

Tobacco-Free Community



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President and CEO

Ideas That Work

- Enact policies to make the workplace and all company events smoke-free both indoors and outdoors.
- Provide counseling and medication coverage, including OTC medication, to assist all smokers in quitting.
- Explore collaborations with state and local health departments and tobacco cessation advocacy groups, regulatory organizations, and employer-group coalitions.
- Support mass media no smoking or smoking cessation campaigns.
- Support the creation of tobacco-free outdoor community areas, including parks, recreation areas, building entry ways, businesses, public institutions, and health care and education campuses.
- Encourage patronizing only stores that limit or eliminate tobacco advertising and promotion at the point-of-sale.
- Encourage retailers licensed to sell tobacco products to voluntarily reduce the size and number of tobacco advertisements and promotional displays inside and outside the store.
- Support and participate in only those community events that prohibit tobacco company sponsorship, goods, services, or financial support.
- Sponsor community events that support smoking cessation causes (e.g., American Lung Association, American Heart Association, American Cancer Society).
- Partner with health care systems/hospitals in providing smoking cessation coverage for counseling, medications, and smoke-free policies.
- Partner with community- and school-based efforts to reduce youth access to cigarettes, including retailer education and active enforcement of tobacco sales laws.
- Support state telephone quitlines to serve the community better.

“To continue improving the health of the people and communities we serve, we must address chronic health issues and their causes. Our systematic approach provides patients, employees, and their families the support needed to eliminate tobacco use and improve health outcomes.”

INTEGRIS Health

Tobacco Cessation Initiative

“In cooperation with the Oklahoma Hospital Association, the Oklahoma State Department of Health and the Oklahoma Tobacco Settlement Endowment Trust”

Community Initiative Theme

- *Helping Patients Quit: Hospitals Advancing Tobacco Treatment*

Program Goals

- Provide tobacco cessation assistance for patients and employees and their families.
- Increase awareness of the damaging health effects of tobacco use and the health benefits of quitting.
- Provide an inpatient tobacco cessation program for patients and their families, as well as resources from outpatient services and physician practices, to create a tobacco free culture and improve positive health outcomes.

Program Components

- Tobacco-free campuses—tobacco use of any kind is prohibited on premises.
- Clinical intervention—health professionals conduct repeated interventions and refer patients to 1-800-QUIT NOW for counseling and support.
- Pharmacotherapies—health care providers prescribe cessation medication to manage withdrawal symptoms.
- Physicians take an active role in encouraging their patients to quit using tobacco.

Program Highlights

- Established support from top leadership.
- Pilot sites implementing and supporting tobacco cessation interventions, cardiovascular and stroke care, and women’s reproductive health.
- Developing an evaluation and tracking component to measure program effectiveness.
- With success in the pilot sites, program will expand to include all INTEGRIS medical centers and hospitals, outpatient clinics, physician offices, and community outreach.
- This intervention will be part of a new wellness initiative that will be included in benefit packages for employees and their families.