

Behavioral Health &  
Wellness Program

# Nicotine-Free Policies

Chad Morris

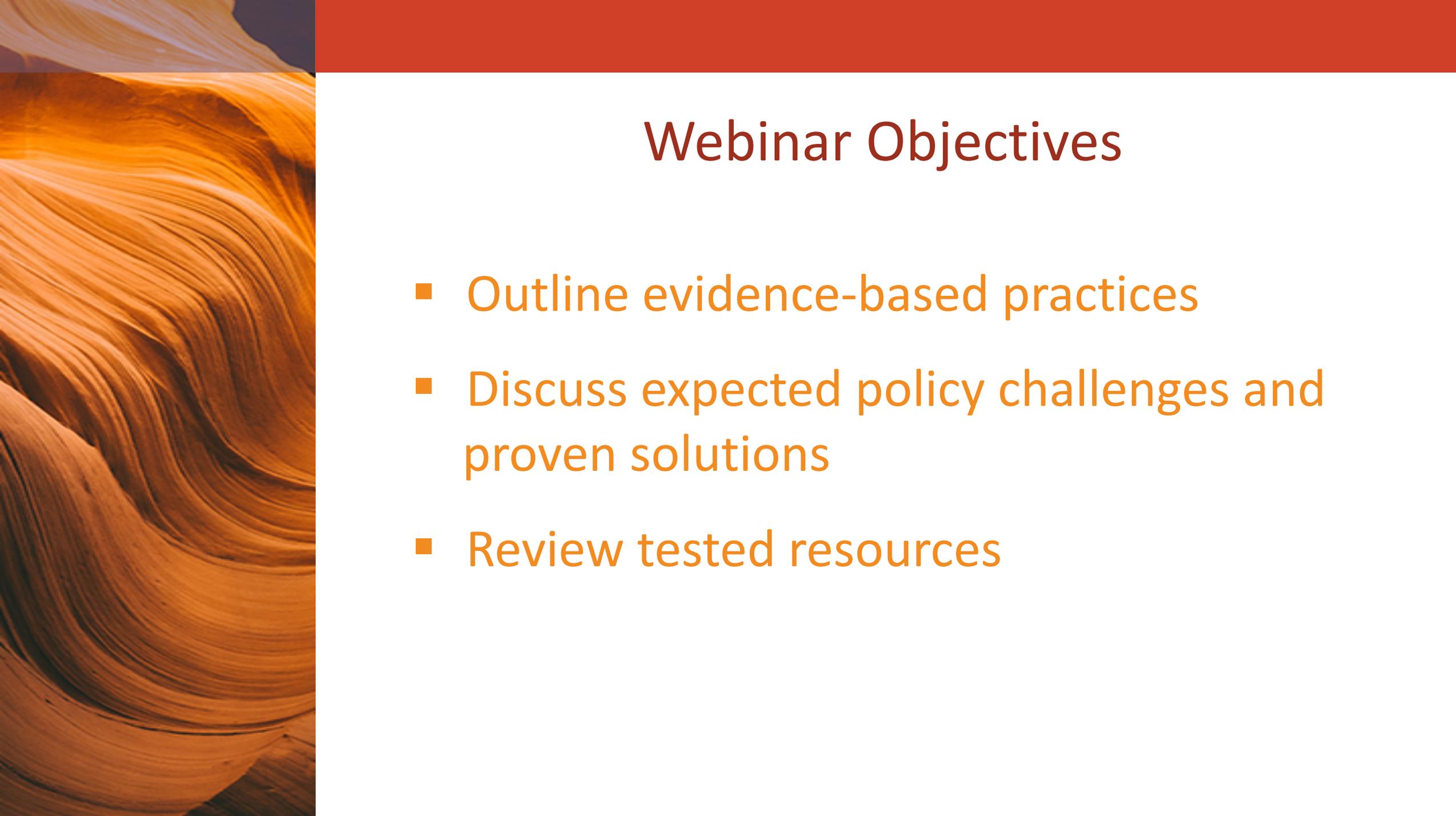
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School of Medicine

