

An Assessment Guide to Promote Tobacco-Free Worksites

Nearly all tobacco use begins in youth and young adulthood. According to the Centers for Disease Control and Prevention, 9 out of 10 regular tobacco users first tried cigarettes by age 18, and 99% first tried cigarettes by age 26. While youth smoking rates have been on a decline, smoking prevalence remained elevated among nonstudent young adults (aged 18-24). In

The Colorado Clean Indoor Air Act prohibits smoking indoors for businesses with more than three employees. Not addressed in the law are outdoor campuses, properties, or worksites owned or operated by employers. These outdoor areas continue to expose employees and customers to secondhand smoke and support a culture of tobacco use to this segment of the population.

Colorado, approximately 10% of high school students smoke while almost 32% of young adult non-students smoke (2012 TABS).

Among young adults (aged 18-24), those classified as “nonstudents” tend to have lower socioeconomic status (SES) than young adults who attend higher education. The 2012 Colorado TABS survey found that compared to young adult students, young adult nonstudents were more than twice as likely to be current smokers (31.9% vs. 12.3%) and less likely to have smoke free rules at home (80.0% vs. 85.3%) or in personal vehicles (51.6% vs. 70.5%). This is also the age when regular daily smoking occurs. Our goal

is to decrease tobacco prevalence and initiation by 50% among young adults, specifically low SES and young adult nonstudents (referred to as the Straight to Work, STW, population).

This Guide was created to offer a 4-step process for assessing employers in your community for potential partnerships to promote tobacco free worksites. Tools and resources are provided to assist throughout the process, from identifying possible employers to exploring their readiness to partner.



Step 1: Identify Your Large Employers

Develop a list of your county's larger businesses that do not require a college degree of all employees.

We encourage you to look at the larger employers, versus small employers, to increase your project's impact on the community.

Industries that typically employ labor force with lower education requirements are:

- Blue Collar, physically demanding industries such as: manufacturing, construction, mining, janitorial, waste management and trade workers. (union)
- Service industries such as: call centers. retail, food services, administrative support, entry level health care and social assistance such as: Certified Nursing Assistants, Medical Assistants or Human Service Aids.

RESOURCES to help you develop your local employer list:

- 1) **www.City-Data.com** – (<http://www.city-data.com/work/work-Lakewood-Colorado.html>) This site offers a wide range of information at the city level. For any particular city, you can find a list of the most common industries, most common occupations and a list of businesses in a particular location.
- 2) Colorado Workforce Centers have information on employers that hire unskilled workers. Find the one in your county: <https://www.colorado.gov/pacific/cdle/wfc>
- 3) Some Chambers of Commerce or the city's main website lists major employers and industries for that particular city.
 - i. Check to see if the local Chamber of Commerce has a Wellness Committee that might connect you to businesses interested in employee health.
- 4) Coalition members or other health department staff may have knowledge of local businesses and/or community leaders committed to the health of their employees.

Step 2: Choose Your Partners (Employers)

1. Consider the following criteria in selecting your top employer candidates: What are the largest employers in the county that offer jobs that do not require more than a high school diploma or technical college?
2. Gather intel on each of your top business choices and learn what you can about their company structure, leadership, values and their ability to put new health-focused programs into action. Think about the following questions:
 - a. With whom should you connect at that organization? Should you start with Human Resources or should you plan to go directly to the owner or President of the Company?
 - b. Are there any connections or linkages between your Coalition or health department staff and their business?
 - c. Do you have a contact name within their HR department and/or top management?
 - d. Does their organization have a wellness program? If yes, consider contacting the Wellness Program Director.
 - e. Determine who the decision maker(s) are with regards to organizational policy.
3. Conduct informational interviews with a key point of contact from your top employer candidate list to establish a relationship and to gather information about the company, their values and vision. During this time you can begin to forge a relationship between your local health agency and the company. Find out what are some concerns the company has about employee health. Eventually you can find out about their needs around tobacco information, cessation and other department resources.

