

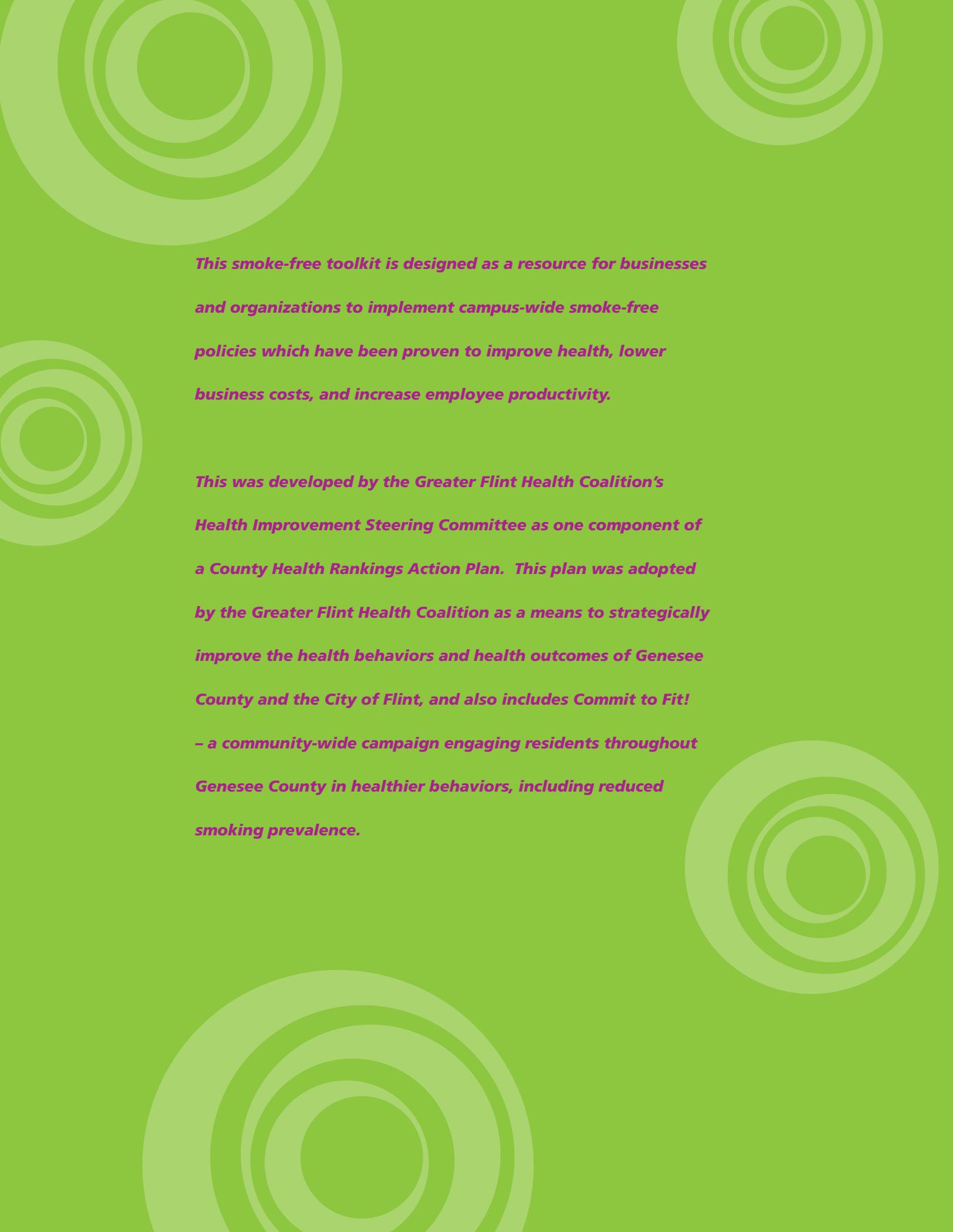
Making Your Business Smoke-Free Is Easy...



SMOKE-FREE TOOLKIT

GET STARTED TODAY





This smoke-free toolkit is designed as a resource for businesses and organizations to implement campus-wide smoke-free policies which have been proven to improve health, lower business costs, and increase employee productivity.

This was developed by the Greater Flint Health Coalition's Health Improvement Steering Committee as one component of a County Health Rankings Action Plan. This plan was adopted by the Greater Flint Health Coalition as a means to strategically improve the health behaviors and health outcomes of Genesee County and the City of Flint, and also includes Commit to Fit! – a community-wide campaign engaging residents throughout Genesee County in healthier behaviors, including reduced smoking prevalence.

