

# 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 guit 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.

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## **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.

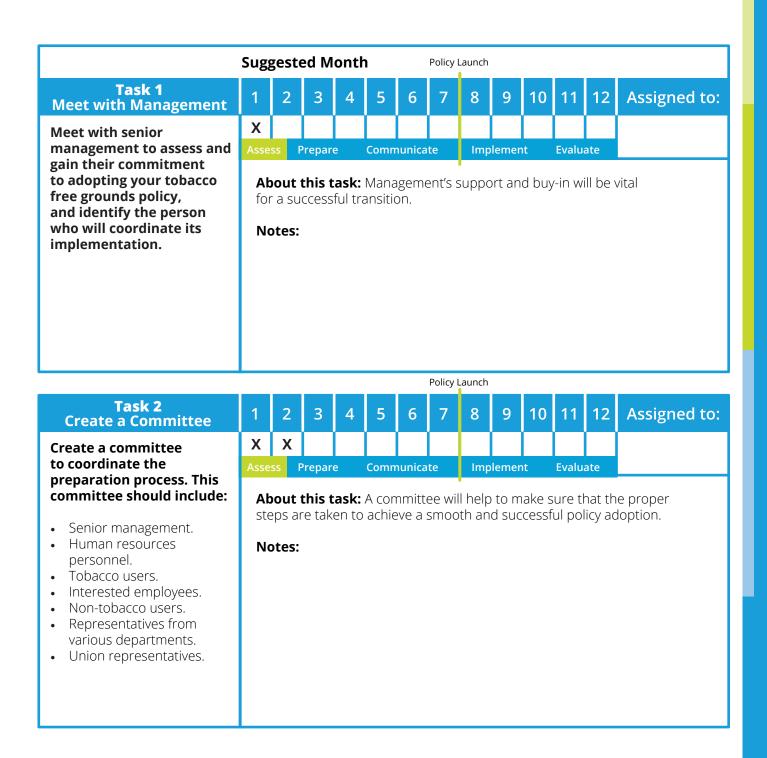


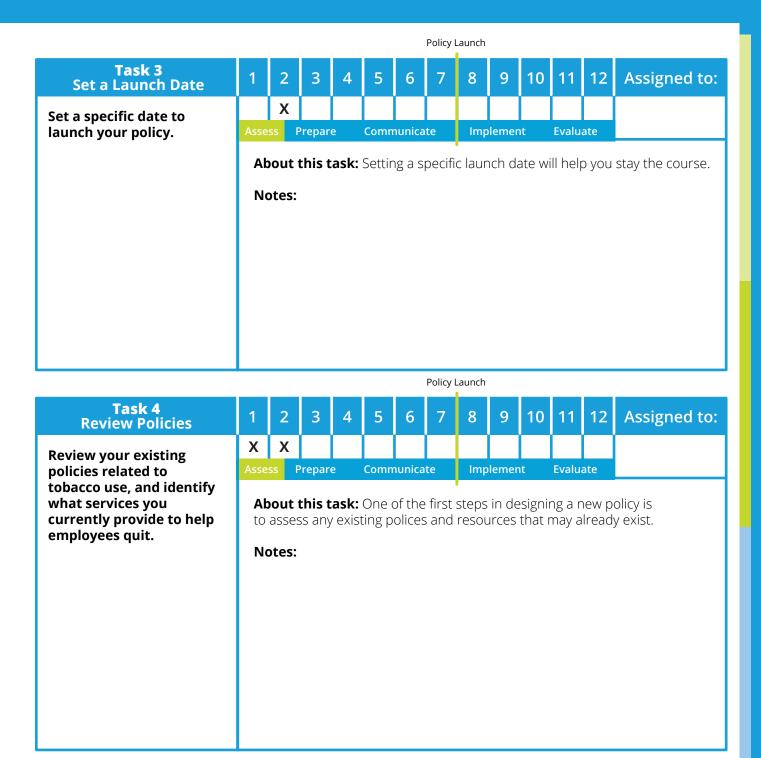
#### **TOBACCO FREE GROUNDS TIMELINE**

1. Meet with management MONTH 1-2 2. Create a committee **ASSESS** 3. Set a launch date 4. Review policies 1. Write a policy **MONTH 2-4** 2. Announce internally **PREPARE** 3. Train key staff 4. Plan for evaluation 1. Identify channels 2. Develop materials MONTH 4-7 3. Promote free quit services **COMMUNICATE** 4. Solicit feedback 5. Announce externally **POLICY LAUNCH** 1. Install signage **MONTH 8-10** 2. Remove ashtrays, etc. **IMPLEMENT &** 3. Follow launch plan **ENFORCE** 4. Enact enforcement and feedback plans 1. Collect data MONTH 10+ 2. Evaluate communication **EVALUATE &** 3. Evaluate cost savings **ADAPT** 4. Evaluate health 5. Clarify and adapt

