

# Implementing a Tobacco Free Campus

## ‘ Ways & Means ’

Martina Blake & Pauline Kent  
Tobacco Free Ireland Programme  
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HEA Healthy Campus Network Event  
Healthy Campus Network Event  
09/02/2023



Healthy Ireland The next 3 years



30

Third-level institutions  
implementing the Healthy  
Campus programme



# Overview

- ▶ Introduction to Government Policy in this area
- ▶ Tobacco Free Ireland Programme (TFI)
- ▶ Health Impact of Tobacco
- ▶ Current Irish Statistics
- ▶ Healthy Campus in action
- ▶ TFC Resources
- ▶ Implementation plan for TFC



# Tobacco Free Ireland Government Policy

The Tobacco Free Ireland Policy 2013- 2025 seeks to:

- de-normalise tobacco within Irish society,
- reduce initiation rates,
- assist smokers to quit,
- protect non-smokers, especially children, from the effects of second-hand smoke, by building on a stable policy and legislative framework.

Tobacco Free Ireland - 5% smoking prevalence by 2025



## The Overall Aim of Tobacco Free Ireland Programme is to:



**DENORMALISE**  
Smoking for the  
next generation



**ACKNOWLEDGE**  
tobacco use as a  
disease and treat



**PROVIDE CESSATION**  
**SUPPORT**  
Encourage smokers to  
access services through QUIT



**PROVIDE**  
a Tobacco Free  
environment



# Introduction to TFI - why is tobacco a problem?



# Smoking and Human Health;

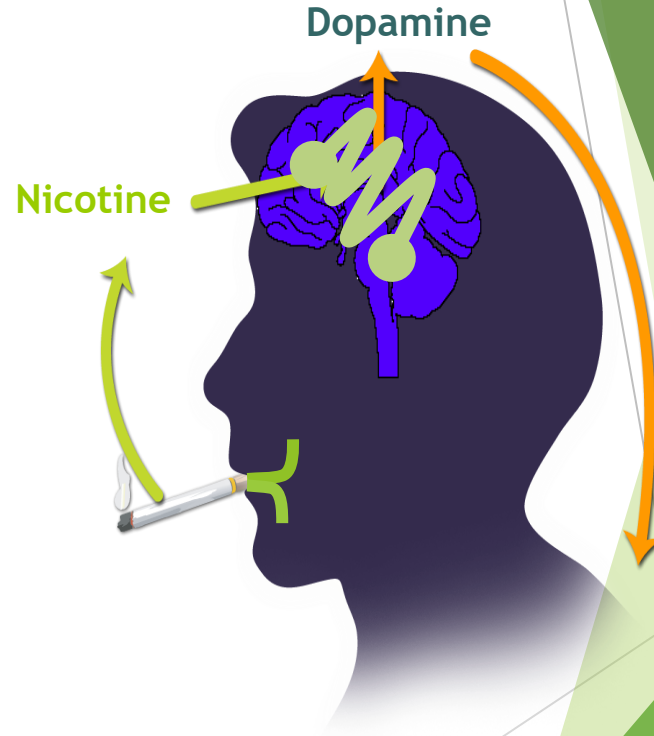
Tobacco is the only legally available consumer product which kills half of the people who use it entirely as intended.



World Health Organization

# The Cycle of Nicotine Addiction;

- ▶ **Nicotine** binding causes an increase in release of **Dopamine**
- ▶ **Dopamine** gives feelings of pleasure and calmness
- ▶ The **Dopamine** decrease between cigarettes leads to withdrawal symptoms of irritability and stress
- ▶ The smoker craves **Nicotine** to release more **Dopamine** to restore pleasure and calmness



1. Jarvis MJ. BMJ. 2004; 328:277-279.
2. Picciotto MR, et al. *Nicotine and Tob Res.* 1999; Suppl 2:S121-S125.



## Health Effects of Smoking on the Population in Ireland

- Smoking affects every organ of the human body.
- Every week in Ireland, there are almost 100 smoking-related deaths and 1,000 hospital admissions.
- Almost a third (32%) of current smokers & 39% of ex-smokers report having a long-standing illness or health problem. This compares with 27% of those who have never smoked.
- The good news is that even with established disease quitting at any point improves your overall breathing and health



## Health Effects of Second Hand Smoke (SHS)

- ▶ More than 8 million people worldwide die each year as a direct result of tobacco use **or from exposure to second hand smoke.**
- ▶ More than 7 million of these deaths are as a direct result of smoking, with approximately 1.2 million deaths among non-smokers as a result of exposure to second-hand smoke (SHS).
- ▶ 65,000 of these preventable and premature deaths are in children under 15 years.
- ▶ According to the US Surgeon General, there is no safe level of exposure to SHS.



