WORKFORCE HEALTH | RESOURCES

Tobacco-free campus toolkit

INTERACTIVE ACTION GUIDE

kp.org/workforcehealth

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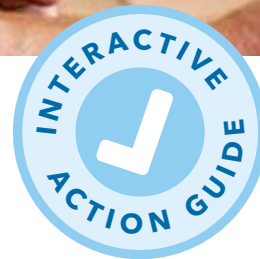
One employee who smokes can

cost you

$5,816

PER YEAR

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

Source: Berman, *Tobacco Control,* June 3, 2013.

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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 help improve your bottom line. Each employee or dependent who quits smoking reduces your annual medical and life insurance costs by between $150 and $540, while every $1 spent on a smoking cessation program produces up to $8.75 in cost savings to the employer.[1] This toolkit is packed with tips and resources to make your work environment smoke-free and help improve the health of your workforce.
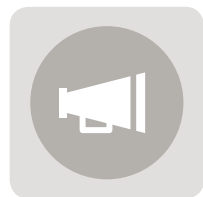
Promotional materials – posters, fliers, email templates, and more – to engage your employees

Sample policy statement and announcement language to kick off your program

Wellness Committee Toolkit to help you form your own wellness committee

Signage tips for creating your own effective communications

Healthy lifestyle programs to motivate employees and help them quit

Ready to get started? ❯

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✓ Take the first step

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

1 Assess + **2 Plan** + **3 Engage** + **4 Measure**

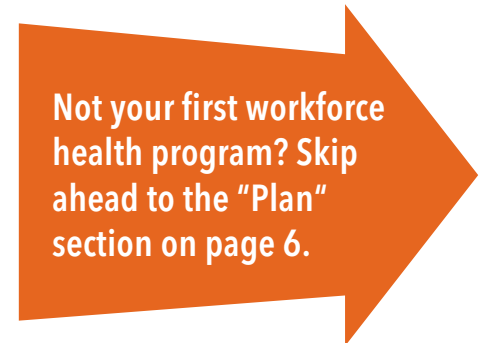Use data to learn where your organization stands on workforce health.

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

Launch and promote the program to your workforce.

Evaluate your program's success and set future goals.

Not your first workforce health program? Skip ahead to the "Plan" section on page 6.

Let's go! >

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① Assess

Steps	Program timeline	What to do	Tools and resources
○ Form your tobacco-free campus committee.	3 to 6 months before kickoff	○ Get commitment from leadership.	• Find data to support your plan on the Centers for Disease Control and Prevention's **Smoking and Tobacco Use website**.
		○ Recruit employees and form a tobacco-free committee that will oversee your program. ○ Set a kickoff date for your policy implementation.	• Learn how to form your own wellness committee with our *Wellness Committee Toolkit*. **TIP** Involve your legal team and any union or employee representatives early in the planning process.
		○ Gather baseline data on your employees for comparison after program implementation. Some ideas: • tobacco rates • absenteeism/sick days • employee morale and attitudes about working for your organization	• Create your own free surveys with **SurveyMonkey** or **Google**. • Use our **employee health 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.

Ready to plan? Let's go! ❯

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② Plan

Steps	Program timeline	What to do	Tools and resources
○ Create your tobacco-free campus policy.	1 to 3 months before kickoff	○ 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.	• **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**. **TIP** Engage employees by offering opportunities for them to get involved at different stages of implementation.
○ Have leadership announce your program.	1 to 3 months before kickoff	○ Send communication from CEO to managers, supervisors, and labor-management representatives announcing your tobacco-free program. ○ Announce kickoff date to employees.	**TIP** Let employees know that you'll be supporting their efforts as they prepare to quit tobacco. **TIP** Include team members from across the organization on your tobacco-free committee.

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② Plan *(continued)*

Steps	Program timeline	What to do	Tools and resources
○ Design an environment that supports your plan.	1 to 3 months before kickoff	○ Identify facility needs to accomodate 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.	• **Tobacco-free facility signs** from the Centers for Disease Control and Prevention. **TIP** Remove outdoor receptacles and replace with plants. **TIP** Redesign smoking areas into healthy break areas. **TIP** Consider nontraditional places for displaying communications: • parking lots • lobbies and exits • elevators

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② Plan (continued)

Steps	Program timeline	What to do	Tools and resources

○ Create employee communications.	1 to 3 months before kickoff	○ Create communications for your tobacco-free program. Be sure to include positive, supportive messages and a variety of collateral types:
		• posters/banners
		• fliers
		• emails
		• newsletter articles
		• paycheck stuffers/letters
		• fact sheets/Q&As
		
		TIP Share details about your timeline, the phasing out of designated smoking areas, and tobacco-cessation resources.
		
		TIP If you have an incentive plan, be sure to mention it.
			• Tobacco-cessation promotional materials (gender specific):
			  ○ **email – man (English)**
			  ○ **email – woman (English)**
			  ○ **flier – man (English and Spanish)**
			  ○ **flier – woman (English and Spanish)**
			  ○ **poster – man (English and Spanish)**
			  ○ **poster – woman (English and Spanish)**
			• **kp.org/quitsmoking** offers support information, local class and workshop schedules, and access to these tools and calculators:
			  ○ **Prepare to quit**
			  ○ **How does smoking affect your lifespan?**
			  ○ **How much is smoking costing you?**
			• The American Cancer Society **quiz tool** helps smokers see the impact of their habit.

Ready to engage? Let's go! ❯

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③ Engage

Steps	Program timeline	What to do	Tools and resources
○ Launch your promotion and publicity campaign.	At kickoff	○ 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.	• Tobacco-cessation promotional materials (gender specific): ○ **email – man (English)** ○ **email – woman (English)** ○ **flier – man (English and Spanish)** ○ **flier – woman (English and Spanish)** ○ **poster – man (English and Spanish)** ○ **poster – woman (English and Spanish)** • Kaiser Permanente's on-site "Quit Tobacco" class is available for a fee. • **Breathe**, an online smoking-cessation program, is available at no cost to Kaiser Permanente members and to nonmembers for a fee.[3] • Wellness Coaching by Phone gives employees individualized support and step-by-step action plans to quit tobacco.[4] Promote it with this **flier**.

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③ Engage *(continued)*

Steps	Program timeline	What to do	Tools and resources
○ Kick off your program.	At kickoff	○ Announce program start. ○ Post facility signs. ○ Enforce your policy.	• **Tobacco-free program kickoff announcement** **TIP** Help prevent relapse with ongoing communications, resources, and support.

Ready to measure? Let's go! ❯

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④ Measure

Steps	Program timeline	What to do	Tools and resources
○ Evaluate success (short-term).	3 months after kickoff	○ 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.	• Create your own free surveys with **SurveyMonkey** or **Google**. **TIP** In addition to asking about the new policy, ask for evaluations of resources and classes, as well as any personal success stories.

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④ Measure *(continued)*

Steps	Program timeline	What to do	Tools and resources
○ Evaluate success (long-term).	12 months after kickoff	○ 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] Victor U. Ekpu and Abraham K. Brown, "The Economic Impact of Smoking and of Reducing Smoking Prevalence: Review of Evidence," *Tobacco Use Insights,* July 14, 2015.

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

[3] Not available in all regions. These value-added services are extra services provided by entities other than Kaiser Foundation Health Plan (KFHP). These entities may change or discontinue offering these services at any time. KFHP disclaims any liability for the services provided by these entities.

[4] See note 2.

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