## **STEP 1: ASSESS**

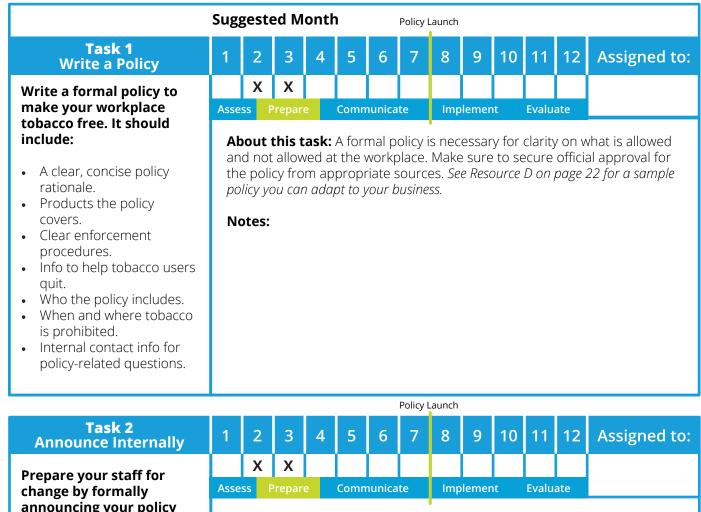
The first step of implementing a tobacco free grounds policy is to assess if your business is ready for change. In this step you will identify the resources you have to work with as well as opportunities or challenges you can expect along the way. Buy-in and support from key stakeholders at multiple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





## **STEP 2: PREPARE**

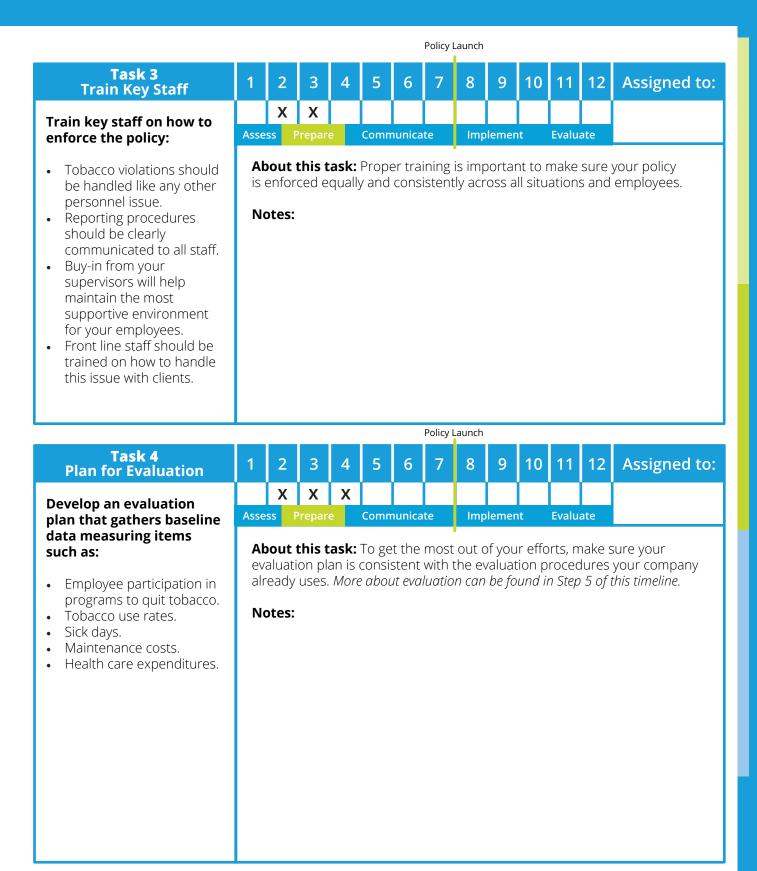
After you have assessed your company and assembled your committee, it is time to begin designing your tobacco free grounds policy and preparing your organization to implement it. In this step you will design your formal policies and related procedures as well as train staff on how to effectively implement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



Prepare your staff for change by formally announcing your policy internally several months before it will take effect.

