If an unwanted situation arises with one of our staff members, please use your normal procedures to address an unwanted visitor. [HR head or other representative name] at [phone number] is also available to answer any questions you may have regarding the policy change.

If you have any questions about your own workplace going tobacco free, please contact [name of local Tobacco Free Florida representative name] by phone at [phone number] or by email at [email address]. Information on tobacco free worksite policies is also available at [www.tobaccofreeflorida.com/current-issues/tobacco-free-worksites/](http://www.tobaccofreeflorida.com/current-issues/tobacco-free-worksites/). Thank you for making a difference.

Sincerely,

[CEO or other head staff name]

[Title]

## RESOURCE F: HELPFUL LINKS

**Tobacco Free Florida** engages in a variety of efforts to reduce tobacco use in Florida. Visit the website for a review of current tobacco issues, free resources to quit and other ways you can get involved in the fight against tobacco.

[www.tobaccofreeflorida.com](http://www.tobaccofreeflorida.com)

**The American Lung Association** website has information on instituting a tobacco free grounds policy, the benefits of quitting smoking, help for smokers who want to quit, and tobacco control updates.

[www.lung.org](http://www.lung.org)

**The American Cancer Society** sponsors the Great American Smokeout, an excellent event to coordinate your efforts to move toward a tobacco free workforce. Visit the website for an employee tool kit, sample promotional materials, and ways to connect with events in your community.

[www.cancer.org](http://www.cancer.org)

**Centers for Disease Control and Prevention** provides a detailed tool kit on implementing a tobacco free worksite initiative.

[www.cdc.gov/nccdphp/dnpao/hwi/toolkits/tobacco](http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/tobacco)

**The Florida Department of Health** website explains key aspects of the Florida Clean Indoor Air Act and provides links to the law and instructions for reporting violations.

[www.tobaccofreeflorida.com/fciaa](http://www.tobaccofreeflorida.com/fciaa)

**The National Business Group on Health** offers information on choosing health plan benefits and implementing worksite policies and programs to reduce tobacco use.

[www.businessgrouphealth.org/tobacco](http://www.businessgrouphealth.org/tobacco)

## REFERENCES

1. Centers for Disease Control and Prevention. Quitting Smoking Among Adults—United States, 2001–2010. *MMWR*. 2011;60(44):1513–1519.
2. U.S. Department of Health and Human Services. (2006). The health consequences of involuntary exposure to tobacco smoke: A report of the Surgeon General. Atlanta, GA.
3. Centers for Disease Control and Prevention. (2011). Smoke-free policies reduce smoking. Available at: [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/secondhand\\_smoke/protection/reduce\\_smoking/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/protection/reduce_smoking/). Accessed June 29, 2013.
4. Berman M., Crane R., Seiber E., & Munur M. (2013). Estimating the cost of a smoking employee. *Tobacco Control*. Advance online publication. doi: 10.1136/tobaccocontrol-2012-050888.
5. Centers for Disease Control and Prevention. (2010). Implementing a tobacco free campus initiative in your workplace. Available at: <http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/tobacco/>. Accessed June 29, 2013.
6. Centers for Disease Control and Prevention. (2013). Behavioral risk factor surveillance system survey data.
7. U.S. Department of Health and Human Services. (2006). The health consequences of involuntary exposure to tobacco smoke: A report of the Surgeon General. Atlanta, GA.
8. Centers for Disease Control and Prevention. (2012). Smoke-free policies do not hurt the hospitality industry. Available at: [http://www.cdc.gov/tobacco/data\\_statistics/fact\\_sheets/secondhand\\_smoke/protection/hospitality/](http://www.cdc.gov/tobacco/data_statistics/fact_sheets/secondhand_smoke/protection/hospitality/). Accessed June 29, 2012.
9. Chaloupka F.J., & Tauras J.A. (2011). The economic impact of the 2003 Florida Clean Indoor Air Act. Available at: [http://www.heart.org/idc/groups/heart-public/@wcm/@gsa/documents/downloadable/ucm\\_431005.pdf](http://www.heart.org/idc/groups/heart-public/@wcm/@gsa/documents/downloadable/ucm_431005.pdf). Accessed June 29, 2013.
10. Graff, S.K. (2008). There is no Constitutional right to smoke. Tobacco Control Legal Consortium.