# Impact on the environment

- ▶ Cigarette butts are the most common form of litter generally
- ▶ At beach clean-ups, cigarette butts are the most common form of litter found
- ▶ Within an hour of contact with water, cigarette butts can begin leaching chemicals such as cadmium, lead and arsenic into the marine environment. Cigarette butts have been found in the stomachs of fish, whales, birds and other marine animals, leading to ingestion of hazardous chemicals and digestive blockages
- ▶ Cigarette butts not properly extinguished can cause fires.
- ▶ Clean-up of tobacco litter from recreational areas is costly to taxpayers.



# An assessment of the economic cost of smoking in Ireland

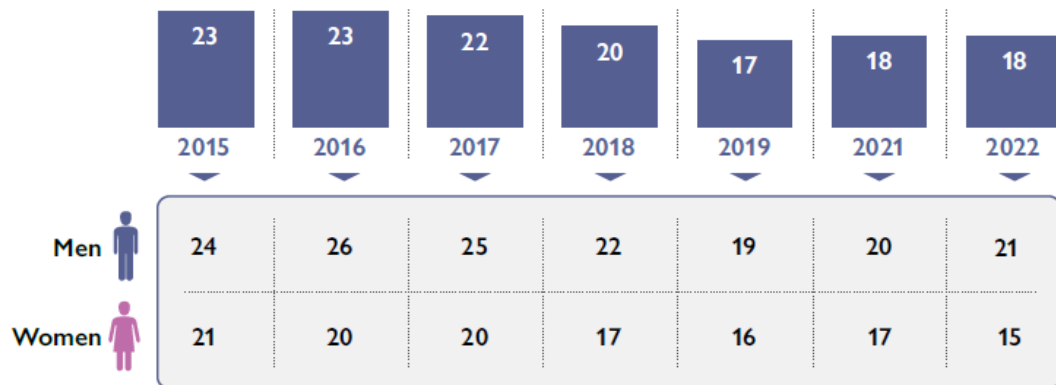
Impact	Number	Cost (€ million)
Deaths attributable to smoking and second-hand smoke	5,950	-
Hospital inpatient admissions	31,500	171
Hospital day case appointments	19,300	13
Hospital outpatient appointments	116,300	15
Hospital emergency department attendances	38,000	10
Primary care	-	256
Hospital transportation	12,700	1
Domiciliary care	-	40
Loss of productivity - smoking breaks	-	136
Loss of productivity - smokers' absence	-	224
Lost productivity - premature death	-	711
Fires	380	4
Fatalities from fires	1	2
Litter	-	69

ICF International, Department of Health Dublin



# Tobacco - Where are we today?

Prevalence of smoking - by year and gender (%)