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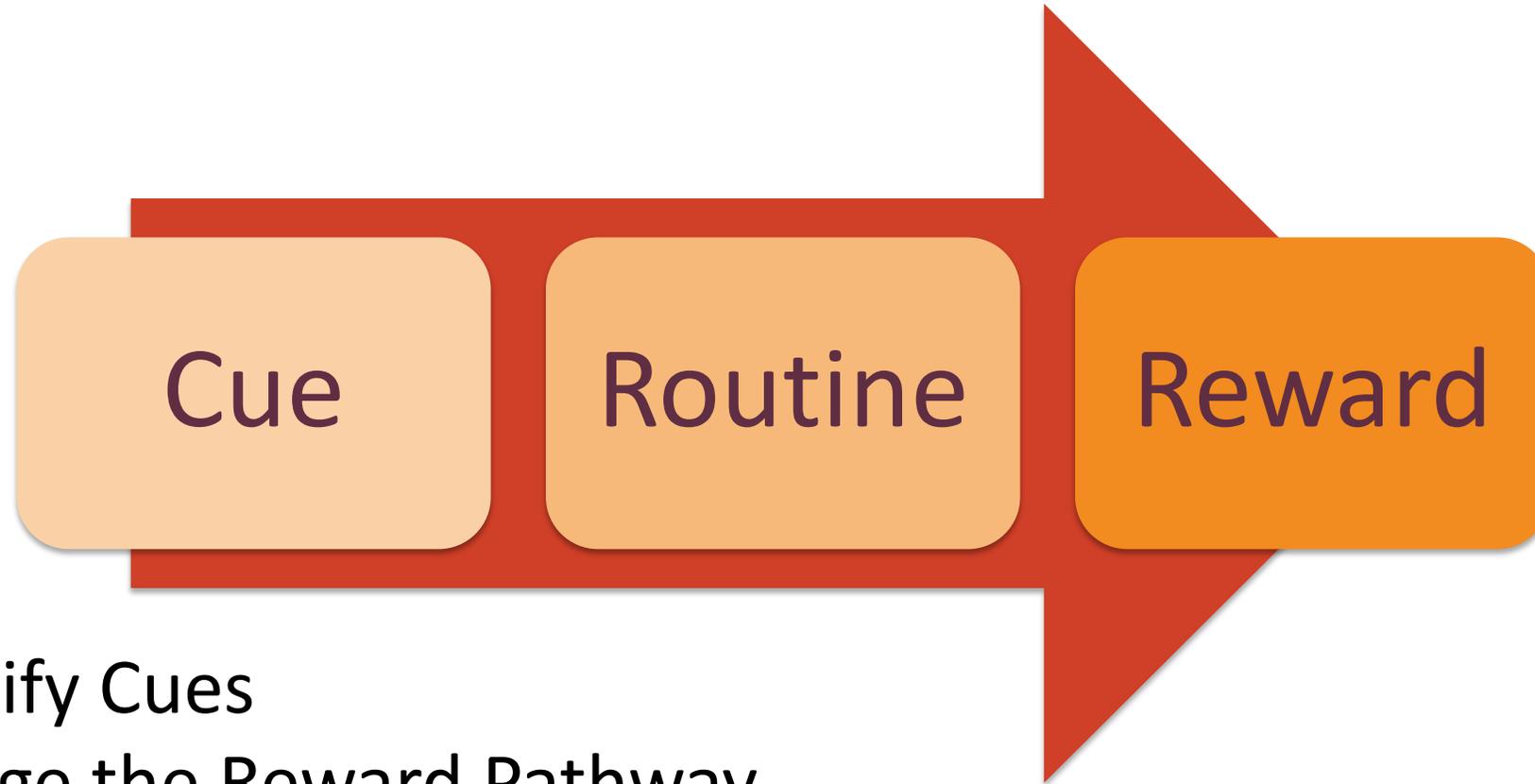




# Webinar Objectives

- Outline evidence-based practices
- Discuss expected policy challenges and proven solutions
- Review tested resources

