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HSE Irish Health Promoting Health Services ²⁵

HSE Tobacco Free Campus Policy – Developments to Date & National Supports

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Tobacco management in Irish Health Service



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- WHO 1994 Classification of Disease ICD-10: Nicotine Dependence – a chronic relapsing disease – diagnosis code F 17.2, treatment code Z 71.6
- 1995 -2004 - Smoking Target Action Group (STAG)
- 1996 - Membership of HPH Network
- 2000 - ‘Minimum Standards for Smoke Free Hospitals’
- 2000 - Membership of ENSH Network
- 2004 - ‘Irish Workplace Smoking Ban’





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National Certification levels



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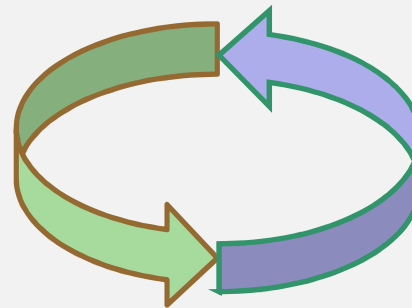
MEMBERSHIP

BRONZE

SILVER



Self audit
Strategy
Structured report
Evidence and action plan



Support, sharing good
practice, workshops training

Audit on peer review basis
and on-site-visit

Sharing and learning process



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Background to the Irish situation



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- Tobacco legislation & exempted premises
- Duty of care to staff V rights of clients
- Variation in settings – no exemption if part of general hospital facility
- Little guidance for exempted premises
- Lack of resources – tools to assess risk
- Concerns in relation to litigation





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BEST PRACTICE GUIDELINES FOR TOBACCO MANAGEMENT IN THE MENTAL HEALTH SETTING

February 2008





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Submissions to Guidelines



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- Dept of Health & Children
- Office of Tobacco Control
- Patient Advocacy Group
- Mental health (& older people's) service managers
- Tobacco Specialists
- Irish Nurses Organisation
- An Bord Altranaís
- Healthcare Risk Manager
- National Director of Psychiatry
- Psychiatric Nurses





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Intends to minimize and eliminate:

Tobacco addiction in all its forms
Nicotine addiction
Exposure to tobacco smoke





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Monitor tobacco use and prevention policies

Protect people from tobacco smoke

Offer help to quit tobacco use

Warn about the dangers of tobacco

Enforce bans on tobacco advertising, promotion and sponsorship

Raise taxes on tobacco





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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

HSE Transformation Programme 4

Commencement of Consultation
process to engage other HSE
Divisions



Membership ENSH-Global today!

