

Tips for PMs - Smoke-free Policy Enforcement

Congratulations, you have assisted with passing a smoke-free policy! Now is the time to work with the policy holder to develop and execute a plan for implementation. This tip sheet will provide key resources to assist in the implementation and enforcement process.

KEY TIPS FOR ALL POLICY ENFORCEMENT

- ❖ Always focus on tobacco use, NOT the tobacco user.
- ❖ A media campaign explaining the ordinance and how enforcement will be handled, as well as clearly marked signage is a necessity.
 - *Include new policy verbiage in letters to the editor of local newspapers.*
 - *Assist with purchasing of paid advertisements (if possible).*
 - *Create free and earned media opportunities.*
 - *Incorporate policy details within flyers and place on community bulletin boards, insert as paycheck stuffers (utility bills, bank statements, etc.), pizza box flyers, place on windshields (if allowed), include articles in other organization's newsletters.*
 - *Include policy information in orientation programs, admission materials, etc.*
 - *Ask local officials to include information on the ordinance in business license applications and renewals.*
- ❖ Ensure signage is posted. If budget allows, supply policy holder with the supplies needed to implement the new SF policy (i.e. signs, WQTP assistance and materials, policy enforcement cards, etc.).
 - *Prominent outdoor signage stating **100% smoke-free** is crucial. Place posters with new policy in prime locations inside of buildings and entry points, as well as places where smokers congregate.*
- ❖ Plan for continued community education efforts. Many smoke-free policies are self-enforced, but self-enforcement is contingent upon public awareness.
- ❖ Develop enforcement protocols in collaboration with law enforcement.
 - *Groups charged with enforcement will vary from community to community and may include law enforcement to restaurant inspection personnel.*
- ❖ Provide organization/business with WQTP information for employees and include cessation messaging in ALL media and business outreach materials and implementation.

Smoke-free policies are typically self-enforcing, most people refrain from smoking in public places once they are aware of policies that prohibit it.

(Partnership for Prevention, 2009)

ADDITIONAL TIPS FOR SPECIFIC SITUATIONS

School Policies

Providing a healthy working and learning environment for students, faculty and staff; and also providing a smoke-free/tobacco-free campus for parents and visitors is important. Although federal law requires all public schools to be smoke-free, lack of compliance is commonly reported. It will be necessary for you/coalition to brainstorm with school administrators and school resource officers on creative ways of implementing and enforcing the new policy.

- ❖ Assure adequate promotion of policy.
 - *Prominent outdoor signage placed at all entrances and exits to the campus, near athletic fields and other outside areas of congregation.*
 - *Prominent signage inside of all buildings.*
 - *Utilize parent and youth organizations to promote the policy change.*
 - *Announcements over PA system during school activities and events.*
 - *Include new policy verbiage in letters to the editor of local newspapers, and article within school newspaper.*
 - *See additional suggestions in above General Tips section of this document.*
- ❖ Education: Incorporate verbal and visual enforcement mechanisms.
 - *Assure all school administrators, **staff and faculty** are prepared to approach visitors who are using tobacco on campus; provide “script” sheets and policy cards that can be handed to individuals while a verbal reminder is given, gently reminding users to abstain from tobacco use while on campus.*
 - *Determine with school administration protocol for approaching **students** who are not compliant with the policy (ie: what disciplinary action is to take place according to the school policy --- prevention education, cessation program, parental notification, in-school penalties, detention/Saturday school, fines, suspension and/or expulsion).*
- ❖ Promote cessation opportunities.
 - *Include (WQTP) Wyoming Quit Tobacco Program information in all advertising, flyers, orientations, etc*

Workplace Policies

Tobacco cessation and smoke-free policies continue to be two of the most cost-effective measures to reduce health care costs and increase productivity at the workplace. The ACS booklet, *Strategies for Promoting a Smoke-free Workplace Policy* provides a wealth of information and suggestions for a smooth implementation and enforcement. It also answers tough questions and provides possible responses related to a new smoke-free workplace policy. Below highlights some of the suggestions; visit this link to view the entire booklet: http://www.cancer.org/downloads/gahc/hp_strategies_for_promoting_and_implementing_smokefree_workplace.pdf

- ❖ Place signage of smoke-free policy outside of building, inside general areas and within staff break room.
- ❖ Put policies in writing.
 - *Formalizes and ensures all employees are getting the same information*
 - *Can be referred to when/if an employee commits an infraction*
- ❖ Policy manuals should be updated and easily accessible to all employees.
- ❖ Employees should sign a document stating they have read, understood and will follow the new policy.
- ❖ The best enforcement procedure is the same as other drug-free workplace policies.
- ❖ Provide training for managers and supervisors on policy communication and enforcement. Enforce the smoke-free policy just as any other policy. Do not differentiate between tobacco breaks and any other kinds of breaks.
- ❖ Promote cessation opportunities.
 - *Include (WQTP) Wyoming Quit Tobacco Program information in all advertising, flyers, orientations, etc.*

Inserting the following statement into the employee handbook most often times sufficiently addresses enforcement issues:

“Any violation of this tobacco use policy will result in discipline, up to and including discharge under (COMPANY NAME)’s progressive discipline policy.”