# Creating Healthy Habits



- ① Identify Cues
- ② Change the Reward Pathway
- ③ Shape the Environment



# Agency Alignment

## Identify the Framing Context

- Mission & Core Values

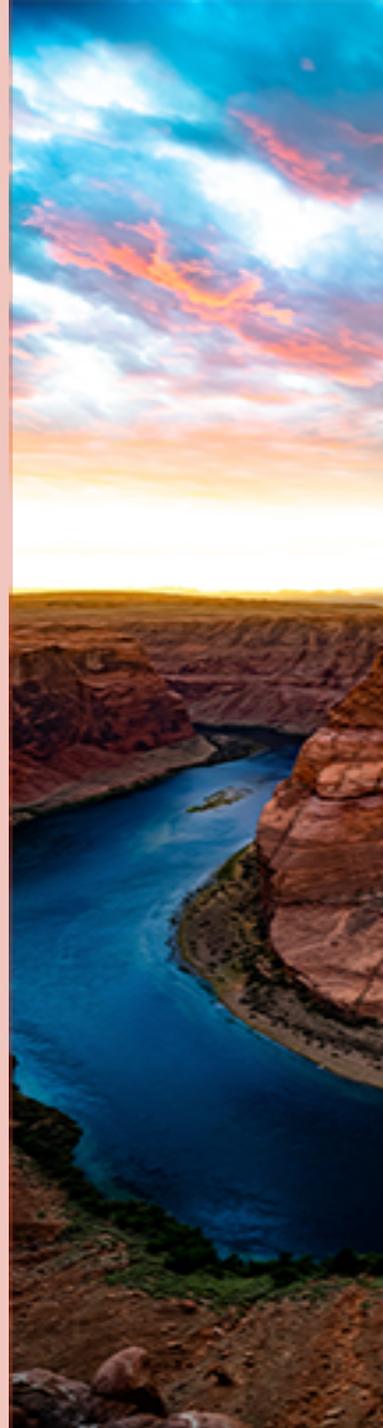
## Build a Clear Rationale

- Tied to Strategic Objectives
- Return on Investment (ROI)

## Communicate

- Intentions
- Expectations

## Demonstrated Leadership



[www.bhwellness.org/  
resources/toolkits](http://www.bhwellness.org/resources/toolkits)



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## DIMENSIONS: Tobacco-Free Policy Toolkit





Convene Your Wellness Committee



Provide Education



Create Your Change Plan



Offer Tobacco Cessation Services



Draft Your Policy



Launch Your Policy



Communicate Your Plan



Enforce Your Policy

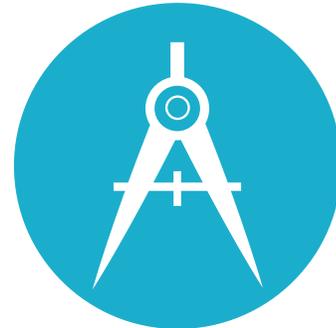


Build Community Support



Evaluate Your Program

# 10 Best Practices



# Convene a Wellness Committee

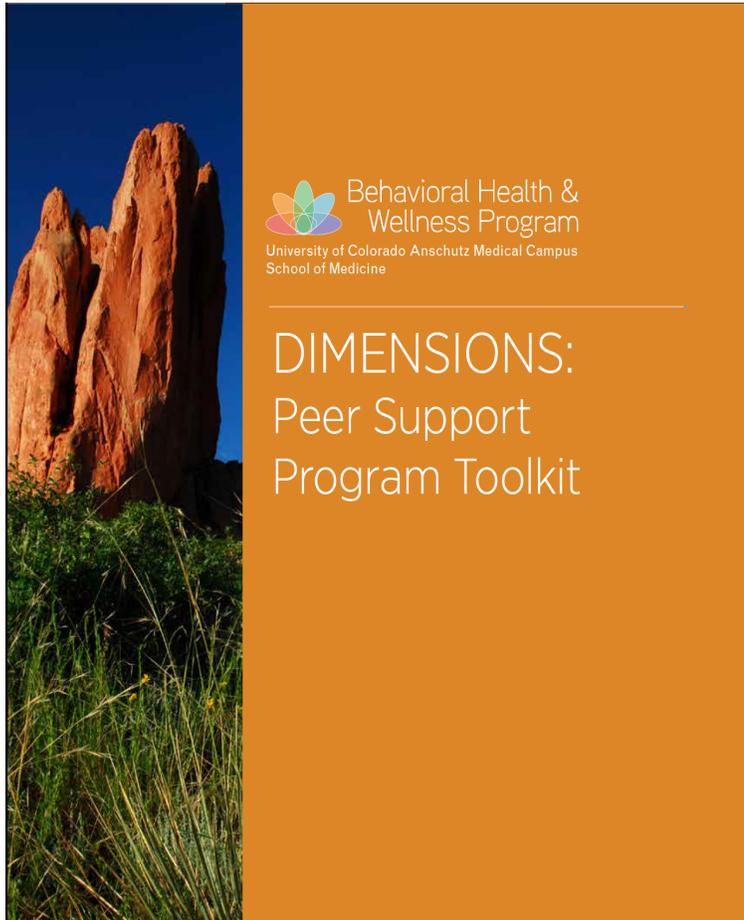
- One of four essential characteristics of effective, long-lasting nicotine free policies
- Not a “tobacco-free committee”
- Identify, recruit, train, deploy, & maintain Wellness Champions