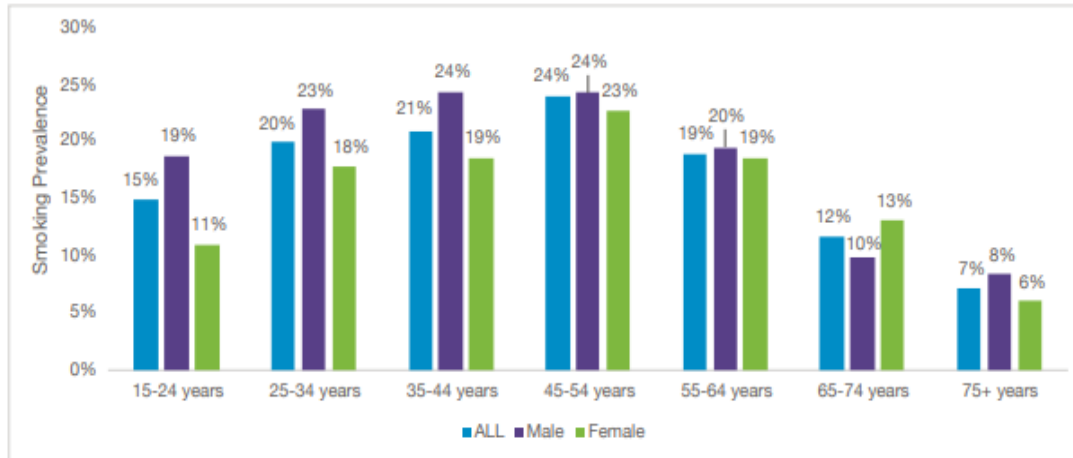


- 18% smoking  
14% smoke daily,
- Highest rates among 25-34 year age-group (24%),
- Higher rates among those unemployed (39%) than those in employment (19%),

Source: Healthy Ireland Survey, 2022



## Prevalence of smoking by Age group and gender 2021



# Aims of Healthy Campus;

- ▶ 1. To create a shared understanding of a Healthy Campus to guide and inspire action by Higher Education Institutions.
- ▶ 2. To support and recognise the work of Higher Education Institutions in improving the health and wellbeing of campus communities.
- ▶ 3. To generate and disseminate knowledge for promoting health and wellbeing in Higher Education Institutions.

## Tobacco Free Ireland Programme;



## Tobacco Free Ireland Programme (TFIP):

- Improve the health and wellbeing of the population
- Reduce smoking prevalence to less than 5% of the population by 2025
- Protect the next generation of Irish Children from taking up smoking and reducing risk of second hand smoke
- Achieve a complete Tobacco Free Health Service

# Why should a HEA take on Tobacco Free?

- ▶ **As an employer your organisation has a lot to gain from implementing a tobacco free environment. What are these gains ?**
- If you are interested in improving the health of your staff and students no other health and wellbeing investment/activity will have as much impact on health improvement
- Reduced tobacco use improves productivity - healthy staff means reduced absenteeism for staff and students meaning reduced operational costs
- Reduced risk of fire and accidents, which leads to lower fire and accident insurance premiums
- Reduction in cleaning costs and maintenance costs
- Improved reputation in the public and as a recruitment asset when viewed as a responsible employer and one that cares for the environment
- Contribution to society in tackling an important issue. Tobacco is the single most preventable cause of death in the world today.
- Reduced risk of litigation



## How are we implementing TFC in the health service?

- Policy
- Continual communication
- Continual investment
- Training
- Incentivisation for quality improvement
- Using other levers to get buy in - patient satisfaction surveys/Risk



# GNTH 8 Standards

#1

Governance &  
commitment

#2

Communication

#3

Education &  
training

#4

Identification,  
diagnosis &  
tobacco cessation  
support

#5

Tobacco-free  
environment

#6

Healthy workplace

#7

Community  
engagement

#8

Monitoring &  
evaluation

# Implementation of a TFC

## Preparation

Consult and seek senior management buy in

Establish a working group with senior reps

Survey stakeholders and assess buy in and prevalence

Draft policy and sign off

**Communication phase - announcement phase** - A minimum lead in time of three months and a maximum lead in of 12 months from announcement - count down calendars etc