TABLE OF CONTENTS



ABOUT THIS TOOLKIT AND WHY IT MAKES SENSE	2
Why Should Businesses and Organizations Institute Smoke-free Policies?	2
Who is this Toolkit For and How is it Used?	2
How Effective are Smoke-free Policies at Reducing Smoking?	2
Benefits of Being Smoke-free	3
Good Health is Good Business: The Business Case	4
SMOKE-FREE POLICY IMPLEMENTATION GUIDE	5
SMOKE-FREE POLICY TEMPLATE	6
SMOKE-FREE POLICY SIGNAGE	7
WHAT DO SMOKE-FREE BUSINESSES SAY	8
HOW TO GET STARTED	10
Going Smoke-free is Easy	10
For More Information	10
FREQUENTLY ASKED QUESTIONS & ADDITIONAL RESOURCES	11
Answers to Frequently Asked Questions	11
Resources for Smokers Interested in Quitting	12
Resources for Individuals Who Want to Quit but are Afraid of Weight Gain	13
How to Approach Policy Enforcement or Staff Resistance.....	14
Additional Information Regarding the Effects of Smoking	15
REFERENCES	16

Why it Makes Sense for Organizations and Businesses

Why Should Businesses and Organizations Institute Smoke-Free Policies?

Nationally, smoking remains the most preventable cause of illness in the United States, while locally, the Genesee County smoking rate of 25.6% is significantly higher than the national average of 20.6%.¹ To assist individuals in leading healthier lives and preventing an increase in the already high cost of health care, businesses and other community-based organizations need to promote behaviors that lead to better health by instituting policies and practices that work to decrease tobacco use. Creating smoke-free campuses and workplaces is one way that employers, businesses, and other organizations can promote healthy environments to assist Genesee County and the City of Flint to become a healthier place to live, learn, work, and play.

Who is this Toolkit For and How is it Used?

This toolkit was developed for a broad range of businesses and organizations in Genesee County and the City of Flint, Michigan, who are interested in supporting a healthier, cleaner, and more efficient workplace.

This toolkit is designed to be used as a resource to allow businesses and organizations to quickly and easily implement a smoke-free campus policy based on businesses who have already instituted such policies with relative ease. It includes the necessary information and resources to do this successfully.

How Effective are Smoke-free Policies at Reducing Smoking?

Policy change can significantly impact behavior, in this case facilitating a reduction in smoking and implements in health. Smoke-free policies in workplaces have demonstrated the following outcomes:

- Reduces smoking prevalence by 3.8% (among employees who smoke);²
- Reduces secondhand smoke exposure by 72%;³
- Reduces daily smoking by 3.1 cigarettes (per smoker) among employees who continue to smoke;⁴
- Employees who work in organizations that maintained or implemented smoke-free policies are nearly twice as likely to stop smoking as employees who work in organizations where smoking is allowed.⁵



Why it Makes Sense for Organizations and Businesses

Benefits of Being Smoke-free

Implementing a campus-wide smoke-free policy is relatively easy and can provide significant benefit to your organization, your employees, your clients, customers, or patients. It makes sense (and cents) for the following reasons:

- **IMPROVE EMPLOYEE HEALTH:** Smoke-free campus policy implementation has demonstrated clear and significant improvements in the health of your employees.
- **LOWER YOUR COSTS:** The Centers for Disease Control and Prevention (CDC) estimates that each employee who smokes costs an additional \$3,383 annually, with \$1,760 in lost productivity and \$1,623 in excess medical expenditures.⁶ Businesses also pay an average of \$2,189 in workers' compensation costs for smokers, compared with just \$176 for non-smokers.⁷
- **INCREASE PRODUCTIVITY AND PRESENTEEISM:** Employees who take four 10-minute breaks a day to smoke actually work one month less per year than workers who don't take smoking breaks, while smokers, on average, miss 6.16 days of work per year due to sickness (compared to non-smokers who miss only 3.86 days of work per year).^{8,9}