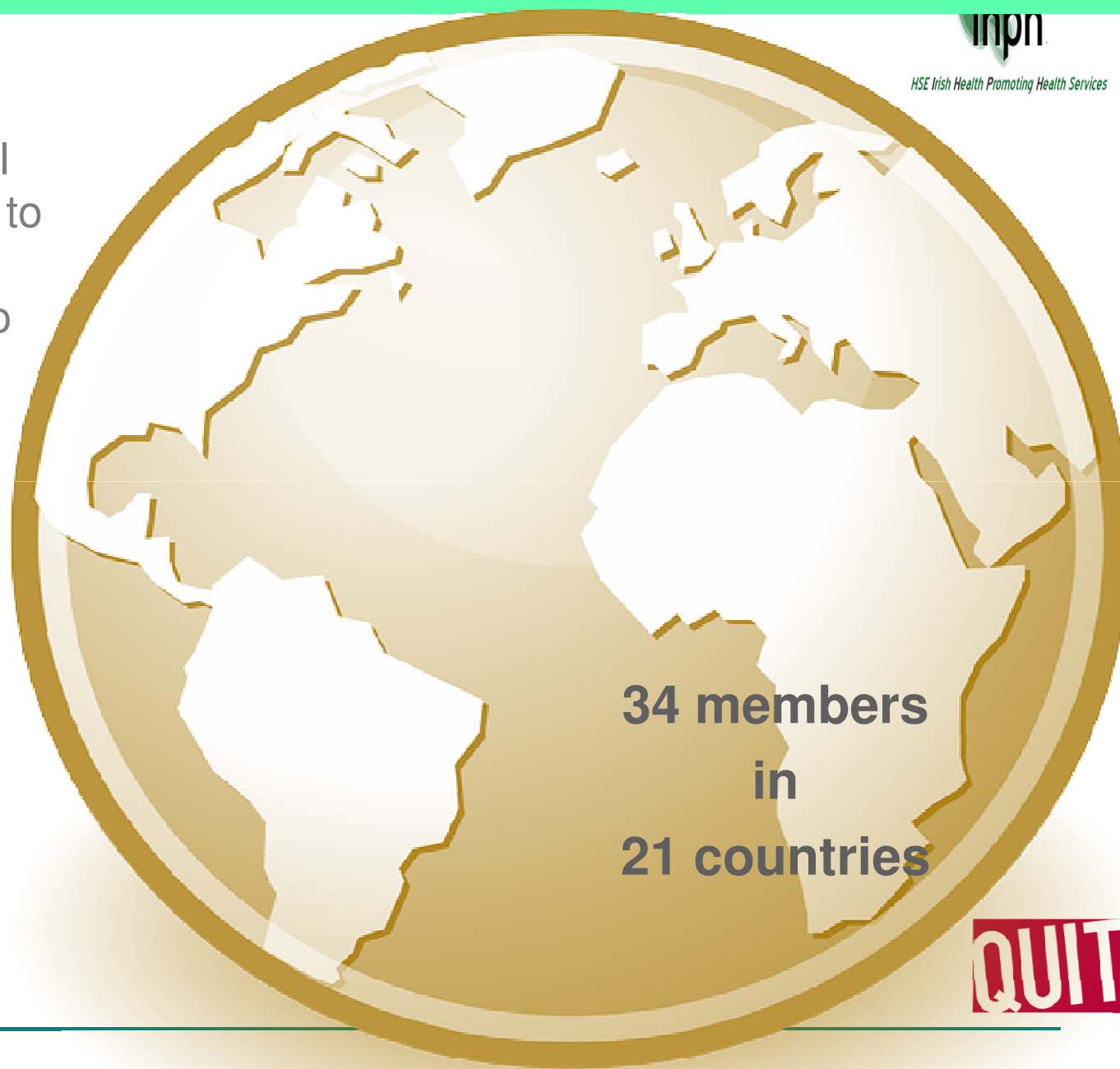


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National or regional networks that want to adopt the ENSH concept for tobacco free health care services.



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The ENSH-Global facilitates the sharing of information and experiences on tobacco control policies globally





ENSH
GLOBAL NETWORK
FOR TOBACCO FREE
HEALTH CARE SERVICES



ENSH-Global advocates to enhance the **commitment of health professionals** in tobacco control

