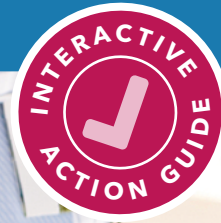




WORKFORCE HEALTH | RESOURCES

Tobacco-free campus toolkit





One employee who smokes can

cost you

\$5,816

PER YEAR

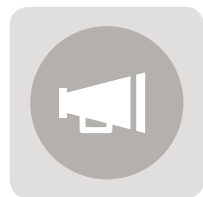
in added medical costs, absenteeism, lost productivity, and other costs.*

*Egan, The New York Times, August 7, 2013.



Welcome to your tobacco-free campus toolkit

Creating a tobacco-free campus policy is a proven way to invest in the health of your employees – and improve your bottom line. Each employee or dependent who quits smoking reduces your annual medical and life insurance costs by at least \$210 almost immediately, while an effective smoking cessation program typically costs less than 50 cents per participant per month.¹ This toolkit is packed with tips and resources to make your work environment smoke-free and improve the health of your workforce.



Promotional materials –
posters, fliers,
email templates,
and more – to
engage your
employees



Sample policy statement
and
announcement
language to kick
off your program



Wellness committee toolkit
to help you form
an effective team



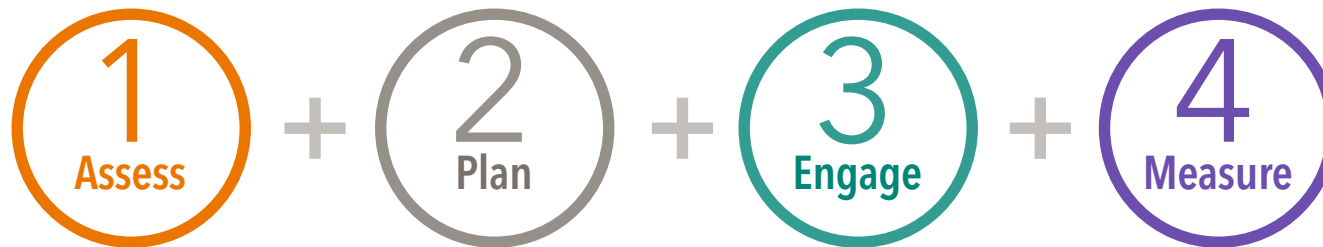
Signage tips
for creating your
own effective
communications



Healthy lifestyle programs
to motivate
employees and
help them quit

✓ Take the first step

Make your campus tobacco-free by following this step-by-step action plan. First you decide on your timeline – either six months or one year – then you simply check off the boxes as the toolkit walks you through the four basic steps of a successful program:



Assess – Use data to learn where your company stands on workforce health.

Plan – Set goals, schedule events and activities, and develop a communications strategy.

Engage – Launch and promote the program to your workforce.

Measure – Evaluate your program's success and set future goals.





① Assess

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> ○ Form your tobacco-free campus committee 	12 months before kickoff	6 months before kickoff	<ul style="list-style-type: none"> ○ Get commitment from leadership. 	<ul style="list-style-type: none"> • Find data to support your plan at the National Business Group on Health’s “Tobacco: The Business of Quitting” website.
			<ul style="list-style-type: none"> ○ Recruit employees and form a tobacco-free committee that will oversee your program. ○ Set a kickoff date for your policy implementation. 	<ul style="list-style-type: none"> • Learn how to form your own wellness committee with our wellness committee toolkit. <div style="border: 2px solid orange; padding: 5px; display: inline-block;"> <p>TIP Involve your legal team and any union or employee representatives early in the planning process.</p> </div>
			<ul style="list-style-type: none"> ○ Gather baseline data on your employees for comparison after program implementation. Some ideas: <ul style="list-style-type: none"> • tobacco rates • absenteeism/sick days • employee morale and attitudes about working for your company 	<ul style="list-style-type: none"> • Create your own free surveys with SurveyMonkey or Google. • Use our employee interest survey to gauge employee interest in wellness programs. • Have your employees take Kaiser Permanente’s Total Health Assessment.² • Employee health reports might be available to you. Contact your Kaiser Permanente representative for information.



② Plan

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> ○ Create your tobacco-free campus policy 	11 months before kickoff	5 months before kickoff	<ul style="list-style-type: none"> ○ Write your tobacco-free campus policy statement. ○ Consult with legal counsel as necessary. ○ Plan incentives. Consider gift cards or merchandise, as well as a group award/celebration after successfully implementing your program. 	<ul style="list-style-type: none"> • Sample tobacco-free campus policy statement • Maximize motivation by implementing your program in conjunction with a national event or holiday, like the Great American Smokeout. <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Engage employees by offering opportunities for them to get involved at different stages of implementation.</p> </div>
<ul style="list-style-type: none"> ○ Have leadership announce your program 	11 months before kickoff	5 months before kickoff	<ul style="list-style-type: none"> ○ Send communication from CEO to managers, supervisors, and labor-management representatives announcing your tobacco-free program. ○ Announce kickoff date to employees. 	<div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Let employees know that you'll be supporting their efforts as they prepare to quit tobacco.</p> </div> <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Include team members from across the company on your tobacco-free committee.</p> </div>



