



Tobacco-Free Initiative Information Kit

Tobacco-Free Campus – September 15, 2014

A collaborative effort between Northern Lakes Community Mental Health and The American Lung Association in Michigan

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Northern Lakes Community Mental Health Tobacco Free Campus and Systems Change Initiative

A Note from Greg Paffhouse, CEO

After many years of hard work by countless individuals dedicated to supporting people we serve to have lives of meaning and promoting the wellness of persons served and NLCMH staff, we are proud to provide this information kit as we prepare to implement our expanded tobacco-free environment policy on September 15, 2014.

This expanded policy will greatly reduce the harmful exposure to secondhand smoke when anyone visits a Northern Lakes Community Mental Health (NLCMH) office campus and will support persons who elect to quit the use of tobacco products. It is especially important that we assist persons with serious mental illness for whom use of tobacco products is a primary contributing reason to their early death and chronic health conditions.

Helping NLCMH employees and visitors understand this policy and why it is beneficial to everyone will take patience, kindness and dedication. A multi-disciplinary team has worked to create the support, policies and information necessary to make the transition as supportive as possible for staff, physicians, persons served and visitors to our campuses. The materials in this information kit provide background information, role-playing examples and sources of support and information related to tobacco cessation.

We all have responsibilities to ensure successful implementation and I very much appreciate your assistance. We have asked our managers to assume the following responsibilities including:

1. Demonstrate leadership in education and implementation of this policy.
2. Present this information to your staff (and any students).
3. Demonstrate or practice the role-playing exercises.
4. Ensure your staff know how to order/obtain information resources.
5. Ensure your staff know their responsibilities and are committed to making NLCMH a tobacco-free environment.
6. Select a convenient and accessible location to keep this information kit for future reference.

By demonstrating your support of this initiative and using this information kit to ensure all staff members feel comfortable and confident about their responsibilities, we can collectively communicate NLCMH's commitment to provide an environment free of tobacco and second-hand smoke.

Eliminating tobacco use from healthcare campuses is a national trend that provides a healthier environment for everyone who visits the campus. This means all persons served, visitors and staff members will not encounter second-hand smoke while visiting NLCMH property. NLCMH is one of the first CMH's in Michigan to jointly plan and implement tobacco-free environment policies. Representatives from NLCMH, American Lung Association in Michigan, Clubhouses, and other community organizations have collaborated to create and to implement this policy. We believe this collective effort will:

- Create a healthier environment for everyone who visits our campuses.
- Demonstrate our commitment to improve the health of the community.
- Increase provider involvement in treating nicotine addiction.
- Set an example we hope other organizations and businesses will follow.

If you have any questions after reviewing this information, please contact Human Resources.

Introduction

On Monday, September 15, 2014, Northern Lakes Community Mental Health offices in Cadillac, Grayling, Houghton Lake, and Traverse City will extend their tobacco-free environment policies to include all **outdoor grounds, property, parking areas and vehicles parked on the grounds. This also includes E-cigarettes.**

Input has been collected from staff members to create this Information kit that provides managers and staff members the information and resources necessary to ensure the smooth implementation of this policy.

Strategy Alignment

The Tobacco-Free Initiative is driven by the strategic goal to improve the health of persons served. NLCMH believes in recovery and values its role in helping people served to have satisfying, hopeful, and contributing lives that are consistent with their hopes and dreams. We are also committed to integrated healthcare and promoting the health and wellness of persons served. We want to do this in safe and healing environments that support persons served, employees, and others who visit our office campuses.

Effects of Tobacco Use

Tobacco use is the:

- Leading preventable cause of death and disease in the United States, leading to an average of 25 years of life lost from people with mental illness.
- Number one cause of drug addiction in adults and children in the United States.
- Number one cause of both cancer and emphysema.
- Leading cause of heart disease and strokes.

