Winnebago Mental Health Institute's Tobacco Free Program

SMOKE FREE TOBACCO FREE CAMPUS
WMHI WORKGROUP

MINUTES: 1-27-05

MEMBERS PRESENT: Connie Hannemann, Mike Hart, Marla Hill, Mike Leuthold, Jeff Manning, Mary Nitz, Joann O'Connor, Larry Schomer, William Krause, Reid Webster. Larry Launtenschlager

Absent: Ronecka Baker, Ben Eggum, Sharon Haberkorn, Rita Kennedy, Jennifer Rew, Diane Shaw, Karen Wright

WELCOME to the patient participants and the other members who were not able to join us at the first meeting. The input, feedback, and ideas that you provide are very important to the mission of this work group and we appreciate your willingness to participate. There will always be an opportunity at this meeting to share information, new insights, feedback from others, input, and ideas.

Mission: Develop a plan for making WMHI a tobacco-free campus.

1. **Review minutes from 1-13-2005:**
   Meeting consisted of introductions and providing some background of where each member is on the smoking continuum, brainstorming issues and strategies as a way to begin the conversation on putting a plan together. Group wished to recruit several more members including patients, physicians, and a psychologist. Two patients are now members of this work group and present today, and the psychologist will join this group in about another month.

2. **Review two recent research articles – Marla Hill:**
   a) Workplace Interventions for Smoking Cessation from the Cohcrane Library, Issue 4, 2004, reviewed 24 individual and 31 group programs. Found to be most successful were individual counseling and nicotine replacement therapy. Less effective were self-help activities. Findings found that tobacco bans decreased smoking during the day, but not necessarily smoking; lack of evidence to support effectiveness of comprehensive programs; incentives and competitions increased efforts to quit smoking, but not necessarily actual quitting, and lack of evidence to support cost effectiveness of programs.
   b) Smoking Cessation Strategies for the 21st Century from Circulation 2001; 104:e51-e52) found that individual and group counseling, proactive telephone calls and telephone quit lines, problem solving approaches, social support, and medications were most effective.

c) Smoking Cessation: Worksite Programs from the Hartford Insurance Company findings include that total abstinence is essential; relapse prevention interventions are critical especially within 3 months of quitting; nicotine replacement is only pharmacotherapy to be effective; drinking alcohol is highly associated with smoking relapse, and intense treatments of long term duration are more effective than brief treatments.

d) Making Your Workplace Smoke Free, is a comprehensive guide available from the CDC and can be downloaded from their web site at: http://www.cdc.gov/tobacco/research_data/environmental/etsguide.htm
Recommendations include emphasizing the positive side for such a policy, i.e. Provide a safe and healthful workplace for all employees (and residents/patients). Key components are informing, offering smoking cessation assistance, appreciating the efforts of those who are complying, asking non-smokers to support and encourage smokers, and plan for continuing support. The guide provides a listing of key principles for successful implementation, and for assessing both short and long term.

3. Report on cessation programs available – Mike Hart

There are a lot of different programs and approaches available within the local vicinity. A key is to include a variety of approaches to meet the needs of various people, as not everyone responds the same way to a single program. Some of those reviewed along with a sample of brochures include:

- Community Action for Smoking Cessation Services in the Fox Valley
- Winnebago County Tobacco Free Coalition
- Wisconsin Quit Line (provides a kit when call the quit line; the Free and Clear program offers a maximum of 4 free telephone counseling sessions.
- Wisconsin Fax to Quit program – the participant completes a brief form, faxes it to Fax to Quit and then sets up interventions suitable for the client.
- Call it Quits from Affinity Health System- a free telephone counseling service; also provide classes, which has about a $50 fee.
- ThedaCare Quit Now also has telephone counseling and classes (fee required)
- **American Lung Association Freedom From Smoking** comes highly recommended by many sources and is recommended as the core program for use at WMHI. It consists of 2 tracks with Track 1 offering a Train the Trainer series for 8 weeks offering 7 modules. The trainers are then certified to train others in the program. Cost is $185 per person. Networking sessions around the state are available to keep trainers skills sharp. Track 2 is the same program, only it is offered on the Web.

Key elements for any program must include:

- Education
- Accessibility in a variety of ways for a wide variety of people and their needs

Upon hearing this report the group was unanimous in supporting the American Lung Association Freedom From Smoking as the core program for WMHI to use. A sub-group to be established to work on roll out as part of the overall plan.

4. Report on St. Mary's program and material – Joann O'Connor

St. Mary's Hospital stressed the positive message of a healthy environment for its employees and patients. All the materials carried with it that positive message from the logo used to dispense information and education to how they worded various things in their policy, procedures, etc. A power point was developed to make people aware of the program, why the program was being done, what to expect, a time line, what medical support was available, and enforcement of the policy. A bright, cheery card is given to people as they enter the facility that tells them this is smoke free. The logo was carried forth in signage, flyers, news notes, handouts, etc. They used Town Hall meetings, handouts, provided a listing of resources, and a packet of information.

5. Review Madison Policy and timelines – Joann

Question raised regarding funding – though mandated by Madison Central Office, the funding comes from the facility budget. WMHI is committed to the goal of a smoke free campus and will financially support smoking cessation activities to the extent possible. Nicotine replacement medications will be made available to patients. It is assumed that Medical Assistance will cover it upon discharge, but generally it is a bit cumbersome to complete the paperwork. WMHI will work on trying to make that a bit smoother. Navitus does cover 3 months worth of such medications per calendar year per person.

Madison Central Office has provided some draft documents that cover the overall policy and establish some timelines. As this is a much broader scope, it serves more as a base for WMHI to develop their own plan. The one requirement is that October 3, 2005, will be the end date for all smoking to cease in DDES facilities.

6. Brainstorm Plan Components for WMHI

Though the group ran out of time to do this agenda item, the group did have an opportunity to gather some input from the members new to the committee. These comments include:

- Smoking cessation requires the "will" to quit
- Patients rights issues in a facility such as ours
- Many facilities that refer patients to WMHI are already smoke-free. It is counterproductive to allow smoking upon arrival at WMHI when they have gone without at the previous facility – relapse is common.
- Pet therapy should be included as a potential strategy
- Increase TS activities – give people something to do
- Use of light tobacco for rolled cigarettes now
- Increase access to gym and fitness activities
- Consider an open gym night or open gym
- Key is education
- Education on mental process involved in quitting
- Provide suitable food alternatives
- Utilize available resources in-house (for example, 2 RN's on GHN 2 will be conducting Unit smoking cessation programs.

7. **Review and revise WMHI Time frames and plan**
   The plan is on an Excel spreadsheet and can be modified during the meeting as ideas and plans come about. This should make the document an evolving and very fluid document. Joann will revise and update the plan and send out to work group members.

Next Meeting:
Date: February 10
Time: 10:00 – 11:00
Place: Winnebago Room

Agenda topics:

- Review of the December survey of patients and staff on smoke free environment - Joann
- Brainstorm plan components - All
- Modify time line accordingly - All