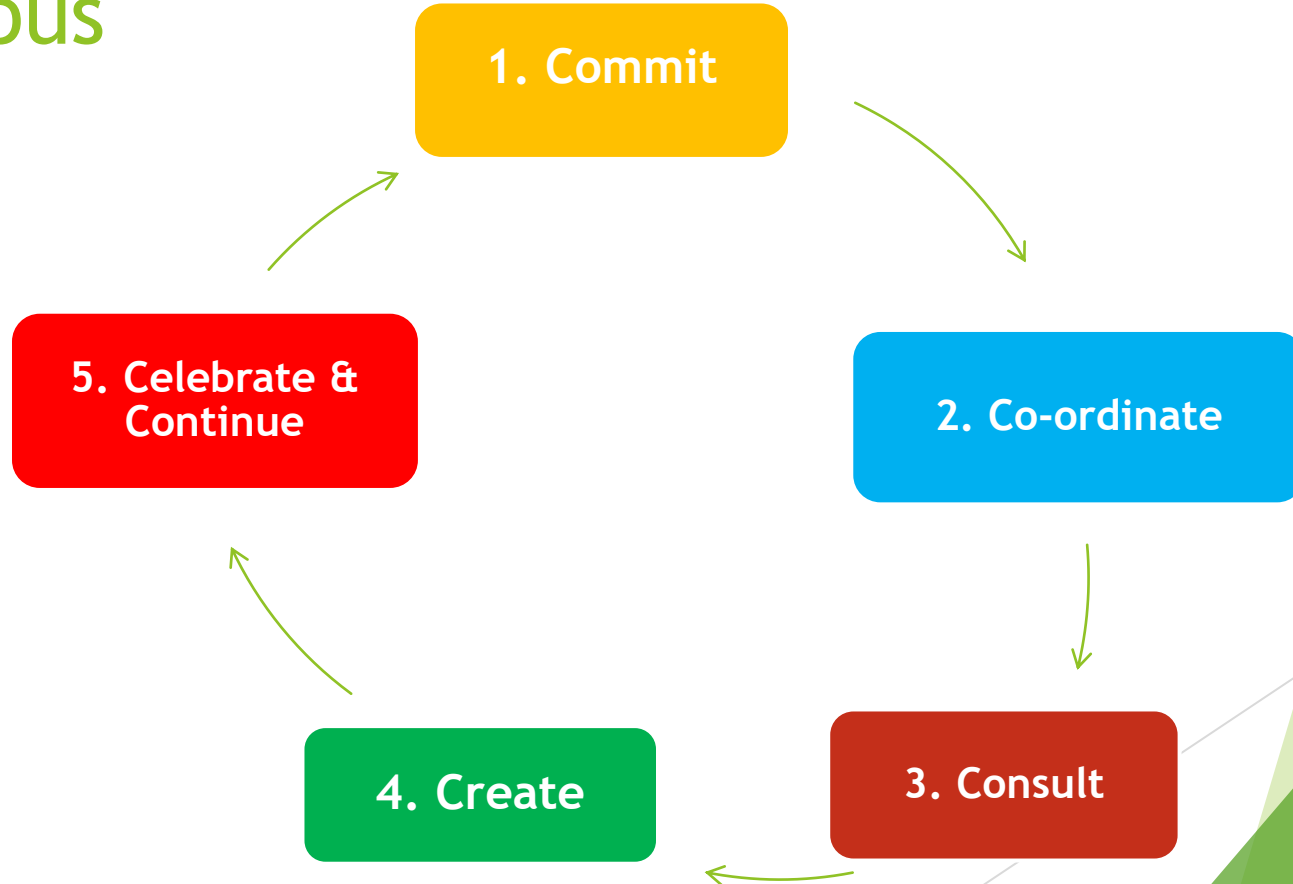
**Preparation Phase** - Staff and patients/visitors should be made aware of the survey results, if available, and kept up to date on the timeframe. This is also a good time to begin promoting support services for smokers who want to quit.

**Plan for communication, signage, bins with ash guards, removal/repurposing of shelters etc**

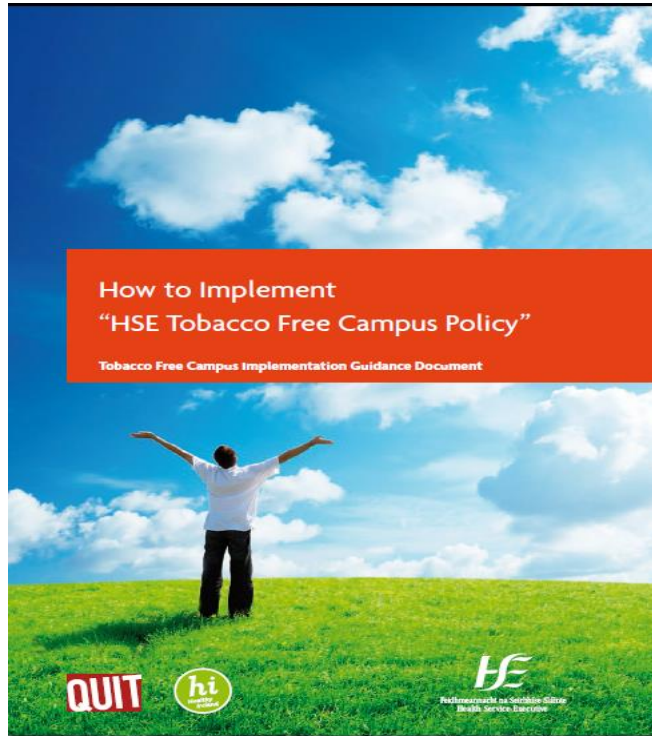
Determine how you will address compliance with the policy, process in place for dealing with breach's policy

