



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive



HSE Irish Health Promoting Health Services <sup>35</sup>

# National supports to help you implement the standards

Martina Blake  
Project Manager TCF

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# 1. Commitment

- The HSE has committed to tobacco control through the development of the TCF
- Commitment to implementation of ENSHS standards specifically documented within the framework
- High level senior management implementation group set up to implement the framework – i.e. allocation of human resources
- Project manager appointed
- Tobacco actions imbedded in NSP and regional service plans yearly
- National Tobacco Free Campus Policy drafted



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HSE Transformation Programme

*...to enable people live healthier and more fulfilled lives*

*Easy Access - public confidence - staff pride*

The Health Service Executive

Tobacco Control Framework

February 2010

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# Development of National TFC Policy



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## National Tobacco Free Campus Policy

Document Reference Number	TCF001	Document Developed By	Subgroup of the Tobacco Control Framework Implementation Group
Revision Number	n/a	Document Approved By	National Management Team
Approval Date	24 April 2012	Responsibility for Implementation	National Directors/RDO
Revision Date	Jan 2016	Responsibility for Review and Audit	Tobacco Control Framework Implementation Group/RDO

- Huge engagement with stakeholders in the drafting of the national policy - internal consultation with each directorate, external consultation with the joint council of unions
- Labour court decision affirmed and commended the HSE on this policy initiative
- The policy is not just about signage –
  - Fundamental to the policy - treating tobacco as a care issue thus providing a better outcome for patients
  - Education/training and cessation support are key elements to the policy all of which are integral to the ENSHS standards
- Dr. Steevens HSE Headquarters Tobacco Free since 2011

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## 2. Communication of the TFC Policy



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- National media plan developed along with national press release
- Toolkit of TFC resources developed

<http://www.hse.ie/eng/about/Who/TobaccoControl/campus/>

- Design for signage complete
- National leaflet template
- Guidance on implementation
- Presentation for staff & 'Yes but No Butt' DVD
- Draft letters for staff, GP's, external services, contractors
- Sample staff survey
- Q&A general/staff/managers
- Voice over text for entrances/exits
- Regional communications personnel to support regional sites in terms of all media and communication requirements

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## A Smoke Free Campus



**Smoking is not permitted anywhere on the hospital grounds**

**This will ensure a healthier, safer and cleaner environment for all and a better outcome for patients/service users.**

**If you would like to stop smoking:  
contact the National Smokers' Quitline 1850 201 203,  
visit [www.quit.ie](http://www.quit.ie)  
get support on [www.facebook.com/HSEquit](http://www.facebook.com/HSEquit)  
or contact your GP/Pharmacist.**



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### 'Yes But, No Butt'

A Tobacco Free Standards Drama Project



Theatre is a form of knowledge:  
it should and can also be a means  
of transforming society.  
Theatre can help us build our future  
rather than just waiting for it.  
- Agnieszka

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### 3. Education & Training



- Presentation for staff on TFC policy
- 'Yes but No butt' DVD including instruction on how to increase confidence in approaching tobacco users to inform them of the policy
- TCF commits to training front line staff in BISC
- National Brief Intervention Training Programme developed and accredited by An Bord Altranais (6 CEUs) and the ICGP (5.5 CPD credits)
- National on-line application system for staff
- Q1- Q4 training plan and targets drafted (1350 staff in total)





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## 4. Identification of tobacco users and providing cessation support



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- TCFIG seeking the commitment of care groups to include tobacco in their referral forms or any other appropriate care pathway forms
- A more integrated approach to cessation services to maximize the use of resources

National cessation services – [www.quit.ie](http://www.quit.ie)

QUITline 1850 201 203

Facebook page 'You can QUIT' [www.facebook.com/HSEquit](http://www.facebook.com/HSEquit)

Trained tobacco cessation specialists – clinics/groups/one to one

GPs/Pharmacists support and advice on nicotine replacement therapy (NRT) and other cessation pharmacotherapies

- The goal is that all identified tobacco users will be offered cessation support no matter where they encounter HSE services
- Systematic system for referral to intensive services currently being scoped – Goal is for services to be efficient and accessible from the service users perspective and from the Health professional perspective



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## 5. Tobacco Control



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- 2013 NSP commits to 100% of acute sites implementing the policy this year
- All newly opened primary care sites and 35% of existing sites
- 1350 staff to be trained in BISC
- Assessment of all sites nationally/regionally and breakdown of staff disciplines to make it easier for services to deliver on the target