② Plan

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> ○ Create an environment that supports your plan 	8 months before kickoff	4 months before kickoff	<ul style="list-style-type: none"> ○ Identify facility needs to accommodate necessary signage. ○ Make a plan for redesigning/repurposing smoking areas. ○ Order or create signs that display positive tobacco-free messaging to post around campus and on doors and entrances. 	<ul style="list-style-type: none"> • Tobacco-free facility signs from the Centers for Disease Control and Prevention. <div style="border: 1px solid orange; padding: 5px; margin-bottom: 5px;"> <p>TIP Remove outdoor receptacles and replace with plants.</p> </div> <div style="border: 1px solid orange; padding: 5px; margin-bottom: 5px;"> <p>TIP Redesign smoking areas into healthy break areas.</p> </div> <div style="border: 1px solid orange; padding: 5px;"> <p>TIP Consider nontraditional places for displaying communications:</p> <ul style="list-style-type: none"> • parking lots • lobbies and exits • elevators </div>



② Plan

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> ○ Create employee communications 	7 months before kickoff	3 months before kickoff	<ul style="list-style-type: none"> ○ Create communications for your tobacco-free program. Be sure to include positive, supportive messages and a variety of collateral types: <ul style="list-style-type: none"> • posters/banners • fliers • emails • newsletter articles • paycheck stuffers/letters • fact sheets/Q&As <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Share details about your timeline, the phasing out of designated smoking areas, and tobacco cessation resources.</p> </div> <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP If you have an incentive plan, be sure to mention it.</p> </div>	<ul style="list-style-type: none"> • Tobacco cessation emails, fliers and posters • kp.org/quitsmoking offers support information, local class and workshop schedules, and access to these tools and calculators: <ul style="list-style-type: none"> • Prepare to quit • How does smoking affect your lifespan? • How much is smoking costing you? • Wellness Coaching by Phone gives employees individualized support and step-by-step action plans to quit tobacco.³ Promote it with this flier. • The American Cancer Society quiz tool helps smokers see the impact of their habit. • The Centers for Disease Control and Prevention offers Q&As and other communication materials.



③ Engage

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> ○ Launch your promotion and publicity campaign 	6 months before kickoff	2-3 months before kickoff	<ul style="list-style-type: none"> ○ Send frequent communications about your program to your employees. ○ Promote cessation resources to your employees, their families, business colleagues, and the community. ○ Educate managers about enforcing the no-tobacco policy. ○ Train security employees to enforce your policy. 	<ul style="list-style-type: none"> • Tobacco cessation emails, fliers and posters • Kaiser Permanente’s on-site “Quit Tobacco” class is available for a fee. • HealthMedia® Breathe®, an on-line smoking cessation program, is available at no cost to Kaiser Permanente members and to nonmembers for a fee.⁴ • Wellness Coaching by Phone gives employees individualized support and step-by-step action plans to quit tobacco.⁵ Promote it with this flier.
<ul style="list-style-type: none"> ○ Kick off your program 	Kickoff	Kickoff	<ul style="list-style-type: none"> ○ Announce program start. ○ Post facility signs. ○ Enforce your policy. 	<ul style="list-style-type: none"> • Tobacco-free program kickoff announcement <div style="border: 2px solid orange; padding: 5px; display: inline-block;"> <p>TIP Help prevent relapse with ongoing communications, resources, and support.</p> </div>



④ Measure

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> Evaluate success (short-term) 	3 months after kickoff	3 months after kickoff	<ul style="list-style-type: none"> Gather data to compare to the baseline data you recorded at the beginning of your program. Get employee feedback with a follow-up survey. Send congratulatory messages from top-level management. Send a thank-you communication to employees acknowledging their role in your program's success. 	<ul style="list-style-type: none"> Create your own free surveys with SurveyMonkey or Google. <div style="border: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP In addition to asking about the new policy, ask for evaluations of resources and classes, as well as any personal success stories.</p> </div>



④ Measure

Steps	Policy implementation		What to do	Tools and resources
	in 12 months	in 6 months		
<ul style="list-style-type: none"> ○ Evaluate success (long-term) 	12 months after kickoff	12 months after kickoff	<ul style="list-style-type: none"> ○ Gather data to compare to the baseline data you recorded at the beginning of your program and the data you collected three months after your kickoff. ○ Send another congratulatory message from top-level management. 	

 Contact your Kaiser Permanente representative for more information.

¹“Tobacco: The Business of Quitting,” National Business Group on Health, November 2011.

² Available at no cost to Kaiser Permanente members or for a fee for nonmembers.

³ See note 2.

⁴ These value-added services are extra services provided by entities other than Kaiser Foundation Health Plan of the Mid-Atlantic States, Inc. (KFHP-MAS), and are neither offered nor guaranteed under any KFHP-MAS contract. These entities may change or discontinue offering these services at any time. KFHP-MAS disclaims any liability for the services provided by these entities.

⁵ See note 2.

Information may have changed since publication.

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