Effects of secondhand smoke

Secondhand smoke:

- Is classified by the U.S. Environmental Protection Agency as a "Group A" carcinogen—the most toxic substances known to cause cancer in humans. Some of those found in secondhand smoke include benzene, radon and asbestos.
- Increases a non-smoker's risk for heart disease and worsens symptoms of adults already suffering from asthma, allergies and bronchitis.
- Is associated with as many as 300,000 cases of bronchitis and pneumonia each year in infants to eighteen months old.
- Contributes to 150,000 to 300,000 respiratory infections in babies and children each year.
- Causes 7,500 to 15,000 hospital stays every year.
- Causes up to 8,000 new cases of childhood asthma every year.

Implementation Timeline

August

- Staff education during August staff meetings
- External communication to primary care providers, community, media
- Site visit from ALA regional and national representatives

Distribute revised tobacco-use policy for a 30-day review

September

Adopt tobacco-free policy (as revised, based on review input) and implement on September 15, 2014

Permanent signage installed

Tobacco-Free Environment Information Kit Educational Sessions

Staff education continues during September staff meetings

Information in waiting areas and at reception areas

Smoking cessation information available (ongoing)

Policy

The new Tobacco-Free Environment policy can be found in the Northern Lakes Community Mental Health Policies manual and at the end of this information kit.

Policy Purpose

NLCMH seeks to protect the health and safety of our staff, volunteers, visitors, persons served, contractors, and other guests. NLCMH recognizes the health hazards of tobacco use, and as a leader in health care, strongly discourages the use of any and all tobacco products. In response to tobacco being the leading cause of preventable death in the nation, NLCMH is implementing a tobacco-free environment, both indoors and outdoors. NLCMH is committed to offering helpful tobacco cessation and treatment resources.

Policy Content

This policy shall apply to all staff, students, residents, physicians, volunteers, visitors, persons served, contractors, and other guests. Tobacco use in NLCMH **buildings** and on the **grounds** of NLCMH offices, **parking lots**, (including inside personal and NLCMH vehicles) is prohibited.

Definitions

Tobacco products include cigars, cigarettes, pipe smoking, smokeless tobacco, E-Cigarettes and nicotine products. The term "staff" encompasses all NLCMH employees and independent professional contract providers in NLCMH's four office buildings and on the grounds and parking lots, including inside personal and NLCMH vehicles.

Legal Rights

Employers have a legal right to reduce or eliminate smoking and the use of tobacco products on their property. People who smoke do not have the right to violate the employer's Tobacco-Free Environment policy.

Tobacco Cessation Support

Tobacco-free and cessation support resource cards are available to distribute to persons served, visitors, and staff. These cards explain the policy and provide information and phone numbers for smoking cessation support options. These cards will be stored at reception areas at NLCMH offices. We welcome your thoughts on how to provide more focused future cessation support.

Top 10 Reasons Northern Lakes CMH is Creating a Tobacco-Free Campus

1. As a healthcare provider, Northern Lakes Community Mental Health is committed to improving the health and quality of life of the people we serve. By becoming completely tobacco-free, we recognize that tobacco use is the number one cause of preventable disease in our community.
2. Tobacco-free campuses are important because they encourage people to adopt a healthier tobacco-free lifestyle and protect people from the hazards of secondhand smoke. A tobacco-free campus is an environment that sets an example for healthy behavior and promotes a healthy community.
3. People with significant mental illness die 25 years younger than the general population, often due to conditions caused or worsened by smoking.¹
4. Persons with mental illness smoke at twice the rate as the general population.²
5. People with mental and substance use disorders smoke 44.3% of all cigarettes in the United States.²
6. Smokers with mental illness spend approximately one-quarter of their total income on cigarettes.³
7. Seventy percent of tobacco users with mental illness want to quit using tobacco and are more likely to succeed with a combination of medications and behavioral therapy.⁴
8. People with mental illness can and have successfully quit using tobacco.⁴
9. Health concerns and cost are two main reasons given for quitting tobacco use.²
10. Quitting tobacco may decrease the amount of psychiatric medications needed.¹

Sources:

1. National Association of State Mental Health Board Directors 2006 report.
2. JAMA. 2000 Nov 22-29;284(20):2606-10. Smoking and mental illness: A population-based prevalence study. Lasser K, Boyd JW, Woolhandler S, Himmelstein DU, McCormick D, Bor DH.
3. American Psychiatric Association Practice Guidelines 2006: Treatment of Patients with Substance Use Disorders, 2nd Edition.
4. Giese A, Morris C, Olincy A (2003). Needs assessment of persons with mental illnesses for tobacco prevention, exposure, reduction, and cessation. Report prepared for the State Tobacco Education and Prevention Partnership (STEPP), Colorado Department of Public Health and Environment.