Always listen for opportunities to align your tobacco policy goals with their company values and needs.

Step 3: Meet with Business Owners or other company leadership to Develop Buy-in

PRE Meeting:

1. Develop key messages to support your policy goal from the business perspective.
Example: Many business owners are seeing real cost savings by providing cessation resources and adopting tobacco free workplace policies.
 - a. Complete the Concise and Clear Problem Definition Activity (TA resource – contact your TA provider for the activity template)
 - b. Utilize the “Save Money, Save Lives Fact Sheet” with stakeholders if consistent with their values.
2. Identify Decision makers, decision making process and leadership structure
3. Contact your CSPH TA provider to develop a plan for follow up with company representative to assess the company’s potential interest and appropriateness for partnership on a more comprehensive tobacco free policy.

STEP 4: Assess Employer Readiness and Develop a Plan for Change

Once you have selected an Employer Partner, use the following tools to assess an organization’s current tobacco policies and their readiness for change.

Be sure to utilize the Colorado Gold Standard for Tobacco Free Workplaces.

The following tools can aid in the development of a Timeline of Activities Plan (example below) for organizational policy as well as providing some baseline data for the evaluation of your process efforts and initial outcomes.

Organizational Readiness & Tobacco Use Assessment

Partner with your contact at the organization to answer these questions regarding their tobacco free worksite culture and policies.

Organizational Readiness Assessment	Yes	No
1. Does leadership have a commitment to creating a healthy organization?	<input type="checkbox"/>	<input type="checkbox"/>
2. Does the organization have the resources necessary to implement new health-focused policies and procedures?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you feel employees' needs are being met with regards <u>to</u> working in a healthy and safe environment (including exposure to secondhand smoke)?	<input type="checkbox"/>	<input type="checkbox"/>
Now focusing more on tobacco policies and tobacco use, during the past 12 months, <u>does</u> your organization:	Yes	No
4. Does your company / worksite have an official policy that restricts smoking or tobacco use in any way?	<input type="checkbox"/>	<input type="checkbox"/>
5. Have a written policy banning tobacco use at your workplace?	<input type="checkbox"/>	<input type="checkbox"/>
6. Provides educational materials about the harms of tobacco use and resources for quitting.	<input type="checkbox"/>	<input type="checkbox"/>
7. Refer tobacco users to the Colorado Quitline or other tobacco cessation telephone quit line? <i>Answer "yes" if, for example, your worksite refers tobacco users to 1-800-QUIT NOW or smokefree.gov.</i>	<input type="checkbox"/>	<input type="checkbox"/>
8. Display signs (including a "no smoking" sign) with information about your tobacco use policy?	<input type="checkbox"/>	<input type="checkbox"/>
9. Includes the use of electronic cigarettes in any of your smoke free policy messaging and signage.	<input type="checkbox"/>	<input type="checkbox"/>
10. Include the use of smokeless tobacco (such as chew) in your smoke free policy messaging and signage.	<input type="checkbox"/>	<input type="checkbox"/>
11. Not allow employees to take breaks designed for the use of tobacco, such as a "smoke break".	<input type="checkbox"/>	<input type="checkbox"/>
12. Provide full insurance coverage with no or low out-of-pocket costs for cessation aids? (<i>nicotine replacement gum, patches, lozenges and/or prescriptions</i>)	<input type="checkbox"/>	<input type="checkbox"/>
13. Inform employees about health insurance coverage or programs that include tobacco cessation medication and counseling?	<input type="checkbox"/>	<input type="checkbox"/>
14. Actively <u>enforce</u> a written policy banning tobacco use? <i>Answer "yes" if, for example, your worksite posts signs, does not have ashtrays, or communicates this written policy banning tobacco use through various channels at your worksite.</i>	<input type="checkbox"/>	<input type="checkbox"/>

Adapted from Centers for Disease Control and Prevention. *The CDC Worksite Health Score Card: An Assessment Tool for Employers to Prevent Heart Disease, Stroke, and Related Health Conditions*. Atlanta: U.S. Department of Health and Human Services; 2014.

