

Smoke Free WA Health System Policy

Going Smoke Free: Guidelines for the Development of Smoke Free WA Health System Policy Communication Strategies

These guidelines provide information on key communication considerations to facilitate effective implementation of the Department of Health's Smoke Free WA Health System Policy.

To assist in the effective implementation of the Smoke Free WA Health System Policy (the policy), Health Services must develop an Implementation Strategy. The Strategy should include an outline of the implementation process to ensure the policy is successful and is supported by staff and the community.

This guideline has been developed by the Smoke Free WA Health System Policy Working Party and is supported by other [guidelines](#) and documents relating to management, compliance and enforcement, and nicotine dependence support.

The communication strategy applies to:

- Staff, contractors, volunteers, patients and visitors

1. Staff Communication

- 1.1 Provide staff with access to the Smoke Free WA Health System Policy 1 January 2008.
- 1.2 Development of communication resources including brochures, poster and stickers.
- 1.3 Include Smoke Free WA Health System Policy commencement date on Pay slips, emails and communication/message boards.
- 1.4 Include stories in stakeholder publications (ie hospital newsletters) and local newspapers about the launch of the policy
- 1.5 On staff recruitment and contract renewal include a statement clearly outlining that the WA Health System is smoke free as a condition of employment. The following statement should be included in all WA Health employment advertisements.

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

2. Health Service Consumer Information

- 2.1 Health System
 - 2.1.1 Explanation of policy and its requirements on admission and on presenting at emergency department.
 - 2.1.2 Development of standardised communication resources including bedside material and on presenting at emergency department.
 - 2.1.3 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 Division of General Practice (WA).
- Placement of an article within the Division of General Practice publications.
- Placement of brochures/flyers within General Practice settings.

2.2 Public relations

2.2.1 Placement of article within local newspaper(s).

2.2.2 Opportunistic public relations articles within local newspaper(s).

3. Environmental Changes

3.1 Existing smoking areas abolished

3.2 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.

3.2.1 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

3.2.2 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.

3.2.3 To arrange the production of the signs:

In consultation with the Marketing Branch of the Department of Health, two messages have been developed for both the Western Australian Country Health Services (WACHS) and metropolitan health services. The only variation between this signage is the logo used.

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.

If the sign maker requires the artwork in an alternative format then this can be arranged free of charge through Marketing Branch