**Audit/evaluation**

# Six steps/pillars to/of a Healthy Campus

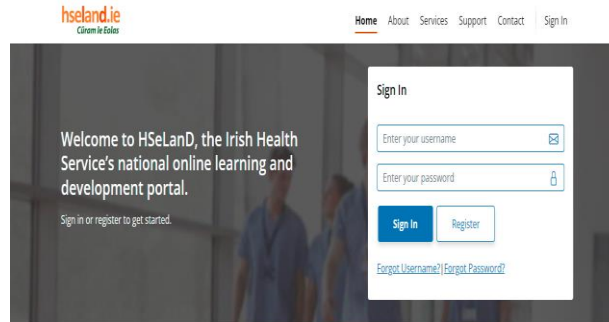


# TFC Tools;



- Tobacco Free Campus (TFC) Implementation Guidance Document
- Put in place across the HSE in 2015
- Comprehensive & Easy to use
- ‘whole organisation’ approach
- Buy-in of all service users
- All staff to embrace their potential as positive role models

# TFC Video;



- ▶ Developed TFC instructional training videos to support staff to communicate the policy effectively with their colleagues, inpatients, service users and visitors
- ▶ Help staff and managers have positive Tobacco Free Campus conversations around smoking and vaping
- ▶ Format the videos into e-learning course which is available on the organizations' E learning platform, HSEland

# Signage & QR Codes;

Free site  
and e-cigarette  
free site

We ask that you don't  
smoke or vape here.

Support us to build a better health service:



Face to Face: visit [quit.ie/clinics](http://quit.ie/clinics)  
Text Us: Freetext QUIT to 50100  
Email Us: [support@quit.ie](mailto:support@quit.ie)  
Facebook Us: [facebook.com/HSEQuit](https://facebook.com/HSEQuit)  
Tweet Us: @HSEQuitTeam



- New standard templates for signage  
<https://www.hse.ie/eng/about/who/tobaccocontrol/campus/>
- Use of QR codes

## To give TFC Feedback

Support us to build a better health service



**This is a Tobacco and E-Cigarette Free Campus**

We appreciate your cooperation

This area is monitored for compliance by OCTV

To report a breach of this policy please contact health service management



For support to quit please contact [Quit.ie](http://Quit.ie)



Tacaigh linn seirbhís sláinte níos feara a fhorbairt



**Campus ó Thobac agus Toitíní Leictreonacha é seo**

Is mór againn do chomhoibriú

Tá an t-áirí seo faoi mhonatóiríocht ag TCV i gcomhair comhlíonachta

Le áirí a fiontúil, déan teagmháil le lucht bainne sláinte an eabhlóid sláinte ná



Le tacaíocht a fháil éirí as, déan teagmháil le [Quit.ie](http://Quit.ie)



