

> WORKFORCE HEALTH | RESOURCES



Tobacco-free campus toolkit





One employee who smokes can

cost you

\$2,056

PER YEAR

in added health care costs.

Source: Aldana, wellsteps.com, January 2, 2020.

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. You can save nearly \$6,000 per year for every employee who quits smoking.¹ This toolkit is packed with tips and resources to make your work environment smoke-free and help improve the health of your workforce.

COVID-19 disclaimer:
Kaiser Permanente supports the health of you and your employees. However, due to the pandemic, some of the tips and tools provided in this kit may not align with COVID-19 worksite safety guidelines. For CDC-recommended safety guidelines for COVID-19 prevention, please visit [cdc.gov](https://www.cdc.gov) or contact your Kaiser Permanente representative.



Promotional materials – posters, flyers, 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?

✓ Take the first step

Make your campus tobacco-free by following this step-by-step action plan. First decide on your timeline – either 6 months or a year – then simply check off the boxes as the toolkit walks you through the four basic steps of a successful program:



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



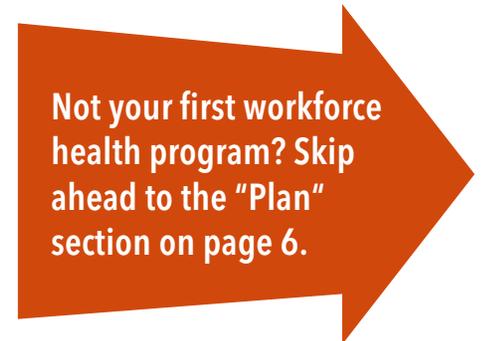
Set goals, schedule events and activities, and develop a communications strategy.



Launch and promote the program to your workforce.



Evaluate your program's success and set future goals.



Let's go! >

1 Assess

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Form your tobacco-free campus committee. 	<p>3 to 6 months before kickoff</p>	<ul style="list-style-type: none"> ○ Get commitment from leadership. ○ Recruit employees and form a tobacco-free committee that will oversee your program. ○ Set a kickoff date for your policy implementation. ○ 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 organization 	<ul style="list-style-type: none"> • Find data to support your plan on the Centers for Disease Control and Prevention’s Smoking and Tobacco Use website. • Learn how to form your own wellness committee with our Wellness Committee Toolkit. <div style="border: 1px solid orange; padding: 5px; margin: 10px 0;"> <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"> • 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 with Kaiser Permanente coverage take our Total Health Assessment. • Employee health reports might be available to you. Contact your Kaiser Permanente representative for information.

Ready to plan? Let's go! 

② Plan

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Create your tobacco-free campus policy. 	<p>1 to 3 months before kickoff</p>	<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 data-bbox="1493 716 1934 894" style="border: 1px solid orange; padding: 5px;"> <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. 	<p>1 to 3 months before kickoff</p>	<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 data-bbox="1493 954 1934 1138" style="border: 1px solid orange; padding: 5px;"> <p>TIP Let employees know that you'll be supporting their efforts as they prepare to quit tobacco.</p> </div> <div data-bbox="1493 1159 1934 1300" style="border: 1px solid orange; padding: 5px;"> <p>TIP Include team members from across the organization on your tobacco-free committee.</p> </div>

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② Plan *(continued)*

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Design an environment that supports your plan. 	<p>1 to 3 months before kickoff</p>	<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"> TIP Remove outdoor receptacles and replace with plants. TIP Redesign smoking areas into healthy break areas. TIP Consider nontraditional places for displaying communications: <ul style="list-style-type: none"> • Parking lots • Lobbies and exits • Elevators

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② Plan *(continued)*

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Create employee communications. 	<p>1 to 3 months before kickoff</p>	<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 • flyers • emails • newsletter articles • paycheck stuffers/letters • fact sheets/Q&As <div data-bbox="989 959 1457 1182" 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 data-bbox="989 1211 1457 1312" 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 promotional materials: <ul style="list-style-type: none"> ◦ Benefits of quitting (English) ◦ Benefits of quitting (Spanish) ◦ Benefits of quitting infographic (English) ◦ 4 ways to get control (English) ◦ 4 ways to get control (Spanish) • kp.org/quitsmoking offers support information, local class and workshop schedules, and access to these tools and calculators:² <ul style="list-style-type: none"> ◦ 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!

③ Engage

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Launch your promotion and publicity campaign. 	<p>At kickoff</p>	<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 promotional materials: <ul style="list-style-type: none"> ○ Benefits of quitting (English) ○ Benefits of quitting (Spanish) ○ Benefits of quitting infographic (English) ○ 4 ways to get control (English) ○ 4 ways to get control (Spanish) • Kaiser Permanente’s on-site “Quit Tobacco” class is available for a fee. • As part of our healthy lifestyle programs, you get tips and advice to help quit smoking.³ • Wellness Coaching by Phone gives Kaiser Permanente members individualized support and step-by-step action plans to quit tobacco. Promote it with this flyer.

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③ Engage (continued)

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Kick off your program. 	<p>At kickoff</p>	<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: 1px solid orange; padding: 5px; margin-top: 10px;"> <p>TIP Help prevent relapse with ongoing communications, resources, and support.</p> </div>

Ready to measure? Let's go! 

④ Measure

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Evaluate success (short-term). 	<p>3 months after kickoff</p>	<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 data-bbox="1501 527 1934 748" style="border: 2px solid orange; padding: 10px; 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>

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④ Measure *(continued)*

Steps	Program timeline	What to do	Tools and resources
<ul style="list-style-type: none"> ○ Evaluate success (long-term). 	<p>12 months after kickoff</p>	<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 3 months after your kickoff. ○ Send another congratulatory message from top-level management. 	<ul style="list-style-type: none"> • Create your own free surveys with SurveyMonkey or Google. <div data-bbox="1465 529 1934 683" style="border: 1px solid orange; padding: 5px;"> <p>TIP Ask for evaluations of resources and classes, as well as personal success stories.</p> </div>

➤ Contact your Kaiser Permanente representative for more information.

¹ "Help Employees Stop Smoking," American Lung Association, lung.org, June 23, 2020.

² Some classes may require a fee.

³ Healthy lifestyle programs are available to members in all regions except Washington.