

Workplace Tobacco Free Policy Process Timeline



BEFORE policy approved or updated POLICY ENACTED AFTER policy approved or updated

1) Education

- **Collect data** to support – measure attitudes, tobacco use behaviors, (HRA), environmental scan
 - Educate about second and third-hand smoke, health impact & cost to company and individual
 - Tailor messaging relevance (environment, social justice)
 - Tailor and segment messaging specific target audiences through appropriate channels, (ie. unions, departments?)
 - Work with health insurance companies to coordinate, evaluate
- Keep in mind w/messaging
- Many tobacco users want to quit
 - Policies help people quit
 - Empathy and compassion-framed messages are best

2) Preparation

- Determine enforcement strategies and guidance. Train supervisors and leaders
- Create an informative, user-friendly web page about the policy, its adoption/implementation/FAQs
- Plan for temporary and permanent signage
- Prepare multiple modes of cessation resources & have a marketing plan.
- Plan communication process about policy, enforcement, and cessation resources with employees, visitors, clients, vendors
- Prepare to infusion of policy into handbooks, new employee orientation, events, etc
- Social norming of TF lives through positive and gain-framed messaging and established behavior change theories.

3) Implementation

- Celebrate implementation day publicly, contact media, and infuse into already existing event
- Continue support through education and support for cessation – for ALL employees in various stages of change
- Implement enforcement process, adjusting if necessary
- Communicate successes
- Thank stakeholders in creative ways.
- Social norming of TF lives through positive and gain-framed messaging.

4) Maintenance

- Task force revisits the policy regularly (i.e. annually?) and conducts evaluation
- **Collect and share data** – measure attitudes, tobacco use behaviors, (HRA) environmental scans
- Address weak enforcement areas
- Institutionalize throughout all communications and new entities (i.e. incoming students and employees, visitors to campus)
- Share success stories with stakeholders

A 100% tobacco-free policy includes:

- ALL forms of tobacco
- ALL places on property
- ALL times
- ALL people

The task force should be multi-disciplinary and should include:

- Administration
- Human Resource rep
- Union leadership rep
- Marketing/Communications
- Patient/client/student rep
- Current & past tobacco users
- Public health partners
- Tobacco cessation coach

Top Reasons Why Tobacco Use Policies Fail:

- Did not commit enough time and/or get enough buy-in during first two phases
- Did not have the relevant partners/groups on task force
- Stopped activities and communication too soon after the policy is enacted
- Enforcement was punitive OR did not use progressive discipline-oriented approach

Timeline: 12 –24 months

Multi-disciplinary task force should guide this process
Collaborate with local, state and national public health entities throughout

Mary Kramer, Ph.D., M.P.H, MCHES, CHWC, NCTTP, Associate Professor
Dept of Health Science, MSU Mankato
Office Phone: 507-389-1422
Email: mary.kramer-1@mnsu.edu

1. American Lung Association Minnesota, (2021). Making Your Worksite Smokefree and Commercial Tobacco Free
2. Centers for Disease Control. (n.d). <https://www.cdc.gov/tobacco/secondhand-smoke/policy.html>
3. American Nonsmokers' Rights Foundation (n.d.) Model Policy for A Smokefree Workplace. <https://no-smoke.org/model-policy-smokefree-workplace/>