QUIT

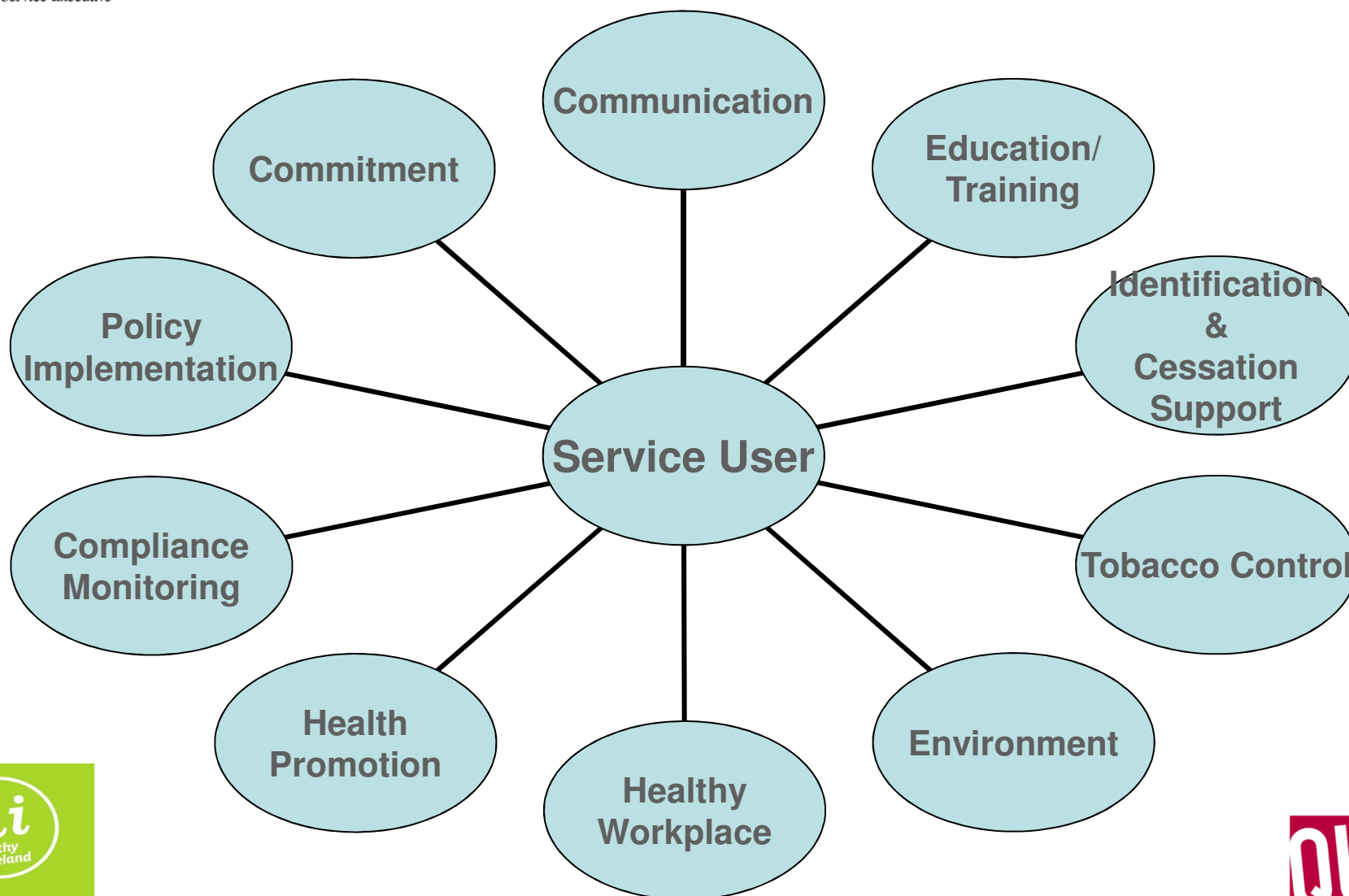


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ENSH-Global Tobacco- Free Standards



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ENSH - Global network for tobacco free health care services - Windows Internet Explorer

http://www.ensh.eu/self-audit.php

File Edit View Favorites Tools Help

Favorites Suggested Sites Free Hotmail Web Slice Gallery

ENSH - Global network for tobacco free health care se...

Standard 1: Commitment

1.1 The healthcare organisation documents specify commitment to a policy towards the implementation of the ENSH Standards.

☐ No/not implemented ☐ Less than half implemented ☐ More than half implemented ☐ Yes/fully implemented

1.2 The healthcare organisation does not accept any sponsorship from the tobacco industry.

☐ No/not implemented ☐ Less than half implemented ☐ More than half implemented ☐ Yes/fully implemented

1.3 A policy working group or committee is designated to coordinate the development, implementation and monitoring of the tobacco-free policy.

☐ No/not implemented ☐ Less than half implemented ☐ More than half implemented ☐ Yes/fully implemented

1.4 A senior manager has responsibility for the actions of the policy working group or committee.

☐ No/not implemented ☐ Less than half implemented ☐ More than half implemented ☐ Yes/fully implemented

1.5 Financial and human resources are allocated in the healthcare organisation's operational plan and/or contract to implement and monitor the tobacco-free policy.

☐ No/not implemented ☐ Less than half implemented ☐ More than half implemented ☐ Yes/fully implemented

1.6 All staff understand their responsibility to take action in the implementation and management of the tobacco-free policy.

☐ No/not implemented ☐ Less than half implemented ☐ More than half implemented ☐ Yes/fully implemented

Standard 2: Communication

Internet 100%



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ACCREDITATION PROCESS



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GOLD



**ENSH
Gold
Forum**

of the ENSH Global Network for
Tobacco Free Health Care Services

SILVER

BRONZE

MEMBER

NATIONAL NETWORK



QUIT





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Standard 1. Commitment



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- TCF 2010-2015
- Commitment to implement ENSH standards - (TCF action 2.4)
- Commitment to develop and implement TFC policy (TCF action 2.1)
- TCF implementation group (TCFIG) set up to implement the framework
- Project manager appointed
- Tobacco actions imbedded in NSP annually
- National Tobacco Free Campus Policy drafted 2012



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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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Supporting national studies