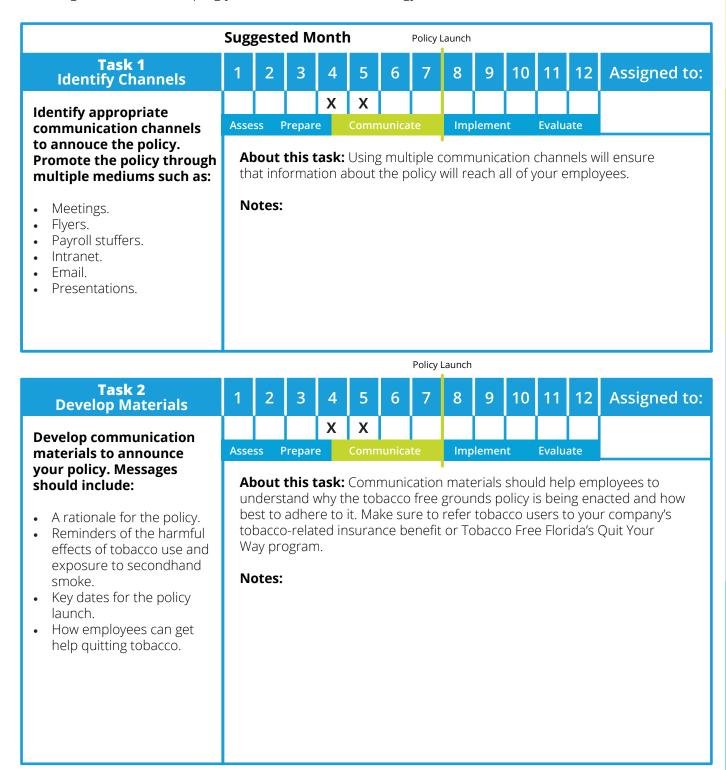
About this task: Have the announcement come from a senior executive or owner to show the support of senior leadership. By announcing well in advance, your staff will have time to get used to the idea, provide their feedback, and make any personal adjustments they need to prepare for the policy.

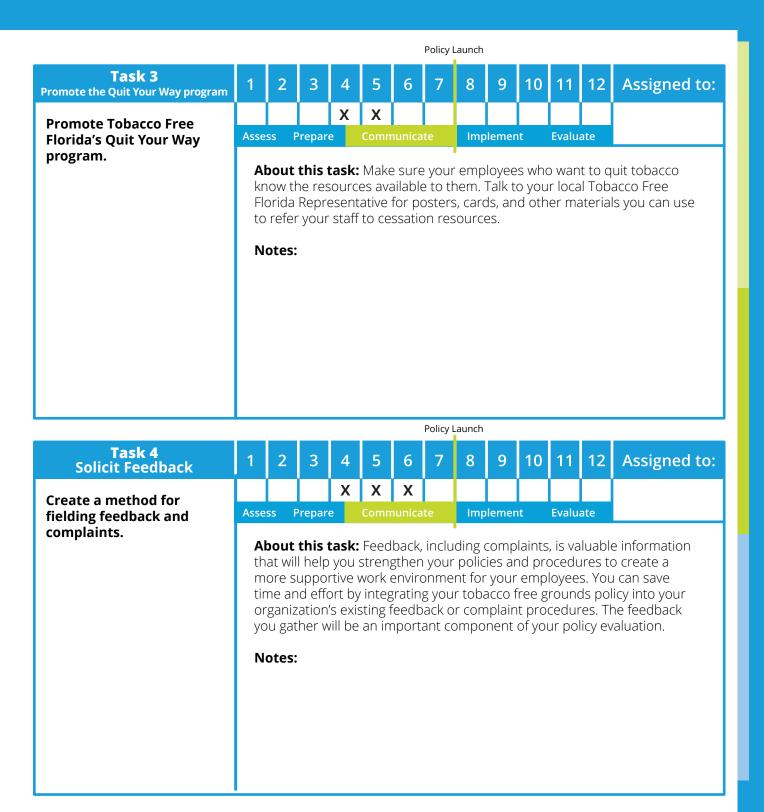
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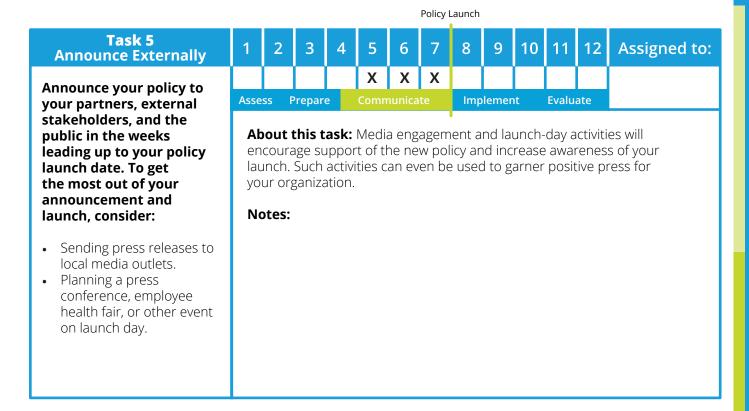


