

**Einstein Healthcare Network
Memorandum**

To: All Einstein Leaders, Physicians and Employees

From: Tobacco- and Smoke-free Task Force

Date: November 2018

Subject: Maintaining our tobacco and smoke free campus together

Over four years ago, we adopted a tobacco- and smoke-free campus policy across the Network, and we have seen a difference. We have been able to offer our patients, visitors, and one another a healthier and cleaner environment.

While maintaining a tobacco- and smoke- free environment can be challenging, this important commitment to the health of our community each day begins with our employees. We appreciate the support that many employees have been showing in following the policy. And with everyone's support, we can continue to keep our campuses tobacco- and smoke- free.

All staff are expected to do to the following:

- **Be familiar with the policy.**
 - Smoking is **prohibited** on any Einstein property including all buildings, grounds, parking lots and decks, inside vehicles and on all sidewalks adjacent to our facilities.
 - In addition, out of respect for our neighbors and the communities where Einstein is located, smoking is prohibited on the sidewalks immediately adjacent to the facility.
- **Inform visitors, patients, and colleagues who may need the information or reminder.** If you work with patients and visitors, please work with your team to determine written and verbal ways to share this important message with them in your area. See page 2 for suggested talking points.
- **If you are a smoker**, we thank you for continuing to respect this tobacco- and smoke- free policy. If an employee is found to smoke on campus or neighboring sidewalks, his or her behavior will be addressed through Einstein's Performance Accountability program. If you choose to enroll in our quit smoking program, you will receive coaching, a 90 day supply of nicotine replacement therapy as well as 20 entries into the RedBrick quarterly raffle.

On behalf of the Tobacco and Smoke Free Task Force and our Network, I thank you. If you have any questions about the policy and/or our quit smoking resources, please go to einsteinlivewell.com or email wellbeing@einstein.edu.

Talking Points

General approach:

- Greet the employee/patient/visitor in a friendly way.
- For those who may not know our policy: “Hi, I'm not sure if you're aware, but this is a tobacco-free campus. For health reasons, we don't allow the use of tobacco anywhere on our property, inside or out. May I ask you to extinguish your cigarette/pipe/cigar and dispose of it/put it away? Thank you!”
- For those who do know our policy: “Hi, I just want to remind you that we have a tobacco-free policy in place on this campus. May I ask you to extinguish your cigarette/pipe/cigar and dispose of it/put it away? Thanks!”

What if the person you've approached reacts negatively?

- If the person grumbles, but complies, nothing more needs to be done except for perhaps a last friendly, “Thanks, we really appreciate your cooperation.”
- If the person seems angry or agitated and upset, try empathy: “I know this is hard, AND (not BUT) we're really concerned about the health of everyone who comes to this campus. We really appreciate your cooperation.”
- If empathy doesn't work, and you feel the situation escalating, say nothing more. Get your manager or Protective Services to help out.