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- HIPE (Hospital Inpatient enquiry) study - all inpatient discharges (over 18's, excluding maternity) from acute hospitals with any diagnosis of tobacco use (2005-2011)
 - Z72.0 current tobacco use,
 - Z86.43 past history of tobacco use,
 - F17.1 harmful tobacco use,
 - F17.2 tobacco dependence or
 - F17.3 withdrawal state

(In 2011, < 25% of inpatient discharges had a recording of any tobacco use on their HIPE record)

Smoking attributable diseases (in 2008) accounted for

- 36,255 (3.7%) discharges @ €7,700 each
- 300,756 (8.7%) bed days





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Development of National TFC Policy




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- Huge engagement with stakeholders (2010/11)
 -
 - 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 purpose of the policy

- Treat tobacco addiction as a care issue thus providing a better outcome for patients
- De-normalise tobacco use in ALL healthcare settings
- Dr. Steevens HSE Headquarters Tobacco Free since 2011



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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





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Std 2. Communication



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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/>

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



WARNING: CIGS WILL KILL HALF SMOKERS

Never too late to quit, says HSE

€2BN
YEARLY COST
TO TAXPAYERS
OF TREATING
SMOKING
ILLNESS

80%
SMOKERS WHO
WANT TO QUIT
ONLY 40%
ACTUALLY TRY

ONE in every two smokers in Ireland dies from tobacco-related illnesses, new HSE data has revealed.

The organisation estimates there are around ONE MILLION smokers in Ireland, with 5,500 people dying from a connected disease each year.

And health chiefs revealed it costs taxpayers up to €2BILLION annually to tackle the growing problem.

A new campaign has been launched today, aiming to help people quit by highlighting the serious impact cigs have, not only on smokers themselves but also on families and friends.

Support

HSE Director of Public Health Dr Fenton Howell explained: "Surprisingly, only seven per cent of people know that one in every two smokers will die of a tobacco-related disease."

"Our aim is to make people realise the effect smoking has on their health, and that of their loved ones, and give them encouragement and help to QUIT. We all know someone who has been ill or

By AOIFE BANNON

died as a result of a tobacco-related disease. By prompting smokers to try and quit, by offering support services, encouragement, help and advice we can all encourage smokers to keep trying to quit."

Some 80 per cent of smokers have said that they would like to give up and 40 per cent attempt to stub out their habit every year.

But stats show that those quitters who use support services like the National Smokers' Outline or medications are twice as likely to succeed as those who attempt to do it alone.

Skills

Dr Howell added: "Smokers know that cigarettes are bad for them."

"Many of them feel quitting is too hard, that they won't make it – or that they will do it tomorrow, next month, when they're 30, or when they're 40."

"Our campaign will remind smokers that it's never too late – and that quitting is worth it."

"Most people try to quit a few times before quitting for good, and each time, they gain skills and confidence that help them to take that permanent step."

FOR more information, see QUIT.ie or call the National Smokers' Outline 1850 201 203.

aoife.bannon@the-sun.ie



1 in 2 stories; reality of loss = why to quit

Support services; peer to peer = how to quit



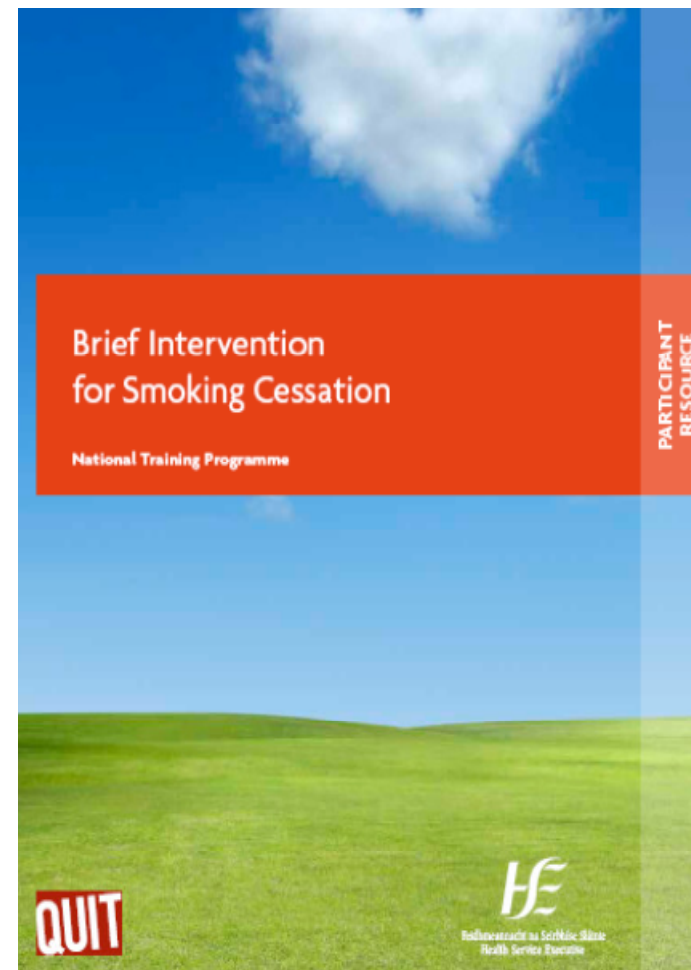
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Std 3. Education & Training



