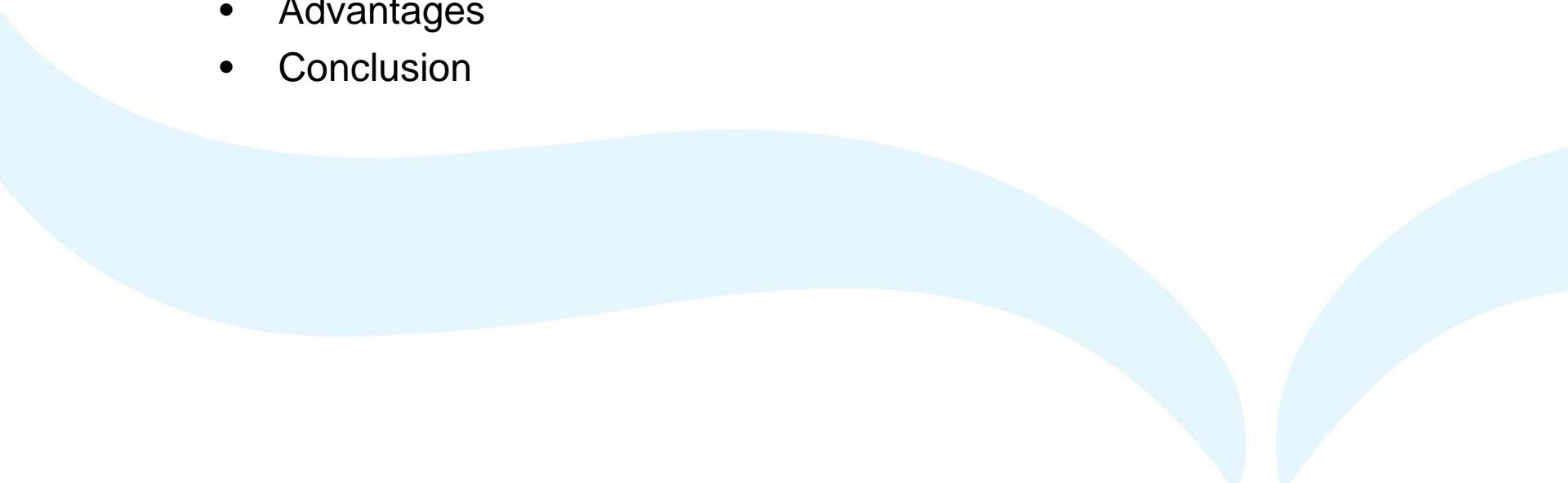


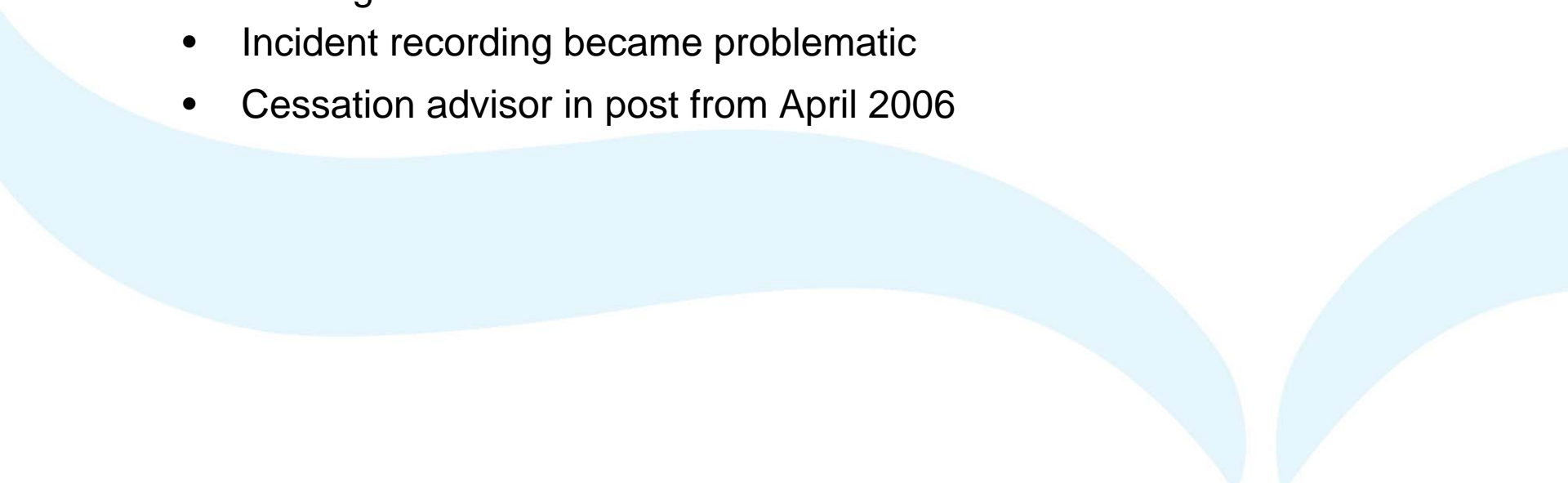
Smoke Free Environment The South Experience

Matthew Clark
Ward Manager, Ward 31, Southern General
Hospital

The South Experience

- March 2006 NHSGG No Smoking policy in place.
 - Implementation plan developed
 - Pilot site experience (May 2006)
 - Rollout June 2007
 - Challenges
 - Advantages
 - Conclusion
- 

Implementation plan developed

- Pilot site chosen – smoke rooms to be closed on 15 May 2006
 - 2 month lead in
 - Nursing staff resisted engagement
 - Communication needs underestimated
 - Key disciplines excluded
 - Briefings were unattended
 - Incident recording became problematic
 - Cessation advisor in post from April 2006
- 

Pilot site experience

- Poor preparation heightened anxiety for staff and patients
- Fragmentation within teams
- Inconsistent approaches to managing both the patients and the environment
- Environmental damage
- Extra resource for patients
- Improved air quality and general ambience
- Encouraged our patients to seriously think about quitting
- Patients reported smoking less & saving money

Rollout June 2007

- Feb 2007 – new implementation plan developed
- Phased approach: training, shelters (designed, built & installed), staff buy-in, estates issues, patient inclusion, resources (leaflets, posters, patient & visitor information)
- Communication: Language, managing misinformation, outreach teams, all disciplines
- Staff anxiety – ‘special’ observations
- Creative problem solving – including NRT on symptomatic policy



Challenges & Costs

- Breaking down the change
→ smaller steps
- Change in staff perceptions
→ impact on implementation
- Resistance
- Compliance – better with
patients than staff
- Continuous reinforcement

Ashguards	£4751.84
Litter bins	£5110.60
Smoking Shelters	£22,147.00
Additional litter pick up	£2550.00
Flooring	£6160.00
Decoration	£5637.00
Furnishings	£9384
Fencing & Canopy	£7630
Total	£63,370.44

Advantages

- We've moved forward!
- Wards have been refurbished
- Assessment process now includes tobacco reporting
- Nursing staff spending more time engaging positively with patients
- Our employees now have minimal exposure to environmental smoke
- Our hospitals are entirely smoke free indoors



Conclusion

- Worthwhile approach to enhancing the wellbeing of all involved
 - Multi-faceted issue – required more time to tackle than anticipated
 - Never underestimate the importance of the involvement of the clinical team
 - ALL departments within health service must be involved
 - We would never return to permitting smoking indoors
- 