

## Guidelines for Smoke Free WA Health System Policy Communication Strategies

These guidelines provide information on key communication considerations to implement the Department of Health's Smoke Free WA Health System Policy. To assist in the effective communication of the smoke free policy health services must have an implementation strategy that is monitored and reviewed regularly by a delegated staff member and/or working party.

### The communication strategy applies to:

- Staff, contractors, volunteers, patients and visitors on policy requirements

### 1. Staff Communication

#### 1.1 Distribution of the Smoke Free WA Health System Policy and associated guidelines via:

- Pay slips, emails and communication/message boards
- Screensavers, on hold messages, competitions and quizzes
- Staff recruitment advertising process, induction package Occupational Safety & Health guidelines and presentations

The following statement should be included in all Department of Health employment advertisements.

**The Department of Health is an equal opportunity employer and is a smoke-free environment across all buildings, grounds and vehicles.**

#### 1.2 Associated guidelines include:

- [Guidelines for the management, compliance and enforcement](#) of the Smoke Free WA Health System Policy
- [Guidelines for the provision of assistance to nicotine dependent staff](#) to ensure that Nicotine Replacement Therapy (NRT) is readily available and staff know how to access NRT or other support if needed

### 2. Patient and Visitor Information

#### 2.1 Health System

- 2.1.1 Provide an explanation of the policy on admission and on presenting at Emergency Department.
- 2.1.2 Refer to [Guidelines for the management of nicotine withdrawal & cessation support in nicotine dependent patients](#) to ensure that staff have the knowledge and skills to discuss nicotine dependence management.
- 2.1.4 General Practice advice at time of pre-admission consultation.
  - Development of communication strategy via WA Divisions of General Practice.

#### 2.2 Public relations

- 2.2.1 Opportunistic public relations articles within local newspaper(s).

### 3. Environmental Changes

#### Existing Buildings and Grounds

##### 3.1 Smoke free signage

Smoke free signage is imperative in communicating the smoke free policy as well as maintaining the message and ensures consistency and credibility across the WA Health System.

3.1.1 Signage should be placed strategically throughout the site:

- At the entrance of the site
- At every entrance and exit to the building
- At all previous designated smoking areas
- At lifts and stairwells
- At all courtyards and places of congregation
- Within all vehicles that are the property of the health service

3.1.2 Signage should remain visible at all times and be well maintained. All graffiti should be attended to regularly and damaged or removed signage should be replaced immediately.

3.1.3 To arrange the production of the signs:

1. Go to [Smoke Free WA Health System signage](#) pdfs
2. Select the artwork (signage) that applies to your health service.
3. Contact your local sign maker and provide artwork to arrange a quote for the production of signs to suit your quantity required and specification (size, metal, vinyl adhesive).
4. The sign maker will provide a quote based on production only as the artwork will have been provided.
5. Accept quote and arrange production and delivery to your health service.

#### New Buildings

All new WA Health buildings need to have Smoke Free signage as listed above.