Questions & Answers

Who is participating in this initiative?

All four NLCMH offices are participating in this initiative. This is one of the first initiatives at a community mental health service program in Michigan. NLCMH part in this initiative is led, supported, and funded by NLCMH and a Center for Disease Control Community Transformation Grant through the American Lung Association.

How does this policy differ from the previous Tobacco-Free Environment Policy?

Our previous policy prohibits smoking inside and near the entry but allows persons served, visitors and staff to smoke outside those areas. Effective September 15, 2014, the revised policy will prohibit tobacco use, E-cigarettes and other products containing nicotine anywhere on our campuses, including vehicles.

What does this mean to NLCMH staff?

As of September 15, tobacco use is prohibited anywhere in the office facilities and on the grounds. Staff are to screen persons served about their tobacco use, advise them to quit if they are using tobacco products and arrange a tobacco cessation program or resource.

What kind of support are we providing to those who wish to stop tobacco use?

We will address nicotine addiction issues by providing access to education and intervention as appropriate. Support is provided to all people who request help in quitting tobacco. Assessments of people served will be done at the time of admission and appropriate services/options will be discussed at that time.

How are we educating persons served, visitors, and the public?

All during 2014 we have been and will continue to provide information and educational materials about our initiative. We have listened to input by staff, tobacco users and people served. We held a series of seven public forums, publicized internally and in the media, to share information and hear stakeholder concerns.

Staff education has been conducted in all offices and can be conducted at the department level. Each department will have a lead person. Information kits will be provided to each department and specific individuals to help them assist staff in understanding the implications of a tobacco-free environment. Clinicians, social workers and other staff have received training (on the 5As, and on using motivational interviewing for tobacco cessation), tools and information on the tobacco-free environment at NLCMH facilities. Cessation information is available for staff to deliver to people served. NLCMH staff will offer persons served encouragement for cessation, information on classes/resources, information on products/medications, and follow up with each person served. Every person served by clinical staff should be individually assessed for the cessation methods that can be matched for the needs of the person.

Communications are targeted to persons, staff and the community to make them aware of the revised policy. Information has and will continue to be made to persons served and other constituents. Local news media have run stories on this initiative.

Can persons served go off-campus somewhere to use tobacco?

We do not want to encourage tobacco users to move from the NLCMH property to non NLCMH property. There is no designated area off-campus. We will not tell people where they can use tobacco; rather, we will explain that there is no tobacco use allowed on campus.

Why don't we continue to have designated tobacco use areas?

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. There are many people who walk through the doors and parking lots to all NLCMH facilities and have been breathing in smoke. These are people who may have asthma, respiratory problems, or are bringing their children with them. We need to provide a clean and safe environment for people visiting the NLCMH facilities.

Eliminating tobacco use on our campuses supports those who are trying to quit, and eliminates odors on staff that come in contact with people we serve. We need to effectively eliminate the triggers that make quitting tobacco difficult. This will also eliminate chronic exposure of consumers and visitors to secondhand smoke. There will be no place for people to use tobacco on NLCMH property. We strive to be a leader in mental health care and need to promote this image from the inside to the community.

What resources/assistance is available to help people feel comfortable in approaching smokers and reporting violators to managers?

We understand that staff may feel uncomfortable in approaching people and asking them to not use tobacco products on NLCMH property. We need to embody that this tobacco-free initiative is the right thing to do. We are providing a better place for people to visit and work. This initiative will be successful if everyone adheres to the new policy and enforces the rules. We encourage staff to avoid smoking during the working hours. We are providing resource cards that people can hand out to smokers to inform them of the tobacco-free environment.

