



Integration of the ATTOC 12-Steps into the UMass Tobacco-Free Initiative

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A CELEBRATORY EVENT AT EACH LOCATION WITH A RIBBON CUTTING: We're Celebrating!

On May 27, 2008 our community took a step toward better health as we became 100 percent tobacco free!

Walter Ettinger, MD, and Terry Flotte, MD, celebrated this landmark with a brief program and ribbon cutting.

University Campus

Tuesday, May 27, 2008 - 9:15 am

Memorial Campus

Tuesday, May 27, 2008 - 10:30 am

Hahnemann Campus

Wednesday, May 28, 2008 - 11:15 am

Medical School South Street Building

Wednesday, May 28, 2008 - 12:30 pm

TOBACCO FREE, INSIDE AND OUT

On May 27, 2008, UMass Memorial Health Care and The University of Massachusetts Medical School implemented a complete tobacco-free policy, both indoors and outdoors-- for all properties, including parking facilities and in vehicles parked there. This ban is for all tobacco products, including chewing tobacco, and extends to everyone who smokes--patients, visitors, employees, students and vendors.

THE INTEGRATION OF THE ATTOC 12-STEPS INTO THE UMASS TOBACCO-FREE INITIATIVE INCLUDED:

1. Acknowledge the challenge.
2. Establish a leadership group and commitment to change.
3. Create a change plan and implementation timetable.
4. Start with easy system-changes.
5. Assess and document in charts nicotine use, dependence, and prior treatments.
6. Incorporate tobacco issues into patient education curriculum.
7. Provide medications for nicotine dependence treatment and required abstinence.
8. Conduct staff training.
9. Provide treatment and recovery assistance for interested nicotine dependent staff.
10. Integrate motivation-based treatment throughout the system.
11. Develop policies to address tobacco use.
12. Establish ongoing communication with 12-step recovery groups, professional colleagues, and referral sources about systems change.

COMMUNICATIONS:

JULY & AUGUST 2008

EMPLOYEES TOBACCO FREE SUPPORT GROUPS.

A series of four, one-hour sessions were led by one of our tobacco treatment specialists. It was an opportunity to share stories and ideas on staying smoke free, learn stress management skills and get support from other ex-smokers and occurred on all three campuses.

FALL 2008 UPDATE

The Medical Center and Medical School have been tobacco free for over one month. While the process of quitting smoking or using tobacco products can be difficult, over 500 employees have received tobacco cessation therapy since March, and our Employee Assistance Program and Human Resources staffs are still available to help staff who wish to quit. Employees who still smoke during work hours are reminded to be courteous of our neighbors.



SIGNAGE DISTRIBUTION AT THE 3 MAIN CAMPUS: A DETAILED LIST OF OVER 100 LOCATIONS FOR SIGNS OF ALL TYPES IS MADE - BELOW ARE JUST A FEW

Count	Facility	Interior/Exterior	Location/Building	flr	Specific	Signage Required	Language	Special Requirements
1	University	Exterior	Old Employee Garage	NA	Vehicle Entrance	24x36	English	Identify mounting location
1	University	Interior	Old Employee Garage	1	Between Elevators	24x36	English	Building Mount
1	University	Interior	Old Employee Garage	2	Between Elevators	24x36	English	Building Mount
1	University	Interior	Old Employee Garage	3	Between Elevators	24x36	English	Building Mount
1	University	Interior	Old Employee Garage	4	Between Elevators	24x36	English	Building Mount
1	University	Interior	Old Employee Garage	5	Between Elevators	24x36	English	Building Mount
1	University	Interior	Old Employee Garage	6	Between Elevators	24x36	English	Building Mount
1	University	Exterior	Bus Stop	NA	Quad Side	24x36	English	Building Mount
1	University	Exterior	Bus Stop	NA	Garage Side	24x36	English	Building Mount

ANCHORING CHANGES

- * Standing Committee on Addressing Tobacco
- * Environmental Scan form for directors, managers, and other leaders to use.
- * Tobacco Consultation Service seeing patients in the hospital (over 600 by end of first year)
- * Looking towards the future and developing an OPD program

LESSONS LEARNED

- * The Carbon Monoxide meter continues to be a great tool for assessment and increasing motivation for those who use it.
- * You can't over communicate
- * Integrating activities around both the Great American Smoke-out and World No Tobacco Day are two great ways to keep the message out there.
- * Providing easy access to medications helps employees.
- * A weekly list serv with a motivational message around smoking cessation.
- * Motivating employees, patients, and visitors continues to be an ongoing effort

AS A RESULT OF OUR SUCCESS WE HAVE BEEN WE WERE ASKED TO GIVE EXPERT CONSULTATION TO GROUPS SUCH AS:

ASAM:

Their new 2008 revised public policy on Nicotine Addiction and Tobacco

Destination Tobacco-Free National Toolkit released in the summer of 2009