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- Presentation for staff on TFC 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 registration & pre-training assessment for staff
- Q1- Q4 training plan and targets drafted (1350 staff in total for 2013/14)





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Std 4. Identification & cessation support



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- Tobacco included in new referral forms and updates
- ALL smoking cessation services - www.quit.ie
QUIT Team freephone 1800 201 203
QUITplan sign up option
Facebook page 'You can QUIT' www.facebook.com/HSEquit
- Systematic client centred referral to intensive services currently being scoped to ensure efficiency and accessibility at all service delivery levels
- GP's & Pharmacies providing support for quitting





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- National standard developed for intensive SC support services
- National monitoring of ALL intensive SC services
- Combination NRT therapy licensed
- 2-day training update provided for ALL SC providers





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Std 5. Tobacco Control



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- 2013 NSP committed to 100% of acute sites implementing HSE TFC (90% achieved)
- All newly opened primary care sites and 35% of existing sites (92% achieved)
- 1350 staff to be trained in BISC (target exceeded - 1395 trained)
- Assessment of all national/regional sites -breakdown of staff disciplines
- Individual letters from TCFIG chair to each local manager
- Annual ENSH-Global SAQ & development of QIP
- Key TCFIG members become 'National ENSH-Global Jury' for Gold Forum candidates





Tobacco Control Framework

Review smoking cessation services, develop and roll out standardised national model to include national database

Q3

Deliver standardised training in brief intervention for smoking cessation to 3,521 frontline healthcare workers, prioritising settings going tobacco free in 2012:

Ongoing

- DNE 1,083
- DML 542
- South 813
- West 1,083

Continue national roll out of tobacco free campus policy:

- DNE – five hospitals, all newly opened primary care sites, all administration sites
- DML – two hospitals, all newly opened primary care sites, all administration sites
- South – two hospitals, all newly opened primary care sites, all administration sites
- West – four hospitals, all newly opened primary care sites, all administration sites

Develop and implement a national policy to protect staff from second-hand smoke exposure while working in domestic settings

Q2

Develop and implement a national policy to protect children in care from tobacco exposure

Ongoing

Maintain social marketing QUIT campaign

Ongoing

Continue to monitor and evaluate the effectiveness of tobacco control measures

Maintain tobacco legislation enforcement

HSE National Tobacco Control Office

Implement recommendations of *Towards a Tobacco Free Society: Report of the Tobacco Free Policy Review Group and the Tobacco Control Framework*

Ongoing

Support the implementation of the DoH's Tobacco Policy Review Group recommendations (when finalised)

Fulfil statutory obligations under Tobacco legislation





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Tobacco Control

Tobacco Control Framework

Roll out standardised national model for smoking cessation service	Q1-Q4
Provide efficient smoking cessation support via National Smokers' QUITline	Q1-Q4
Deliver accredited training in brief intervention for smoking cessation to 1,350 frontline healthcare workers: <ul style="list-style-type: none"> - DML 300 - DNE 400 - South 250 - West 400 	Q1-Q4
Extend national roll out of tobacco free campus policy: <ul style="list-style-type: none"> - DML – all hospitals, all newly opened primary care sites and 35% of existing sites, all administration sites - DNE – all hospitals, all newly opened primary care sites and 35% of existing sites, all administration sites - South – all hospitals, all newly opened primary care site and 35% of existing sites, all administration sites - West – all hospitals, all newly opened primary care sites and 35% of existing sites, all administration sites 	Q1-Q4
Launch national policy to protect staff from second-hand smoke exposure while working in domestic settings	Q2
Develop and implement a national policy to protect children in care from tobacco exposure	Q4
Maintain social marketing QUIT campaign	Q1-Q4
Undertake tobacco control enforcement action in areas of least compliance (complaints, underage sales, and smoke free exempted areas)	Q1-Q4
Continue to monitor and evaluate the effectiveness of tobacco control measures	Q1-Q4
Advocate to 3rd level institutions / medical colleges for the introduction of brief intervention training / cessation training in all graduate and post graduate education	Q4
HSE National Tobacco Control Office	
Implement recommendations of <i>Towards a Tobacco Free Society Report</i> and the <i>Tobacco Control Framework</i>	Q1-Q4
Support the development of and implement the DoH's Tobacco Policy Review Group recommendations (when finalised)	Q1-Q4
Maintain tobacco legislation enforcement	Q1-Q4