Isn't smoking a personal legal right?

No, employers have the right to limit or eliminate tobacco use on their property. Recent court rulings maintain that smokers are not entitled to protection against discrimination as "addicts" or as "disabled persons." Tobacco users are addicted to the nicotine, not the delivery device. People who use tobacco do not have a personal legal right to use tobacco products at tobacco-free work sites.

How will we handle the increased stress on staff, people served, visitors, and others?

We need to consider everyone's feelings in this sensitive situation. We are aiming to provide a safe environment for staff to work in and people served/visitors to come to. This is the "right thing to do" for a healthcare facility of our complexity, reputation, and quality. We must provide a healthy environment for everyone who visits our locations.

How can one tell when someone is chewing tobacco?

A person who is chewing tobacco will most likely have a puffy lip or cheek and would possibly be spitting the tobacco on the ground or in a cup. It is difficult to identify people chewing tobacco, but the nicotine in tobacco still causes throat and stomach cancer and we are striving to help people live healthier.

Expectations

Clinical and Non-Clinical Staff Expectations

As stated in the Tobacco-Free Environment policy, all NLCMH staff members are accountable and responsible for utilizing the following procedure for occasions when any person uses tobacco products in prohibited areas:

- It is important that every staff member help enforce the tobacco-free environment.
- Staff members should courteously and tactfully approach any person using tobacco in prohibited areas to explain the Tobacco-Free Environment policy. (See role-playing examples below.)
- Staff members should offer information for assistance with tobacco cessation. The resources are provided on cards that are stored at reception.
- If the person smoking is a staff member and that person continues to use tobacco products in a prohibited area, staff should report the incident to the appropriate manager/director. The manager should then handle the violation through the appropriate step of corrective action and when needed consult with Human Resources.

Manager Expectations

Managers are expected to educate staff to tactfully and respectfully explain the policy to anyone they encounter using tobacco products on NLCMH property. Managers are also expected to handle staff member abuse of this policy following the same guidelines in place for general staff member conduct. Support and positive reinforcement for those quitting tobacco products should be provided. Recognition of the staff member's efforts may be valuable to them and others trying to quit.

Clinical Process

When people served are accepted into services, the Tobacco-Free Environment policy should be explained. If the person served uses nicotine, clinical staff should document that the Tobacco-Free Environment policy was explained and understood by the person. Clinical staff should identify if nicotine replacement or other cessation therapy is requested. A referral to a peer support specialist or a tobacco cessation quitline is encouraged.

Document all information and communication in the initial clinical assessment in the electronic medical record (EMR):

Necessary Steps

1. Each person served should be asked if they smoke or use tobacco, and document this communication.
2. All tobacco users should be provided with tobacco cessation material and document this step.
3. If the person served would like to quit using tobacco products, refer them to the peer support specialist or tobacco quitline and document this process.

Options for People served who want to quit tobacco use:

1. Consult with assigned psychiatrist or primary care provider for drug therapies (need physician order): Nicotine gum, patches, nasal sprays, inhalers, lozenges, and others.
2. Peer support specialists wellness classes.
3. Stop Smoking Information.

4. Tobacco quitlines.
5. Relaxation Techniques.
6. Exercise.

Policy Enforcement Role-Playing Exercises

We understand that implementation of this policy will be challenging for staff members who choose to smoke and use tobacco products. We have listened to the concerns of smokers, and are pleased to provide the Quit the Nic Program through Blue Cross / Blue Shield to ease the transition as smokers cope with adapting to a totally tobacco-free environment while at work. The scripts and role-playing exercises below are intended to help staff become comfortable discussing the Tobacco-Free Environment policy in a respectful and supportive manner.

Common sense should be used for every situation.

Resource cards are stored at reception that explain the policy and available support options. They may be distributed to anyone using tobacco products in prohibited areas.

All NLCMH staff should review and practice these suggested dialogs for use when a person is observed using tobacco products on NLCMH property.