Stages of Change Readiness Assessment and Action Planning Guide

Adapted from The Smoking Cessation Leadership Center,. Tobacco-Free Toolkit for Community Health Facilities
National Edition, San Francisco, CA.

Based on the responses you received from the Organizational Tobacco Use Assessment above, determine what stage of change the organization is in and how you could proceed with a partnership.

If Organization Scored:	Stage of Change	Action
Less than 2 “yes” responses in the Organizational Tobacco Use Assessment	Pre-contemplation	Provide the business information regarding successful approaches to help employees quit.
		Create buy-in through education about how tobacco free policies make employees’ choice to quit easier by creating a supportive workplace culture that communicates resources to quit, motivates employees to quit tobacco, and facilitates their success
		Host Tobacco Awareness Events by coordinating with the Great American Smoke Out or New Year’s Resolutions
2-3 “yes” responses	Contemplation	Meet with senior management to assess and gain their commitment to adopting a tobacco free grounds policy
		Create a committee to coordinate the preparation process
4-5 “yes” responses	Preparation	Create a draft of written policy based on feedback provided through meetings and focus groups
		Develop a communications plan to educate staff and clients with sufficient prior notice of the change.
		Identify the person who will coordinate implementation
		Review the company’s existing policies related to tobacco and identify services currently available to help employees quit
		Gather input from employees about how a tobacco free campus will affect them and what assistance they would like to help them successfully adapt
		Begin offering educational sessions to notify employees of the change and to provide resources to assist them to prepare for and remain tobacco free in the organization once the transition is complete
6-7 “yes” responses	Action	Announce a tobacco free date using a variety of methods (flyers, emails, meetings)
		Plan a celebratory event to launch the new policy
More than 8 “yes” responses	Maintenance	Regularly (every 6-12 months) conduct an evaluation of the policy evaluating its impact and making adjustments as necessary.
		Continue education of staff and clients on the importance of maintaining a tobacco free environment

Step 4: Timeline Activities Plan

Compare results of readiness assessment to the Gold Standard for Colorado Tobacco Free Workplaces and use this as baseline information as you develop your TimeLine of Activities Plan.

See page 14 or this tool kit for a sample Timeline Activities Plan:

<http://www.globalsmokefreepartnership.org/ficheiro/SFIB.pdf>

Toolkits for Next Steps

Below are some existing resources that you may choose to use as reference materials based on the readiness phase of your various workplace partners.

Sample tools for working with companies to establish comprehensive tobacco control policies: <http://www.tobaccofreeflorida.com/wp-content/uploads/Employer-Cessation-Toolkit-Benefits-to-Quit-metro-cover12.pdf>

Sample tools for working with companies interested in adopting tobacco-free grounds policies: <http://www.tobaccofreeflorida.com/wp-content/uploads/Employer-Cessation-Toolkit-Tobacco-Free-Grounds-metro-cover2.pdf>

Additional Samples of Tobacco-Free Worksite Toolkits:

<http://www.acsworkplacesolutions.com/tobaccopolicyplanner.asp>

<http://health.mo.gov/living/wellness/tobacco/smokingandtobacco/pdf/EmployersToolkit.pdf>

<http://www.cdc.gov/nccdphp/dnpao/hwi/toolkits/tobacco/>

http://www.cancer.org/downloads/gahc/tobaccofree_workplacetoolkit_2009.pdf

<http://bhwellness.org/toolkits/Tobacco-Free-Facilities-Toolkit.pdf>

<http://www.globalsmokefreepartnership.org/ficheiro/SFIB.pdf>

Examples of Materials Used for Working with the Construction Industry:

Building a Cessation Program: <http://www.sbctc.org/docuserfiles/files/Quitting%20Tob-Next%20Step.pdf>

Compliance Issues in Construction: <http://sbctc.org/pdf/complianceguide.pdf>

Examples of Materials for Use with Unions (A California Model): <http://sbctc.org/pdf/labor101-7.pdf>