Scan Me





- ✓ **National Tobacco Free Campus Policy**  
<https://www.hse.ie/eng/staff/resources/hrppg/national-tobacco-free-campus-policy---april-2012.pdf>
- ✓ **Protecting HSE Staff from Second-hand Smoke in Domestic Settings**  
<https://www.hse.ie/eng/about/who/tobaccocontrol/shspolicy/shspolicydoc.pdf>
- ✓ **Tobacco Free Campus Toolkit Guidance Document**  
<https://www.hse.ie/eng/about/who/tobaccocontrol/campus/tobacco-free-campus-toolkit-guidance-document-oct-16.pdf>
- ✓ **National Stop Smoking Clinical Guidelines to Help People Stop Smoking**  
<https://www.gov.ie/en/publication/4828b-stop-smoking/>
- ✓ **New Signage -**  
<https://www.hse.ie/eng/about/who/tobaccocontrol/campus/>
- ▶ suite of tools available on-line in the TFC Toolkit & Implementation Guide  
<http://www.hse.ie/eng/about/Who/TobaccoControl/campus/>
- ▶ Training for staff through [www.makeeverycontactcount.ie](http://www.makeeverycontactcount.ie)
- ▶ Support to quit available through [www.quit.ie](http://www.quit.ie)
- ▶ Tobacco Free Campus & quit resources available through [www.healthpromotion.ie](http://www.healthpromotion.ie)
- ▶ Training in Behaviour Change available through
- ▶ Global Network for Tobacco Free Healthcare Services Self Audit  
<http://www.tobaccofreehealthcare.org/public-resources/self-audit-resource>



## Acknowledging the implementation Struggles

Implementing TFC is not easy. It requires continued and ongoing commitment  
Don't expect perfection.

Many people have a very narrow view of TFC implementation and think that if you see people smoking outside a hospital or a site for example that the policy doesn't work and nothing is happening.

Monitoring compliance and building compliance with staff and the public is only one part of the policy.

There could be fantastic stop smoking support and treatment happening inside the hospital.

If sites regularly remind everyone what's expected it helps to build compliance.

It takes a number of years for a cultural shift to happen.



# Challenges;



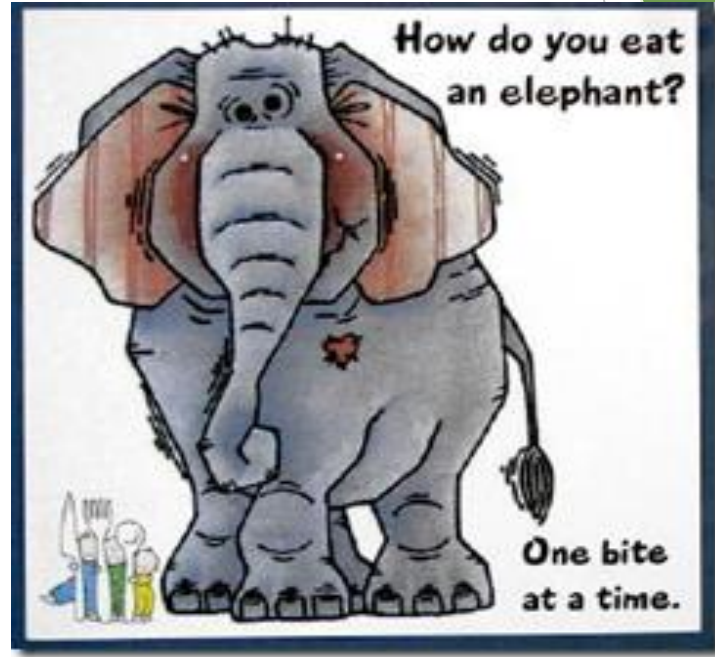
- ▶ Resistance to the policy ‘ The rights to smoke/vape’ argument..
- ▶ The TFC policy is everyone's responsibility
- ▶ Dealing with breaches of the policy
- ▶ Managing conflict and conflict resolution
- ▶ Currently limited legislation to support TFC (Litter Pollution bill 2022 currently before Dail)

Tobacco smoke is a key source of indoor/outdoor air pollution, yet it is not included in the draft Clean Air strategy. Protection against second-hand smoke (SHS) should be enshrined within any revised Clean Air Act and reducing exposure to SHS must be considered a fundamental aspect of indoor/outdoor air pollution control.

(Institute of Public Health 2022)

## The challenge of Improvement in Tobacco Free Environments

- The challenge can appear huge
- break down the pieces of work into smaller tasks
- Top down but importantly bottom up approaches



THANK  
YOU!

Martina Blake

[Martina.blake1@hse.ie](mailto:Martina.blake1@hse.ie)