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National Performance Indicator Activity Suite



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Health and Wellbeing				
Performance Activity / Key Performance Indicator	Reported By and Frequency	Expected Activity / Target 2012	Projected Outturn 2012	Expected Activity / Targets 2013
Tobacco Control				
% hospital campuses with tobacco-free policy	AND EH Quarterly	17 35%	19 39%	100%
No. and % of smokers on cessation programme who were quit at one month	AND EH Monthly in arrears	---	---	Baseline to be established
No. of smokers who received intensive cessation support from a cessation counsellor	AND EH Monthly	---	---	9,000
No. of frontline healthcare staff trained in brief intervention smoking cessation		3,521	933	1,350
No. of sales to minors test purchases carried out	AND EH Quarterly	216	282	320





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Standard 6. Environment



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- Pride and corporate image become a focus
- 'Tobacco Free Hospitals' - new norm
- Staff are profiled as good role models
- Public begin to recognise the familiar tobacco free signage, absence of smoking on hospital campus, absence of cigarette disposal bins
- Blue line branding of campus boundaries
- Familiar voice over messages





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Standard 7: Healthy Workplace



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- TCFIG priority - SC support service provided to staff
- Staff audit of tobacco use took place in 2012
 - Staff smoking 15% (11% daily, 4 % non-daily)
 - Medical : 4%, General Support Staff: 25%
- Reduced cost NRT for HSE staff
- Management of non-compliance with policy by staff – existing disciplinary procedures
- Development of SHS in domestic settings policy 2013 (consultation internally and with Joint council of unions). Policy due to be launched imminently along with supporting resources





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Standard 8. Health Promotion



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- Department of Health Promotion & Improvement under the 'Health & Wellbeing Division'
- Members of the TCFIG were key members of the DOH Tobacco Policy Review Group - Tobacco Free Ireland 2025
- Key partnership - national stakeholders group
- Health Promotion/HPH/HS/ASH/TFRI have supported county councils to develop tobacco free playgrounds
- Working with the GAA to progress Tobacco Free Stadia
- Supporting Universities to implement TFC policy
- Include TFC in HP conferences – national & international





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ENSH Standard 9: Compliance Monitoring



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- Continued membership of ENSH-Global and annual SAQ
- Maintain / improve smoking cessation follow up
- Document non-compliance, corporate walkabouts,
- QPS national audit of tobacco free campus policy in 2014 NSP
- Support to carry out internal audit on TFC policy - Methodology
 - Staff Survey
 - Patient survey
 - Visitor survey
 - Head of Department survey
 - Observation survey





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10. Policy Implementation



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Full commitment at a national level to TFC policy implementation NSP scorecard for 2013 and 2014

2013

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

2014

Tobacco Control	
No. and % of Primary Care Centres/Health Centres with Tobacco Free campus policy implemented	70%
No. of smokers who received intensive cessation support from a cessation counsellor	9,000
No. of smokers on cessation programme who were quit at one month	2,450
No. of frontline healthcare staff trained in brief intervention smoking cessation	1,350
No. of sales to minors test purchases carried out	480



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- TCFIG commitment to ensuring TFC policy implementation responds to new issues arising -
- **2014 Policy on E-Cigarettes**
- **<http://www.hse.ie/eng/about/Who/TobaccoControl/campus/ecigpolicy.html>**
- The HSE Leadership team have recently approved the recommendation of the Tobacco Control Framework Implementation group to amend the National Tobacco Free Campus Policy to the effect that as and from the 1st May 2014, the sale, advertising and use of e-cigarettes are not permitted within HSE Facilities or on HSE campuses.





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A FRAMEWORK FOR IMPROVED HEALTH AND WELLBEING
2013 – 2025



QUIT