ABOUT THIS TOOLKIT

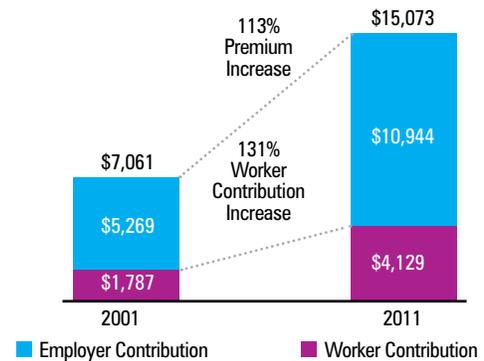
Why it Makes Sense for Organizations and Businesses

Good Health is Good Business: The Business Case

Employer support of reducing smoking and improving health behaviors makes sense from the business perspective of 1) Reducing healthcare costs, and 2) Improving employee productivity. In short, a healthy workforce is more effective and less costly.

RISING HEALTHCARE COSTS PRESENT A SIGNIFICANT BURDEN FOR BUSINESSES

Employers generally contribute approximately 77% of employee health insurance premiums, representing a significant cost for both small and large businesses.



Source: Kaiser/HRET Survey of Employer - Sponsored Health Benefits, 2001 - 2011.

From 2001-2011 these health insurance premiums have increased 113%, essentially doubling in cost to employers.¹⁰ It is expected that this cost will continue to rise a similar amount in the next ten years as well.

ASSOCIATION OF RISK LEVELS WITH CORPORATION COST MEASURES			
Outcome Measures	Low-Risk	Medium-Risk	High-Risk
Short-term Disability	\$120	\$216	\$333
Worker's Compensation	\$228	\$244	\$496
Absence	\$245	\$341	\$527
Medical & Pharmacy	\$1,158	\$1,487	\$3,696
Total	\$1,751	\$2,288	\$5,052

HIGH-RISK EMPLOYEES ARE MORE COSTLY AND PRESENT LESS VALUE TO THE BUSINESS

The cost of high-risk employees to their employers is significantly higher (\$3,321 per employee per year) than low-risk employees, and high-risk employees are also 10-12% less productive at work in comparison to low-risk employees.¹¹ Smoking is identified as one major risk contributing to the higher cost and decreased productivity of high-risk employees.

Wright, Beard, Edington. JOEM. 44(12): 1126 - 1134, 2002



Implementation Guide

Going smoke-free is easy and can be accomplished in only a few months with a series of simple steps.

Provided below is a brief outline and guide of key steps towards full implementation of a campus-wide smoke-free policy within your business or organization.

IMPLEMENTATION STEP	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Establish a smoke-free point person or committee	Green	Light Orange				
Create and approve campus-wide smoke-free policy (based on the template provided)	Green	Green	Light Orange	Light Orange	Light Orange	Light Orange
Begin to educate employees about the benefits of a smoke-free policy	Light Orange	Green	Green	Light Orange	Light Orange	Light Orange
Identify smoking cessation resources for employees and raise awareness of them	Light Orange	Green	Green	Light Orange	Light Orange	Light Orange
Develop and finalize an implementation timeline that works for your organization or business (based on this implementation guide provided)	Light Orange	Green	Green	Light Orange	Light Orange	Light Orange
Announce plans of policy implementation to employees via various employee communication channels	Light Orange	Light Orange	Green	Green	Light Orange	Light Orange
If necessary, announce plans of policy implementation to members, students, clients, or other key audiences	Light Orange	Light Orange	Green	Green	Light Orange	Light Orange
Print and post the smoke-free policy, highlighting its importance as well as the implementation date	Light Orange	Light Orange	Green	Green	Green	Light Orange
Provide brief training to all employees regarding the new policy	Light Orange	Light Orange	Light Orange	Light Orange	Green	Light Orange
Post smoke-free signage in prominent locations throughout the workplace and campus	Light Orange	Light Orange	Light Orange	Light Orange	Green	Light Orange
Launch date & implementation of campus-wide Smoke-free policy	Light Orange	Green				
Monitor and enforce the policy	Light Orange	Green				

NOTE: The above outline should serve as a guide toward policy implementation, however, each organization is encouraged to add and include any additional steps or activities to ensure smooth implementation. The smoke-free point person, committee, or human resources department will likely play a key role in identifying any additional activities to supplement this guide and promote implementation of the policy.

SMOKE-FREE POLICY TEMPLATE

Below is a policy template to support the implementation of a smoke-free campus. It is based on existing policies within Genesee County and the City of Flint, as well as national templates for smoke-free policy development.

