

## MOVING TOWARD A BLUEPRINT FOR ACTION

### GROUP #3: ADVANCING THE ROLE OF HOSPITALS IN REDUCING SMOKING

Leader: Donald W. Welch

Recorder: Lynn Jones  
Laura Keraner, M.P.H.

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#### I. OBJECTIVES OF WORK GROUP

- To develop an action plan to stimulate increased involvement.
- II. The three recommendations considered most important and steps needed for their implementation are as follows:

##### Recommendation #1:

Because smoking is the single most preventable cause of illness and early death and is the most frequent cause of hospital fires, hospitals must take a more active leadership to reduce smoking, encourage non-smoking and protect the rights of non-smokers among patients, employees, medical staff and the community.

##### Action Needed:

Secure administration and medical staff commitment to, and board of directors' approval of, a smoking policy and implementation plan.

##### Recommendation #2:

Internally, hospitals should give smoking <sup>control</sup> a high priority; develop specific formal policies to reduce smoking; provide an exemplary, safe, health-promoting environment within the institution; and provide education to help people stop smoking.

##### Action Needed:

Develop, implement, monitor and maintain a specific formal smoking policy and action plan.

##### Recommendation #3:

Externally, hospitals should offer education, directly or in cooperation with community agencies to help people stop smoking, initiate, advocate or support public policy designed to reduce and eliminate smoking; and provide leadership to bring together and work with community agencies and groups committed to reducing smoking.

## MOVING TOWARD A BLUEPRINT FOR ACTION

### GROUP 1: PREVENTION OF SMOKING THROUGH COMPREHENSIVE SCHOOL HEALTH EDUCATION

Leader: M.W. Kreuter, Ph.D.

Recorder: C.E. Bruess, Ed.D.

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#### PREAMBLE:

Those who are ignorant about health are as ill-equipped for life as are those who are ignorant about math or civics.

Today, the greatest cause of preventable disease and premature death is cigarette smoking. The onset of smoking is most apt to occur during the school years, thereby posing a threat to both the present and future health of our youth.

Therefore, the school has an opportunity and an obligation to assume a significant role in helping prevent the onset and encourage the cessation of cigarette smoking among children and youth. This should be done by providing a combination of comprehensive health education and environmental supports which contribute to a non-smoking population.

- II. The three recommendations considered most important and steps needed for their implementation are as follows:

Recommendation #1: Voluntary health agencies should initiate (and lead) for the formation of national, state and local coalitions to support and promote effective smoking education programs in the schools.

Action Needed: Volunteer agencies at the national, state and local levels, must establish policies, allocate budget and assign personnel to fulfill the leadership function.

Recommendation #2: The federal government should provide incentives for effective school health education programs.

Action Needed: Line item appropriations for school health education programs should be made by the Department of Education and U.S. Public Health Service. Guidelines for the use of funds should be jointly developed by the Department of Education, U.S. Public Health Service

and other appropriate agencies to assure implementation.

Recommendation #3:

School board and government should prohibit smoking by anyone on public school property or at school functions.

Action Needed:

State legislators, municipal officials and school board members should be the targets of educational campaigns and lobbying efforts to enact laws prohibiting smoking on school property and at school functions.

III. Other important recommendations and action(s) needed:

Recommendation:

State educational certifying bodies should include health education as an integral part of elementary teachers certification and require specific certification for all secondary teachers who teach health education.

Action Needed:

Certification standards should be evaluated by appropriate groups, revised as needed and enforced to provide quality assurance.

Recommendation:

Schools should use all facets of the community to enhance their non-smoking and comprehensive health education efforts.

Action Needed:

Schools should make a special effort to involve parents and youth groups at planning, implementation and support levels of non-smoking and comprehensive school health education programs.

Recommendation:

Special in-service education shall be provided for teachers who lack appropriate professional preparation in health education.

Action Needed:

State Departments of Education and teaching preparation programs should establish valid mechanisms to assess qualifications of teachers of health education and provide accessible in-service training according to needs.

Recommendation:

Increase federal excise tax on cigarettes.

Action Needed:

Lobby local Representatives and Senators.

Recommendation:

Teacher preparation programs (colleges and universities) must demonstrate that teachers of health education are prepared according to nationally recognized standards.

Action Needed:

(implicit in action)

## MOVING TOWARD A BLUEPRINT FOR ACTION

Group 4: SMOKING CONTROL IN THE WORKPLACE

Leader: Robert N. Beck

Recorder: Willis Goldbeck

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### I. OBJECTIVES OF WORK GROUP:

To reduce smoking at work by increasing the number of employers with smoking control policies and programs; to reduce employer smoking related expenses; and to meet the health needs of employees and their dependents.

### II. The three recommendations considered most important and steps needed for their implementation are as follows:

#### Recommendation #1:

Create and distribute a model corporate policy on smoking control.

#### Action Needed:

Incorporate this model policy in proceedings of this conference; distribute this model policy to the sponsoring organizations of the conference, public and private employers, labor organizations and the media.

#### Recommendation #2:

Develop information and incentive strategies for involving organizational leaders in smoking control activities.

#### Action Needed:

Develop a comprehensive analysis of the costs and benefits of smoking control programs and policies; constitute a Task Force involving key experts to develop the analysis; provide information to organizational leaders on companies with effective smoking control policies and programs; encourage government to provide leadership and serve as a role-model; initiate public relations campaign involving top organizational leaders.

#### Recommendation #3:

Increase and improve resources available for worksite programs through educational curricula and job descriptions.

#### Action Needed:

Distribute national standards on smoking control programs; encourage employers to use a wide range of program

approaches to employers; incorporate prevention in health professional curricula; incorporate responsibility for prevention into health professional job descriptions.