# Wellness Committee Composition



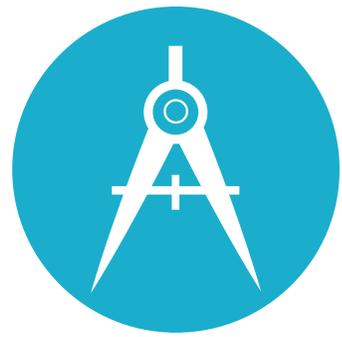
# The Peer Voice is Essential



“A peer provider is a person who uses his or her lived experience, plus skills learned in formal training, to deliver services in health and public health settings to promote mind-body recovery and resiliency.”

<http://www.bhwellness.org/resources/toolkits/>

# 10 Best Practices



# Create a Change Plan

- Three primary activities
  1. Construct a logic model
  2. Assess strengths and weaknesses
  3. Build a timeline
  4. Identify human capital and budget



# 10 Best Practices





# Medication Assisted Treatment (MAT)

Combination of behavioral interventions and medications to treat substance use disorders

Highly effective treatment option for individuals with alcohol, opioid, or **tobacco dependence**

Reduces illicit drug use and overdose deaths



# Evidence-Based Guidance



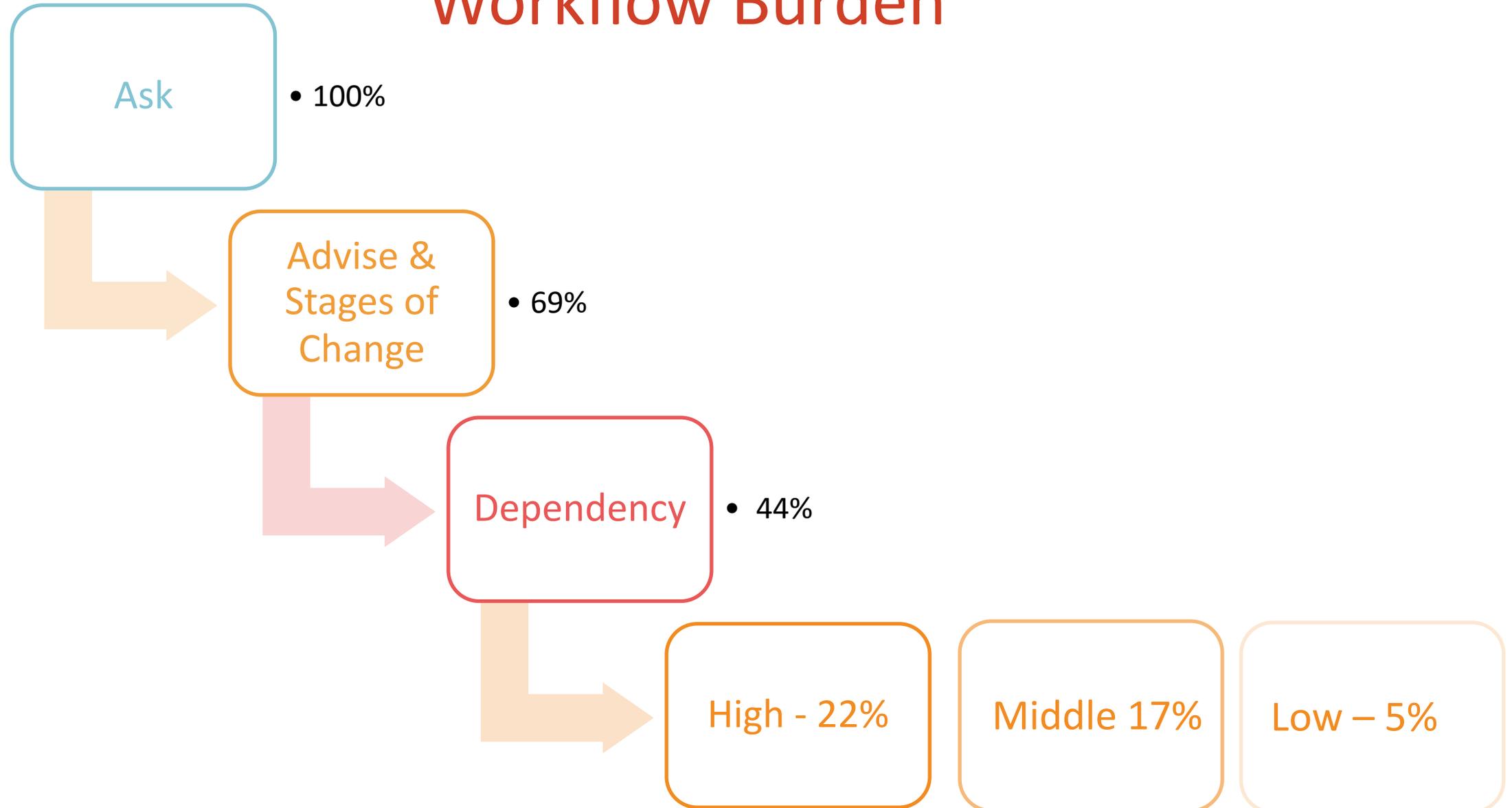
## Supplements

- **Justice Involved**
- Behavioral Health
- Youth (Ages 11-18)
- Young Adults (18-25)
- Low-Income
- Pregnant and Post Partum

<http://www.bhwellness.org/resources/toolkits/>



# Workflow Burden



# 10 Best Practices



# Communication

- Start from the beginning of the planning process
- Carry on through the entire process
- Connect policy to values