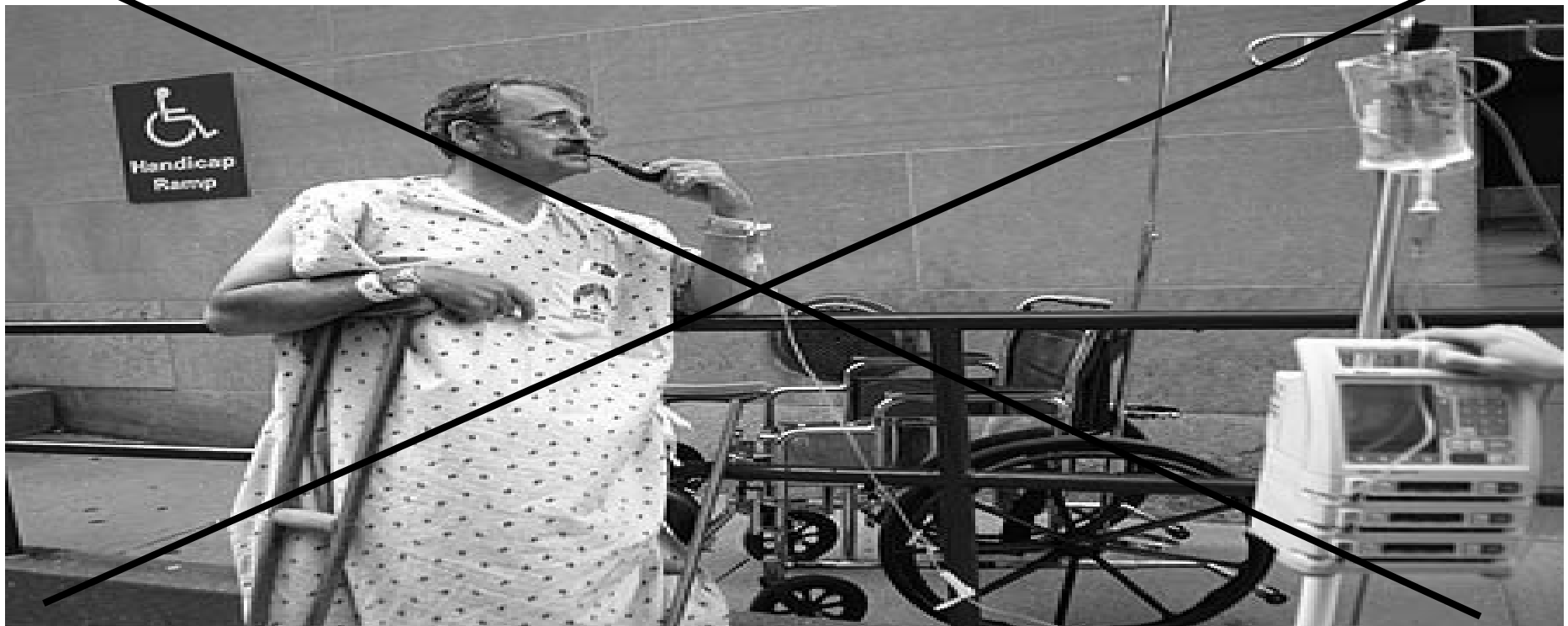
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## 6. Environment

The policy is also about pride and corporate image ... changing the culture of tobacco use as the norm

- Public will begin to recognise the familiar tobacco free signage
- Blue line branding of campus boundaries





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## 7. Healthy Workplace



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- All personnel should be informed of the HSEs' tobacco-free policy during the recruitment process and adherence to the policy is a condition of all external contractors terms and conditions
- Staff audit of tobacco use took place in 2012
- Cessation services are promoted to staff
- Non compliance is managed within existing local disciplinary procedures

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## 8. Policy contributes to and promotes tobacco control activities in the community



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- Members of the TCFIG are on the DOH Tobacco Policy Review Group which is currently reviewing government policy on tobacco control
- We have set up a national stakeholders group which meet quarterly
- Health Promotion/HPHS/ASH/TFRSI personnel have supported various county councils in developing tobacco free playgrounds, parks etc
- National HP working with the GAA to progress smoke free stadia initiative
- We have recently been requested to support a number of Universities to develop tobacco free campus



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## 9. Compliance monitoring



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- Each site documents non compliance and management of same – national review planned
- The ENSH audit is also a monitoring tool post implementation

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## 10. Policy Implementation



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- Full commitment at a national level to TFC policy implementation
- NSP scorecard

<b>Tobacco Control % hospital campuses with tobacco-free policy</b>	<b>100%</b>
<b>No. and % of smokers on cessation programme who were quit at one month</b>	<b>New PI</b>
<b>No. of smokers who received intensive cessation support from a cessation counsellor</b>	<b>9,000</b>
<b>No. of frontline healthcare staff trained in brief intervention smoking cessation</b>	<b>1,350</b>
<b>No. of sales to minors test purchases carried out</b>	<b>320</b>



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If you need help in implementing the policy in your site or service please don't hesitate to contact the national support staff

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**Miriam Gunning** – [miriam.gunning@hse.ie](mailto:miriam.gunning@hse.ie)

01 8976150

087 6625837

<http://www.hse.ie/eng/about/Who/TobaccoControl/campus/>

**Thank You**

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