What to say in outdoor encounters with staff, visitors and people served who are using tobacco:

... Excuse me Sir (Ma'am)...

- Did you know that this is a tobacco-free campus now? Here is a card that may help.
- Did you know that you can't smoke in front of the doors (or on Northern Lakes property) anymore? Here is a card that may help.
- Tobacco use is not permitted on Northern Lakes property. You'll need to leave the premises if you wish to use tobacco. We have quitting tobacco information available inside at reception if that would be helpful for you.
- All Northern Lakes property, grounds and parking areas and vehicles are tobacco-free. Would you please extinguish your cigarette or use of tobacco now? Thank you.
- Did you know that this is a tobacco-free campus now? Here is a card that may help.
- Did you know that you can't use e-cigarettes on Northern Lakes property? Here is a card that may help.

"Where am I allowed to smoke?"

In an effort to promote health and wellness, smoking is not allowed anywhere on NLCMH property. You must leave NLCMH property if you wish to smoke.

or:

I'm sorry, but this is a tobacco-free zone for the health of everyone using this space.

"Can I smoke in my car?"

No. If your car is on NLCMH property, you'll need to leave the property if you wish to use

tobacco products. (Give a tobacco resource card OR say: "Quitting tobacco support information is available at reception, if that would be helpful to you.")

"Why are you making me leave NLCMH property?"

Tobacco use is the leading cause of preventable death and disease and Northern Lakes is a healthcare facility in support of health and wellness.

"What are you going to do if I continue to use tobacco here?"

Tobacco use is not permitted on the NLCMH campus. Please extinguish your cigarette or remove your tobacco. (Then walk away).

"I have to have a cigarette! My loved one is very ill or just passed away, or I'm going through a very stressful time."

Let's go inside so I can provide you with tobacco cessation information and other options. (Give them a card, seek and/or provide other assistance as indicated.)

Tobacco-Free Information and Support Resources

To assist staff and people we serve, we have developed a list of resources for quitting tobacco. This information is shown below and is posted on the NLCMH external website at <http://www.northernlakescmh.org/latest-news/special-initiatives/tobacco-cessation/>.

Michigan Department of Community Health

- State Quitline: 1-800-QUIT-NOW (1-800-784-8669). Free confidential phone counseling service up to 7 sessions, more services if pregnant. May be eligible for free nicotine patches or gum.
- Website: <http://www.njhcommunity.org/michigan/>
- State and National Resources to help people quit: http://www.michigan.gov/documents/mdch/Quit_Tobacco_Resources_for_patients_313480_7.pdf
- Quit resources: http://www.michigan.gov/mdch/0,1607,7-132-2940_2955_2973_53244—,00.html

American Legacy Foundation

- Website: www.BecomeAnEx.org
- Facebook free app: www.legacyforhealth.org/ubiQUITous. Free self-help online web program with community support.

Department of Health and Human Services

- Website: www.BeTobaccoFree.gov. Comprehensive website includes free information to help tobacco users quit, and has social media options.

American Lung Association

- Lung HelpLine: 1-800-548-8252. Free confidential phone counseling service.
- Website: www.ffsonline.org. Free access to the Freedom From Smoking confidential on-line self-help program.
- Web-based Cessation Support: <http://www.quitterinyou.org>

Centers for Disease Control and Prevention

Tips from former smokers: <http://www.cdc.gov/tobacco/campaign/tips/>

Tobacco-Free Resource Card

Resource cards with the information below are available at reception desks.



Want help quitting?

State Quitline: 1-800-QUIT-NOW (1-800-784-8669). Free confidential phone and text message tobacco counseling. May be eligible for free nicotine patches or gum.

American Lung Association HelpLine: 1-800-548-8252 Free confidential phone counseling service.

See more Tobacco Cessation resources under "Special Initiatives" at www.northernlakescmh.org.

Made possible with funding from the Centers for Disease Control and Prevention

Contributors to Implementation

Many individuals have been involved in planning and implementing our expanded Tobacco-Free Environment policy for the Tobacco-Free Initiative. Their expertise and genuine concern about the well being of all visitors to our campuses is greatly appreciated.

