



## Instructions for using the 'Evaluation of the Implementation of the Smoke Free WA Health System Policy' Presentation

Prepared by the Smoke Free WA Health System Working Party

The Smoke Free WA Health System Working Party has developed a summary presentation of the '*Evaluation of the Implementation of the Smoke Free WA Health System Policy Research Report*'. A copy of the report can be downloaded from [www.health.wa.gov.au/smokefree/staff/order.cfm](http://www.health.wa.gov.au/smokefree/staff/order.cfm). The Smoke Free Evaluation presentation can be used as a tool to communicate the evaluation findings and encourage discussion surrounding the way forward for the Policy. We encourage you to present this presentation to staff and site security at your local sites.

The following set of instructions has been developed to provide additional information and guidance for using the Smoke Free Evaluation Presentation.

### Presentation content

The presentation is divided into seven sections. The following information provides a brief description of each section and highlights key messages to emphasise throughout the presentation.

#### 1. Research objectives and methodology (Slides 3-5)

This section briefly describes the aim of the study & how it was carried out. A key message to convey from this section is the fact that the study was designed to seek out evidence of compliance. Therefore the results may not be a true indication of the number of people complying with the policy.

#### 2. Need for action (Slides 6-7)

Statistics highlighting the benefits of smoke free environments are presented in this section.

#### 3. Site compliance (Slides 8-11)

This section describes the occurrence of smoking on and off site by staff, patients and visitors. Slide 9 shows the percentage of observations during which staff, patients and visitors were seen smoking. It is important to point out that the data in the table also indicates that the average number of people observed smoking during each observation was low. Slide 10 presents the data from Slide 9 in a visual format allowing clear identification of who is contributing the most smoke both on and off site. Slide 11 provides information on the average duration people were observed smoking. These results indicate that the majority of people smoking both on and off site do so for 1 to 5 minutes.

#### 4. Evidence of smoking (Slides 12-14)

This section highlights the issues surrounding littering of cigarette butts. The table indicates that littering is common both on and off site.

#### 5. Signage and communication (Slides 15-18)

The quantitative results presented in this section suggest most sites display appropriate signage. However the key message to convey from this section is the need to link signage with ongoing educational and communication programs to remind people of the No smoking Policy. Slide 19 provides examples of current communication strategies and may be used as a tool to encourage discussion to brainstorm new communication ideas.



## 6. Policy enforcement (Slides 19-22)

The quantitative results in this section should be interpreted with caution as there were limited opportunities for observers to witness enforcement. This is due to the fact that people were seen smoking alone for the majority of observations. The qualitative findings reveal that issues with enforcement vary from site to site however a common problem is the ambiguity surrounding whose responsibility it is. The final slide in this section summarises the hurdles that still need to be overcome to achieve full compliance.

## 7. Benefits and future direction of the policy (Slides 23-27)

It is important to highlight the benefits of the Policy to date, as outlined in Slide 26, as it helps to ensure action will be taken to maintain these positive outcomes. The final slides in the presentation, dealing with the implementation of the recommendations, aim to prompt the audience to consider what action can be taken at a local level to ensure ongoing compliance with the Policy. It may be of use to insert some additional slides outlining what the plans are for your individual site.

### Slide Notes

The notes include explanations of the slide content that will help you to talk through each of the slides. It is important to read through these notes before presenting the information to others to ensure you understand and are able to convey the key messages. Some of the slides notes also include examples or more detailed descriptions of the slide content that you may wish to discuss depending on your time constraints. The slide notes provide a reference to the page number in the final evaluation report that the information has been taken from.

### Suggestions & tips for using the presentation

1. It is recommended you deal with complicated questions outside of the session as the findings of the evaluation can easily be misinterpreted without thorough examination. For assistance with answering queries, please contact the Smoke Free WA Working Party via the details below.
2. As each individual site will experience different hurdles and successes it is a good idea to tailor the presentation to emphasise the issues of importance for your site. You can do this by adding slides with local findings or examples. If additional data or information is added, be sure to clearly identify that the information being presenting are not findings from the evaluation conducted by TNS Social Research.
3. Some of the slides have been set up so each point appears when you click. This has been done to make it easier to talk through each slide one point at a time. It is recommended you run through the presentation before presenting to others so you are aware of the timing. **Tip:** The notes on these slides will help you talk through each point.

### Feedback or queries

We would like your feedback on the Smoke Free Evaluation presentation. If you have any suggestions, comments or queries please contact the Smoke Free WA Health Policy Working Party via the details below:

**Visit:** [www.health.wa.gov.au/smokefree](http://www.health.wa.gov.au/smokefree)

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