- Elicit input & feedback
- Communicate leadership's *commitment*

Utilize multiple  
voices and perspectives



# 10 Best Practices



# Provide Education

- Behavioral health and nicotine addiction
- Pharmacotherapy and counseling
- Brief screening & assessment tools
- Treatment & discharge planning
- Priority populations
- Community referrals
  - e.g., quitlines



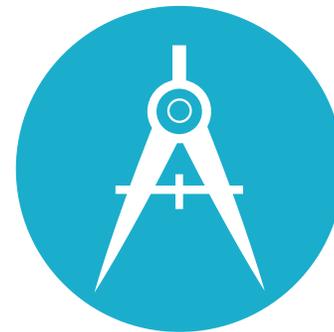
# Staff Cessation Support & Education

## Staff who use tobacco are...

- **More likely** to feel that patients should not be forced to be smoke-free during their stay.
- **More likely** to attribute patient aggression to the smoke-free policy
- **More pessimistic** about patients' ability to succeed at remaining abstinent
- **Less likely** to believe that providing nicotine dependence treatment was as important as their other caregiving roles
- **Less likely** to agree that patient health had improved under the policy
- **Less likely** to agree that their own health had improved under the policy



# 10 Best Practices



# Draft the Policy

- **Comprehensive**
  - Covers all types of employees (staff, contractors, interns, fellows, and volunteers)
  - Covers all types of products (combustible, smokeless, vapor)
- **Complete**
  - Covers all grounds
  - Covers all sites/divisions
  - Covers all times