POLICY TITLE: SMOKING AND TOBACCO USE

Purpose & Objective

The purpose and objective of this policy is to provide a smoke-free and tobacco-free environment within _____ facilities and campus in order to promote health and protect employees and individuals who choose not to smoke or use tobacco.

Scope

This policy applies to all employees, volunteers, contract workers, clients, and visitors.

Policy

This policy prohibits smoking or tobacco use in any building, vehicle, or campus area that is owned, operated, or controlled by _____ .

Employees who use tobacco products or smoke on the campus will be subject to corrective action. Infractions of this policy should be directly challenged, and if compliance is refused, directed to the appropriate supervisor. In all cases, the right of the non-smoker to protect his or her health and comfort will prevail over a smoker's desire to smoke or use tobacco.

Definitions

For the purposes of this policy, the use of a "smoking or tobacco" product means any of the following:

- The carrying by a person of a lighted cigar, cigarette, pipe, or other lighted smoking device;
- Placing in the person's mouth, inhaling or chewing of a smoking or tobacco product (which means any preparation of tobacco to be inhaled, chewed, or placed in a person's mouth).

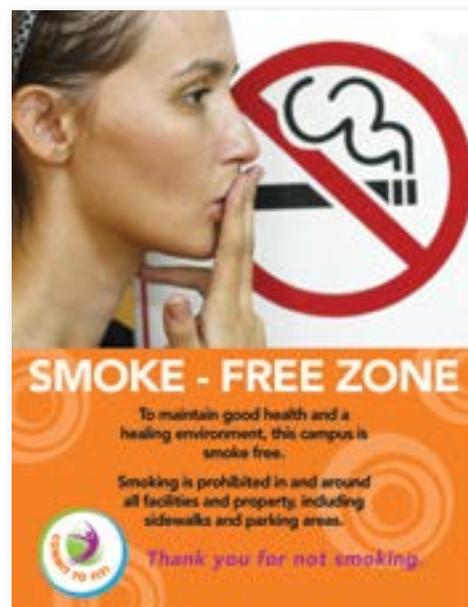
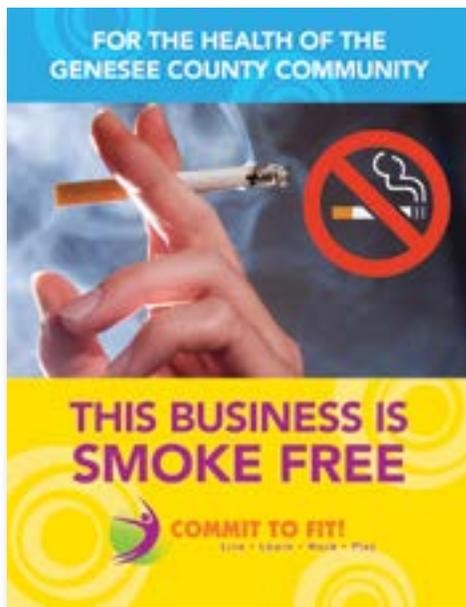
NOTE: This Smoke-free Policy Template is designed to serve as a starting point for the implementation of a campus-wide smoke-free policy within your organization or business. Beyond this template, it is suggested that the appropriate Human Resources representative or Committee review the content of this policy template to ensure it will function within the structure of your business or organization.

SMOKE-FREE POLICY SIGNAGE



As one component of campus-wide smoke-free policy implementation, it is suggested that your business or organization post prominent signage regarding the policy. This signage is designed to assist with education of employees, clients, and visitors, as well as the enforcement of the policy.

Provided below are examples of signage which is available to all Genesee County businesses and organizations **free-of-charge**. These signs are a simple yet effective way of initiating this smoke-free policy and advocating for a healthier community without spending any money. **Note that custom signage (e.g. with your specific logo or branding) is also available through the Commit to Fit! initiative. Please contact the Greater Flint Health Coalition via email at gfhc@flint.org for more information on obtaining these materials.**



Testimonials From Local Businesses & Organizations

1. "Hamilton Community Health Network has been proud to support the Greater Flint Health Coalition in its ongoing effort to promote smoke-free workplaces and campuses having done so by implementing the policy at Hamilton to address this important issue by promoting a healthy environment for employees, patients, and visitors. As such, smoking is prohibited at all of our clinic campuses.