Krista Bedells, Joanie Blamer, Bill Blatt, Karen Brown, Deb Bumbalough, Beth Burke, Sahra Colford, Lisa Danto, Katie Deller, Deb Freed, John Fryer, Jim Harrington, Patricia Heiler, Mary Hubbard, Keith Huggett, Courtney Hunt, Shelly Kiser, Leilani Kitler, Matt Leiter, Jim Moore, Pat Munsell, Windy Near, Greg Paffhouse, Cindy Petersen, Signe Ruddy, Leslie Sladek, Douglas Sieffert, Andy Ulrich, Steve Wade.

NLCMH Policy 108.902 on Use of Tobacco Products

The Northern Lakes Community Mental Health Authority Policy 108.902 Use of Tobacco Products is shown on the next two pages.

Title 1	Northern Lakes Policies
Part 108	Workforce Policies
Subpart I	Health Services
Policy No.	108.902
Subject	Use of Tobacco Products

Applicability

Individuals covered by this policy include, but are not limited to, all Workforce Members board members, persons served, and also, but not limited to visitors, vendors, contractors, consultants, temporary employees, interns and the general public.

Policy

Northern Lakes Community Mental Health (NLCMH) is committed to providing a safe and healthy work environment promoting the health and well-being of all persons. In support of this responsibility effective September 15, 2014, NLCMH will adopt this tobacco free campus policy. Smoking or use of tobacco products, including E-cigarettes and cigarettes, will not be allowed in any NLCMH office buildings or office building grounds or vehicles owned or leased. This policy will also apply to personal and agency vehicles parked at NLCMH office buildings.

This policy will greatly reduce the harmful exposure to second-hand smoke when anyone visits an (NLCMH) campus. This policy is crucial to NLCMH because:

- We wish to create a healthier environment for everyone on our campuses and in our community.
- Tobacco use is the leading preventable cause of disease and death in the United States.
- Second-hand smoke contributes to respiratory infections, asthma, heart disease and cancer.
- People with mental illness use tobacco smoke at twice the rate as the general population.
- People with mental illness and substance use disorders smoke 44.3% of all the cigarettes in the U.S.
- Persons with significant mental illness die 25 years younger than the general population, often due to conditions caused or worsened by smoking.
- Eliminating tobacco use on our campuses supports those who are trying to quit, and eliminates odors on staff that come in contact with people we serve. We need to

Title 1 Northern Lakes Policies, Part 108 Workforce Policies, Subpart I Health Services, Policy No. 108.902, Subject Use of Tobacco Products

effectively eliminate the triggers that make smoking cessation difficult. A tobacco-free campus also means that persons served and visitors will no longer have chronic exposure to second-hand smoke.

- Each person receiving NLCMH services will be screened for smoking status. All persons served and workforce members will be informed of the potential harmful effects of smoking and NLCMH will offer the opportunity to get information regarding smoking cessation programs.

Permanent signage will be posted on the perimeters of campuses and at facility entrances to inform all guests of the tobacco-free environment policy.

Helping our other workforce members and visitors understand this policy and why it is beneficial to everyone will take patience, kindness and dedication. All NLCMH workforce members are expected to assist in the implementation of the tobacco-free environment. This includes courteously and tactfully approaching the person and explaining this policy. NLCMH will hand out tobacco free campus cards for education and information on resources for quitting. If the person smoking is a staff member and that person continues to use tobacco products in a prohibited area, report the incident to the appropriate manager. The manager should then handle the violation through the appropriate step of corrective action. If the person is not a workforce member the incident should be reported to an on-site manager.

NLCMH workforce member use of any tobacco related products on NLCMH office property is considered a violation of Human Resource policy, (Policy 108.604), and is subject to progressive disciplinary action up to and including termination.

Procedures

Adoption Date: May 15, 2006

Review Dates: June 9, 2009
March 28, 2012

Revision Dates:
November 28, 2007
September 9, 2014