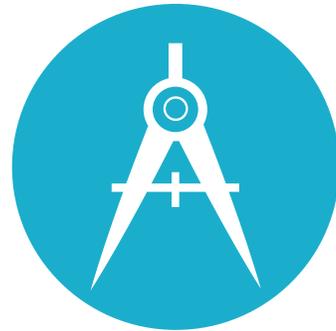
# Inclusion of Electronic Nicotine Devices

Model Language:

“E-cigarettes, electronic vaping devices, personal vaporizers, electronic nicotine delivery systems, or such devices which deliver nicotine or other substances to a person inhaling from the device.”



# 10 Best Practices



# Launch the Policy



- Practice Day
- Pre-Launch Reminders
- Celebration

# 10 Best Practices



# Enforcement



# Enforcement



- Will not be as bad as you think
- Gets better over time

# Enforcement Strategies



- Develop scripts
- Use positive engagement approaches
- Enlist outside support
- Must follow-through on disciplinary action
- Consistent & continuous application

## Consistency is Key

The single largest factor separating successful tobacco-free policies from unsuccessful ones is the presence of a clear administrative process for dealing with enforcement



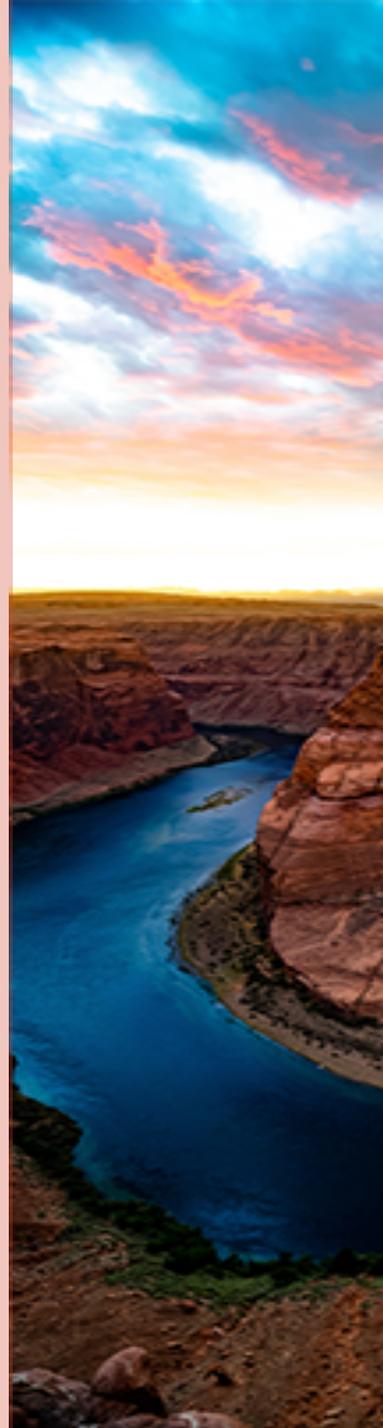
## Consistency is Key

Total prohibitions outperform transitional, phased, or incomplete ones in terms of staff and patient compliance with restrictions, overall satisfaction with the policy, and the belief that the policy was beneficial to patient health



# The Downside of Incremental Change

- The best approach is to go 100% tobacco-free, institute firm deadlines, communicate clearly.
- Do not make investments in transitional phases.
- Policies that are inconsistent lead to perceptions of favoritism and, eventually, to the questioning of the legitimacy of the policy.



# Incremental Change Outcomes

- Patients and staff begin reporting more favorable attitudes *after* transition is complete
- Inconsistency between departments/clinics can raise perceptions of unequal enforcement
- Decreased aggression, need for restraint, discharge against medical advice, and use of as-needed medications in:
  - 75% of all tobacco-free transitions
  - **90% of absolute bans**