## **STEP 3: COMMUNICATE**

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.





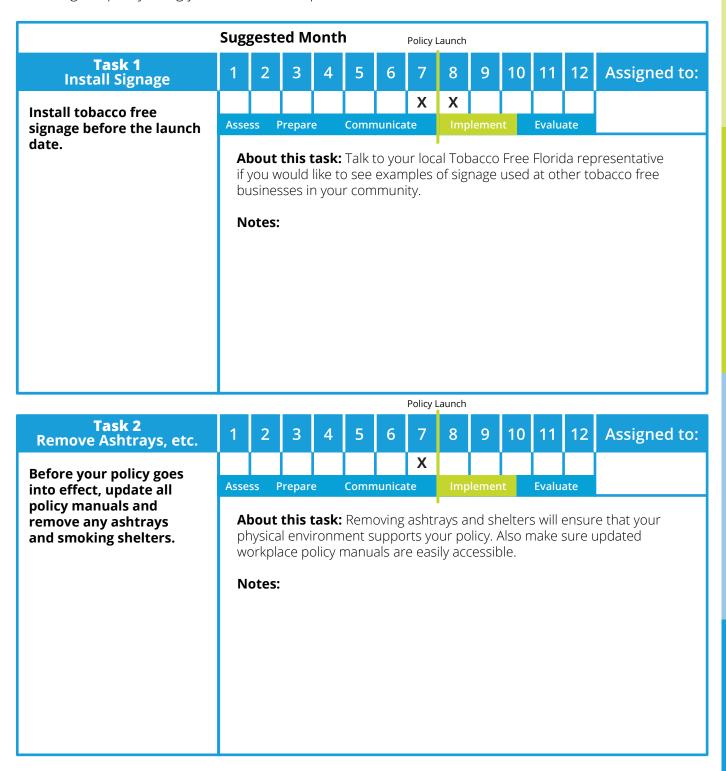


#### **ADDITIONAL COMMUNICATION TIPS:**

- 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.