The policy was easily incorporated into our organization's philosophy of health and wellness – the Employee Handbook was an instrumental tool in sharing the information with our employees, while visits and patients view signage upon entering the clinics. We were also very pleased to be supported in implementing this policy by our employees, patients, and visitors who recognized the need for a smoke-free campus and its benefits."

- CLARENCE PIERCE, CEO, HAMILTON COMMUNITY HEALTH NETWORK



2. "Several years ago, Mott Children's Health Center instituted a smoke-free facility policy, followed in 2011 by a smoke-free campus policy, in conjunction with our immediate neighbor, Hurley Medical Center (HMC). Our security staff has assisted in moving smokers away from our perimeter and parking lot. We required coordination with HMC so smokers would be clear on our adjoining boundaries. In addition, our employee health plan and employee assistance program provide services and resources for our employees who want to quit smoking."

- LAWRENCE REYNOLDS, M.D., PRESIDENT & CEO, MOTT CHILDREN'S HEALTH CENTER





3. "Baker College of Flint has committed to encouraging all employees and students to engage in healthy living. As a result in the Fall of 2010 the College implemented a SMOKE FREE/ TOBACCO FREE Campus environment. We enthusiastically commend not only our employees and students, but also our guests for the immediate and positive manner in which they accepted and abide by this latest healthy lifestyle change."

- JULIANNE T. PRINCINSKY, Ed.D., PRESIDENT, BAKER COLLEGE OF FLINT



4. "In keeping with our Vision of a Healthier Community, HealthPlus of Michigan made the decision to become a tobacco-free campus in early 2008. The initial plan was researched by our Health & Lifestyle Department and presented to administration. This plan included five overall goals 1) Create a tobacco-free workplace, 2) Communicate our goal to improve the health of our employees, 3) Serve as a role model for employers and purchasers, 4) Support our HealthPlus Employee Wellness Corporate Strategy, 5) Support our strategy to Help Impact Medical and other Associated Costs with Tobacco Use in our company.

Forming a workgroup of smoker and non-smoker employees was a major key to our success – this group helped us to identify the number of smokers in our organization, examine current research surrounding the costs of smoking, research corporate policies, draft a policy document, and communicate the policy to employees. This group was our implementation sounding board and had input into every phase including health and cost information fact sheets, suggested signage for employees and visitors and smoking cessation resources for employees.

We made the decision to waive all copays for tobacco support medications for up to 12 months. We emphasized that internal policy compliance was more of an educational issue rather than an enforcement issue. We also took extra care to ensure that all employees were fully aware that we are a provider of smoking cessation programs/resources and made them available at no cost to our employees. Our policy was successfully implemented without incident on July 1, 2010."

- J. RANDY JONES MPH, CHES, DIRECTOR HEALTH & LIFESTYLE MANAGEMENT, HEALTHPLUS OF MICHIGAN



HOW TO GET STARTED

Going Smoke-free is Easy

As demonstrated by this toolkit, implementation of smoke-free policies is a simple, effective, and quick process that yields significant benefits to employers and businesses.

If you are interested in utilizing the Smoke-free Toolkit as a way to adopt a campus-wide smoke-free policy in your business or organization, start by completing the following simple steps.

- Identify a point person or Committee charged with the role of implementing a smoke-free policy.
- Contact the Greater Flint Health Coalition to provide technical assistance and initiate the implementation process.

Yes, it's that simple. Begin these initial steps today and reach benefits of improved employee health, reduced costs, and increased productivity in as little as six months.

For More Information on the Greater Flint Health Coalition and *Commit To Fit!* contact:

Greater Flint Health Coalition
519 S. Saginaw St., Suite 306
Flint, MI 48502
Phone: 810.232.2228

GFHC Email: gfhc@flint.org
GFHC Website: www.gfhc.org
Commit to Fit! Email: commit2fit@flint.org
Commit to Fit! Website: www.commit-2-fit.org





Answers and Responses to Frequently Asked Questions

Throughout the implementation process, employees or visitors may raise questions regarding your organization's campus-wide smoke-free policy, and the responses below will assist you and your staff in providing simple, appropriate answers.

WHY IS THE BUSINESS DOING THIS?

The organization believes that it is a leader in the community relative to health promotion and wellness. We care about the health of our employees and visitors.

DON'T EMPLOYEES HAVE A RIGHT TO SMOKE?

There is no legal right to smoke. This organization does have a right to create a smoke-free environment, and chooses to do so for the benefit of our employees and visitors.