# 10 Best Practices

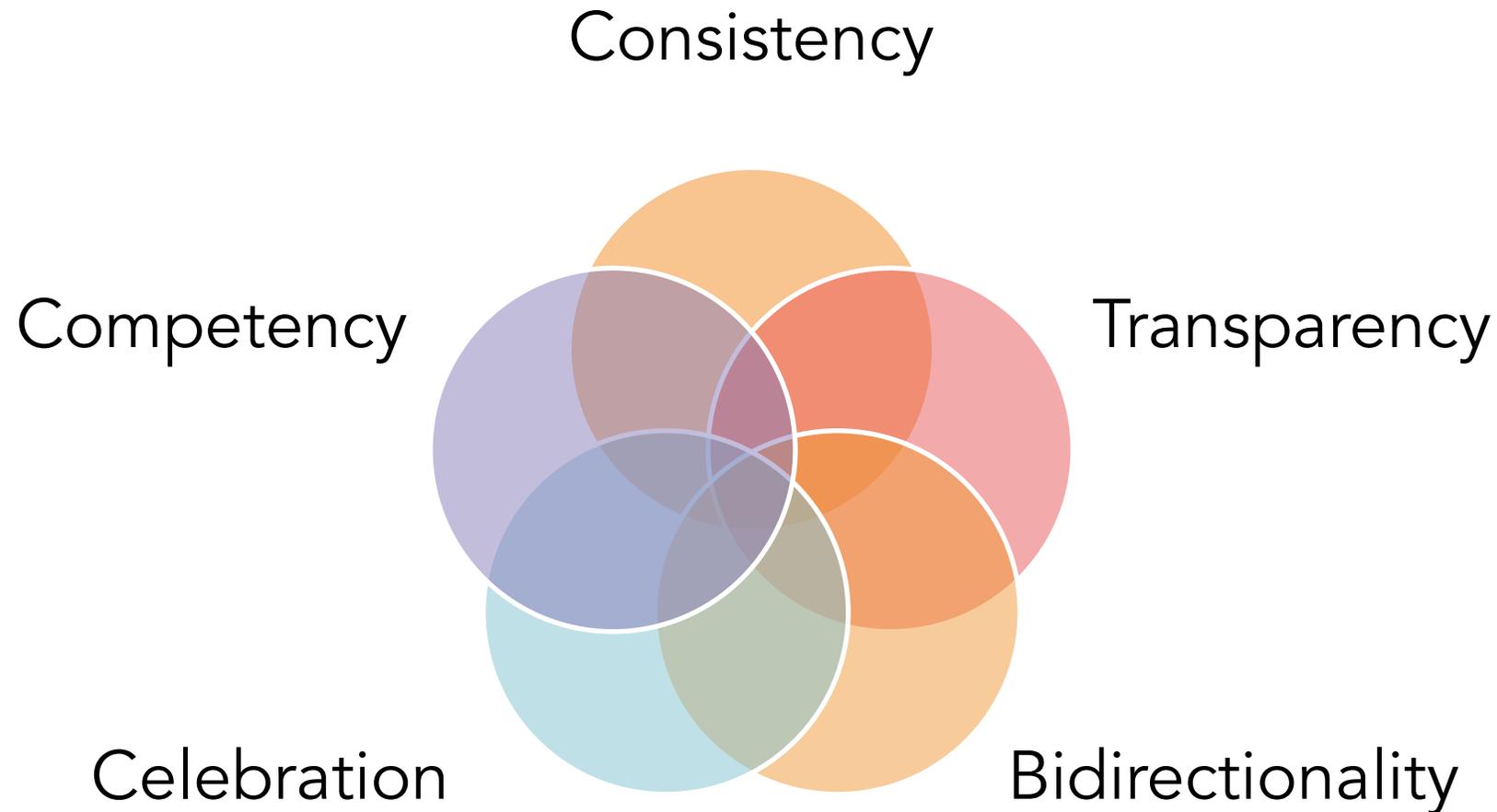


# Evaluate Your Program

- Evaluation begins during the planning phase
- Conduct regular post-implementation evaluations
- Utilize Plan-Do-Study-Act cycles



# Guiding Principles for Sustainable Change



# Resources



# Behavioral Health & Wellness Program

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[bh.wellness@ucdenver.edu](mailto:bh.wellness@ucdenver.edu)

[www.bhwellness.org](http://www.bhwellness.org)



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