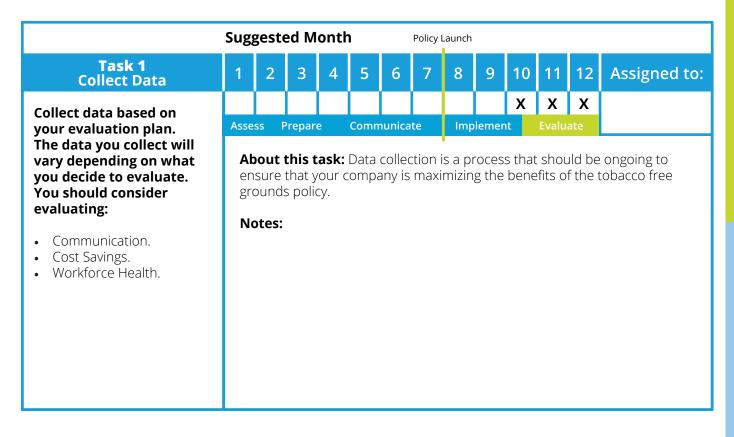


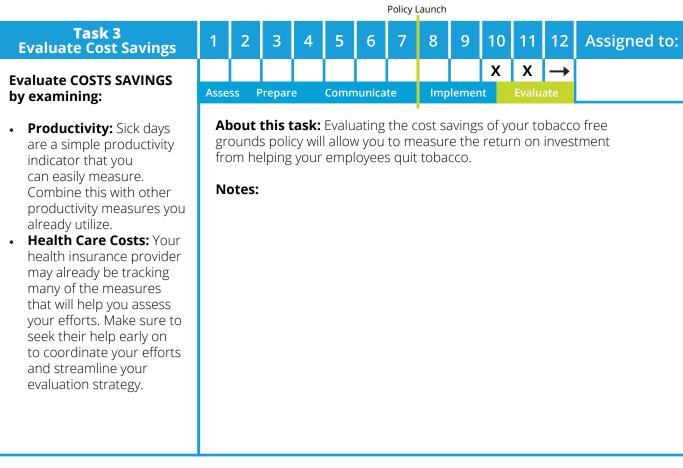
Policy Launch Task 3 Assigned to: 12 2 3 4 5 8 9 10 11 6 **Follow Launch Day Plan** X On the day of policy Assess Communicate **Evaluate** Prepare launch, hold any planned events to engage **About this task:** A high-profile policy launch will make sure that your employees and attract new policy receives the attention it deserves and will show that your media attention. workplace is committed to employee health. Notes: Policy Launch Task 4 - Enact Enforcement Assigned to: 2 3 5 8 9 10 12 4 6 and Feedback Plan Χ X X X **Enact your enforcement** Evaluate Assess Prepare Communicate plans and feedback procedures. Remember: **About this task:** Enacting your enforcement plan and feedback procedures means that your policy has officially and completely been Tobacco violations should put into place. be handled like any other personnel issue. **Notes:** • Your supervisors should be trained to communicate and enforce your policy.

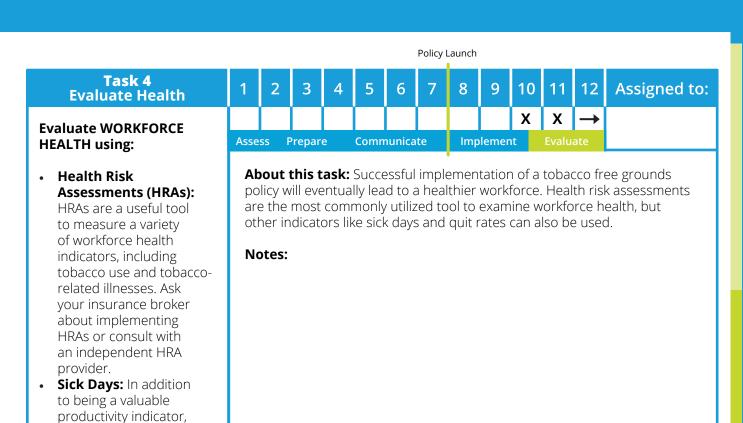
## **STEP 5: EVALUATE AND ADAPT**

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 <a href="https://www.cdc.gov/workplacehealthpromotion/evaluation">workplacehealthpromotion/evaluation</a>. Evaluating the proper measures can help identify how effective the policy has been and what changes should be made to make it more effective.







sick days can also be used to demonstrate an improvement in the health

of your workforce.

• Quit Rates: You can track how many of your employees quit tobacco through employee surveys or Health Risk

Assessments.

Policy Launch Task 5 12 Assigned to: 9 2 3 5 8 10 6 **Clarify and Adapt** Χ X Clarify and adapt the Assess Communicate Implement Prepare policy, communication efforts, and enforcement **About this task:** Your organization's needs change over time. It is procedures as necessary. important to remain flexible and willing to adapt to these needs based on the results of your evaluation measures. Notes:

## 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.

## **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?**4,6

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.



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.

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.

## **RESOURCE C: SAMPLE EMPLOYEE SURVEY**

Are you expo ☐ Yes	osed to second No	dhand sr	noke at the	workplace?		
Do you have a medical condition that is aggravated by exposure to secondhand smoke?  The Yes In No						
Would you su ☐ Yes	upport a tobac	cco free	grounds pol	icy at the wor	·kplace	e?
3a. Why or w	hy not?					
Do you curre ☐ Yes	ently use tobac	co prod	ucts?			
Do you curre such as e-cig ☐ Yes	ently use any e garettes? • No	lectronic	nicotine de	elivery systems	s (ENE	OS)
If you answered "no" on questions 4 and 5, skip to question 9						
Do you use products other than cigarettes (dip, chew, cigars, pipes, etc.)?  ☐ Yes ☐ No						
If you curren ☐ Yes	tly use tobacco	o, are yo 🗖 Ma <u>y</u>		d in quitting?		
☐ Posters/br			☐ Mailers	to my home		cle all that apply □ Emails □ Newsletter
Is there anytl	hing else your	employe	er can do to	help employe	ees qu	uit?

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
- In person: Go to 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 and 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/. Thank you for making a difference.

Sincerely,

[CEO or other head staff name]

[<u>Title</u>]

## 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

**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

**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** 

**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

**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** 

**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** 

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