DOESN'T THIS POLICY PUNISH SMOKERS?

Our new policy is not intended to punish anyone. It is designed to provide all employees and visitors with a safe and healthy environment that promotes better health for all individuals.

HOW WILL THE POLICY BE ENFORCED?

Our hope is that all employees can work together to enforce this policy through friendly interactions. Announcements will be made, prominent signage will be posted to raise awareness, and all employees or visitors seen smoking after the policy's launch date will be asked to stop and reminded of the new policy.

WILL EMPLOYEES OR VISITORS BE ABLE TO SMOKE ON PUBLIC PROPERTY ADJOINING THE CAMPUS?

Yes, but it is requested that employees and visitors respect neighbors and their property.

IF AN EMPLOYEE HAS TO WALK FARTHER TO REACH A PROPERTY OR LOCATION WHERE THEY CAN SMOKE, WILL THEY GET MORE BREAK TIME?

No. This would be unfair to co-workers and reduce the effectiveness of our business.

FREQUENTLY ASKED QUESTIONS & ADDITIONAL RESOURCES

CAN EMPLOYEES AND VISITORS USE NICOTINE-REPLACEMENT THERAPY PRODUCTS LIKE GUM, LOZENGES, OR PATCHES ON THE CAMPUS OR WHILE AT WORK?

Yes. Smokers are encouraged to use these products to manage their nicotine cravings while at work.

WHAT IF A CAMPUS-WIDE SMOKE-FREE POLICY CANNOT BE IMPLEMENTED?

If a campus-wide smoke-free policy cannot be implemented in your business or organization, you can still promote a healthy lifestyle to individuals by encouraging anti-smoking activities and offering smoking cessation resources.

Resources for Smokers Interested in Quitting

It is anticipated that implementation of the campus-wide smoke-free policy will motivate employees to quit smoking. If an employee asks for smoking cessation resources or help, note the following key resources:

SMOKING CESSATION RESOURCES

- **TALK TO YOUR DOCTOR:** Individuals interested in quitting smoking should talk to their doctor about quitting and determine how to begin changing to smoke-free behaviors.
- **TOBACCO QUIT LINE:** The Michigan Tobacco Quit Line, 1-800-QUIT-NOW is a free telephone resource available 24/7 to offer information and coaching about how to quit smoking.
- **CHECK YOUR HEALTH INSURANCE PLAN:** In most cases, health insurance plans offer tobacco or smoking cessation assistance. Check with your health insurance plan to determine if this type of resource is available to you and your business.
- **COMMUNITY SMOKING CESSATION CLASSES:** For individuals interested in quitting, the American Lung Association's "Freedom from Smoking" course (a series of 8 classes taught by a certified instructor) can be made available.





Resources for Individuals Who Want to Quit but are Afraid of Weight Gain

- **QUIT SMOKING & STAY FIT:** Smoking cessation programs will assist individuals in both quitting smoking, as well as promoting active and healthy lifestyles to avoid any negative impacts of quitting smoking.
- **COMMIT TO FIT!:** *Commit to Fit!* is an ongoing campaign in Flint and Genesee County that promotes active living and healthy nutrition via various resources, challenges, events, and activities. This is available free of charge to all



residents who live or work in Genesee County, and can be shared with your employees who fear they will gain weight if they quit smoking. More information is available by visiting www.commit-2-fit.org.

- **COMMUNITY RESOURCES:** Many additional community resources exist to assist individuals in maintaining a healthy lifestyle from organizations such as Mott Children's Health Center, the Crim Fitness Foundation, Michigan State University Extension, Flint Farmers' Market, Food Bank of Eastern Michigan, Genesee County Parks, Genesee County Health Department, and many, many more. Contact these organizations or the Greater Flint Health Coalition for additional details regarding these resources.