(American Cancer Society, 2007)

Celebrate and Support: Track the positive effects of the smoke-free policy, organize a public event after the policy goes into effect to congratulate the community on going smoke-free, and run newspaper ads celebrating passage of the policy and effective date.

Outdoor Environment Policies

While most scientific evidence is related to indoor exposure, several studies have found that secondhand smoke exposure levels can be significant outdoors, particularly when smokers are in close proximity. (James, 2008)

A key challenge with outdoor smoke-free policies is ensuring effective enforcement. Most outdoor policies are self-enforced; most people will refrain from smoking if they know a smoke-free policy is in place. The best way to enhance enforcement is to educate the public about the policy early and often in the implementation process; and assure adequate signage is in place.

Opportunities to promote smoke-free messaging for outdoor environments:

- *Park activity registration*
- *Team photo day*
- *Community events*

The Tobacco Control Legal Consortium has a wealth of information regarding smoking outdoors. Visit: <http://www.gaspforair.org/gasp/gedc/pdf/tclc-guide-smokingoutdoors-2010.pdf>. Tobacco-Free Youth Recreation has a fantastic guidance document. Visit: http://www.tobaccofreeparks.org/documents/Tobacco_Control_Advocates_Guide.pdf

Utilize local youth to promote and advertise the benefits of outdoor smoke-free policies.

Hotel Policies

Marriot Hotels has a great comprehensive smoke-free policy and enforcement strategy. Visit their website at: <http://www.marriott.com/marriott.mi?page=smokefree> to see their plan in its entirety. Below are some key points:

- *Train all employees to respond to potential violations of the policy.*
- *Remind guests at booking and check-in that smoking is not permitted inside the building.*
- *Send out pre-arrival email notifications which include a reference to the policy.*
- *Significant room recovery fee for smoking in a guest room.*

No Smoking Signage Protects Non-Smokers Against the Dangers of Secondhand Smoke

To ensure the greatest impact, signs must:

- Be placed in prominent positions at all entrances and exits.
- Displayed properly, showing a clear message to the reader.
- Posted in such a way that they are protected from theft, damage and/or tampering.
- Signs come in many shapes, sizes and forms. Make sure the sign can be understood by ALL. Including pictures is recommended.
- Ensure non-smoking sign placement complies with local government laws.

(References and resources are listed on the following final page)

References and Resources

References

American Cancer Society. (2007, October). Retrieved April 15, 2011, from ACS Web site:

http://www.cancer.org/downloads/gahc/hp_strategies_for_promoting_and_implementing_smokefree_workplace.pdf

James, R. (2008). Benefits of Smoke-free Regulations in Outdoor Settings: Beaches, Golf Courses, Parks, Patios and in Motor Vehicles. *34 WM MITCHELL LAW REVIEW* 4 .

Marriott International, Inc. (2006). *The Marriott Smoke-free Hotel Policy*. Retrieved April 13, 2011, from Marriott: <http://www.marriott.com/marriott.mi?page=smokefree>

Partnership for Prevention. (2009, April). *Smoke-Free Policies Establishing a Smoke-Free Ordinance to Reduce Exposure to Secondhand Smoke in Indoor Worksites and Public Places An Action Guide*. Retrieved April 13, 2011, from Partnership for Prevention: <http://www.prevent.org/Publications-and-Resources.aspx>

On-Line Resources

American Cancer Society: <http://www.cancer.org/downloads>

American Tobacco Control Legal Consortium: <http://www.gaspforair.org>

California Clearing House: Publications for order regarding Smoke-free policies for county fairs and other outdoor events: <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=2&prodid=J668>

MA Dept. of Public Health Tobacco Control Program: School Tobacco Policies:

http://www.redegrouop.co/storage/smoke_free_schools_policy_manual.pdf

Partnership for Prevention: <http://www.prevent.org/Publications-and-Resources.aspx>

The Oxygen Project: College Campus Tobacco-Free Policy and Enforcement:

http://www.stampoutsmoking.com/pdf/Oxygen_Project_Toolkit.pdf

Tobacco Free Parks: www.tobaccofreeparks.org

Wyoming Through with Tobacco: <http://www.throughwithchew.com/business.aspx>

WyPTAC Website: <http://www.wyptac.org/Secondhand-Smoke.html>