FREQUENTLY ASKED QUESTIONS & ADDITIONAL RESOURCES

How to Approach Potential Staff Resistance and Policy Enforcement

*Below are recommended responses and actions to take to assist with overcoming staff resistance and ensuring appropriate policy enforcement. **Note that testimonials from local businesses have demonstrated minimal staff resistance and suggest that these will not be issues with implementation here in Genesee County.***

ASPECT OF IMPLEMENTATION	RECOMMENDATION
Overcoming Resistance of Staff	<ul style="list-style-type: none">• Educate staff about the potential negative impact of tobacco use on the body and the environment• Explain the personal benefits in quitting smoking• Note that your organization or business cares about its employees and visitors enough to promote better health• Highlight that the majority of employees and visitors do not smoke
Policy Enforcement	<ul style="list-style-type: none">• First Violation: Review the policy, its purpose, and its scope throughout the campus• Second Violation: Complete written warning and repeat review of policy, its purpose, and its scope• Third Violation: Consider suspension, and present employee with a performance improvement plan to explain consequences of continued violation• Fourth Violation: Consider lowering of job status or termination



Additional Information Regarding the Effects of Smoking

- Tobacco use is the leading cause of death in the United States, causing more than 443,000 deaths each year, according to the U.S. Centers for Disease Control and Prevention.¹²
- Smoking kills more people than AIDS, alcohol, drug abuse, car crashes, murders, and fires – combined.¹³
- Exposure to secondhand smoke causes more than 46,000 deaths from heart disease and 3,000 lung cancer deaths in the United States annually.¹⁴
- Annually, \$96 billion is spent in the United States on healthcare attributed to smoking and secondhand smoke. An additional \$97 billion is wasted on lost productivity.¹⁵
- On average, adults who smoke die 13 to 14 years earlier than non-smokers.¹⁶
- The prevalence rate for smoking in Genesee County is 25.6%, significantly higher than the national average of 20.6%. This ranks Genesee County 60th among all Michigan Counties relative to smoking use.



REFERENCES

-
- ¹Fussman, C., Rafferty, A. *Health Risk Behaviors in the State of Michigan: 2008 Behavioral Risk Factor Survey*. Lansing, MI: Michigan Department of Community Health, Bureau of Epidemiology, Chronic Disease. Epidemiology Section. 2010.
- ²Ong, M., Glantz, S. *Cardiovascular health and economic effects of smoke-free workplaces*. *American Journal of Medicine*. 2004; 117:32-38.
- ³Task force on community preventive services. *Guide to community preventive services*. New York: Oxford University Press, 2005.
- ⁴Ong, M., Glantz, S. *Cardiovascular health and economic effects of smoke-free workplaces*. *American Journal of Medicine*. 2004; 117:32-38.
- ⁵Bauer, J., Hyland, A.Li, Q., Steger, C., Cummings, K.. *A Longitudinal Assessment of the Impact of Smoke-Free Worksite Policies on Tobacco Use*. *American Journal of Public Health* 95(6):1024-9. 2005.
- ⁶National Center for Chronic Disease and Prevention and Health Promotion. *Annual smoking attributable mortality, years of potential life lost, and economic costs-United States, 1995-1999*. *Morbidity and Mortality Weekly Report*, 51(14):300-303. April, 2002.
- ⁷Musich, S., Napier, D. Edington, D.W. *The association of health risks with workers' compensation costs*. *Journal of Occupational and Environmental Medicine*. 43(6):534-541. June, 2011.
- ⁸Action on Smoking and Health Report. March, 1994.
- ⁹Halpern, M.T., Shikiar, R., Rentz, A.M., Khan, Z.M. *Impact of smoking status of workplace absenteeism and productivity*. *Tobacco Control*, 10(3); 233-238. September, 2001.
- ¹⁰2011 Kaiser and Health Research & Educational Trust Employer Health Benefits Survey.
- ¹¹Wright, Beard, Edington. *Association of risk levels with corporate cost measures*. *Journal of Occupational and Environmental Medicine*. 44(12):1126-1134, 2002.
- ¹²Centers for Disease Control and Prevention (CDC), *Smoking-attributable morbidity, mortality, and economic costs (SAMMEC), average annual deaths report. 2000-2004*.
- ¹³Centers for Disease Control and Prevention (CDC), *Smoking-attributable morbidity, mortality, and economic costs (SAMMEC)*. 2007.
- ¹⁴Surgeon General's Report. *The health consequences of involuntary exposure to tobacco smoke*. 2006.
- ¹⁵Centers for Disease Control and Prevention (CDC), *Smoking-attributable morbidity, mortality, and economic costs (SAMMEC)*. 2010.
- ¹⁶Surgeon General's Report. *The health consequences of smoking*. 2004.
-



Commerce Center • 519 South Saginaw Street, Suite 306 • Flint, Michigan 48502-1815
Business: 810.232.2228 • Fax: 810.232.3332 • E-mail: gfhc@flint.org • www.gfhc.org