

Process towards GOLD Level

Validated performance and shared good practice



Tobacco Prevention in Health Services
 ENSH Workshop :Tobacco Free Health Services, Manchester, April 14th 2010
 Christa Rustler, ENSH Board, Berlin



Levels of Performance - ENSH Certificates



Membership	BRONZE	SILVER	GOLD Level
↓	↓	↓	↓
Commitment from the Management Completed Self audit Contact person	Standard 1 and 2 Working Group Strategy Communication	Standard 1 to 10 Training Smoking Cessation No tobacco sales Health Promotion Regional activities Evaluation	Standard 1-10 Systematic smoking cessation program based on Tobacco-free Healthcare premises (inside and Campus) Monitoring
	30 points 1-2 (75%)	126 points 1-10 (75%)	> 150 points 1-10



The Code of the ENSH

- Healthcare Services have important obligations in the struggle to reduce the use of tobacco and its deleterious health effects.
- These obligations include
 - not only a tobacco-free environment**
to ensure protection from tobacco smoke,
 - but also the provision of active support for smokers/tobacco consumers** in their quitting process.
- This concerns patients, residents, visitors as well as all categories of personnel.



Key Strategies of the ENSH concept

- | | |
|---|---|
| • Corporate Strategy | • The clear commitment of management and executives |
| • Participation | • Development of implementation strategy with all concerned persons/ stakeholders |
| • Empowerment | • Enable staff (competence and qualification) |
| • Health promotion integrated in treatment/care | • Motivational interventions and tobacco cessation for patients/residents and personell |
| • Structural prevention | • Clear signage and all incentives to smoke are banned |
| • Advocacy for health | • Regional tobacco prevention & health promotion |
| • Quality & Sustainability | • Quality management & Monitoring |



ENSH Standards for Tobacco Free Health Care Services

1. **Engagement:** Engage decision-makers. Appoint a working group and reject tobacco industry sponsorship.
2. **Communication:** Develop a strategy and an implementation plan. Inform all personnel, patients/residents and the community.
3. **Education & Training:** Set up a training plan to instruct all staff on how best to approach smokers.
4. **Tobacco cessation:** Organise cessation support facilities for patients/residents in the organisation and ensure continuity of support after discharge.
5. **Tobacco control:** Develop the organizations campus to be smoke free. If smoking areas remain, they should be clearly indicated.
6. **Environment:** Display clear smoke free signage. Ban all incentives to smoke.
7. **Healthy Workplace:** Develop human resource management policies and support systems to protect and promote the health of all that work in the organisation.
8. **Health Promotion:** Promote tobacco control activities in the community setting.
9. **Compliance Monitoring:** Renew and broaden information to maintain commitment to the policy. Ensure follow-up and quality assurance.
10. **Policy Implementation:** First convince, then constrain considering legislation if needed. Have patience!

Main tool – the ENSH Self audit questionnaire



Lead to

- identifying strengths and areas of improvement
- systematically implementation instead of single action
- internal controlling instrument

ENSH Self-audit Questionnaire Performance evaluation towards a smoke-free Organisation				
Standard 1: Commitment	No / Not implemented	Less than half implemented	More than half implemented	Yes / Fully implemented
1.1 The healthcare organisation documents specify commitment to a policy towards the implementation of the ENSH Standards.				
1.2 The healthcare organisation does not accept any sponsorship from the tobacco industry.				
1.3 A policy working group or committee is designated to coordinate the development, implementation and monitoring of the smoke-free policy.				
1.4 A senior manager has responsibility for the actions of the policy working group or committee.				
1.5 Financial and human resources are allocated in the healthcare organisation's operational plan and/or contract to implement and monitor the smoke-free policy.				
1.6 All staff understand their responsibility to take action in the implementation and management of the smoke-free policy.				
Standard 2: Communication	No / Not implemented	Less than half implemented	More than half implemented	Yes / Fully implemented
2.1 All healthcare staff (including teachers, students and transient staff) are informed of the organisation's smoke-free policy.				
2.2 All contract and outsourced employees working within or in direct contact with the healthcare organisation are informed of the smoke-free policy.				
2.1 All patients/residents (in and out-patients) are informed of the healthcare organisation's smoke-free policy.				
2.2 Public is informed of the healthcare organisation's smoke-free policy.				
Standard 3: Education & Training	No / Not implemented	Less than half implemented	More than half implemented	Yes / Fully implemented

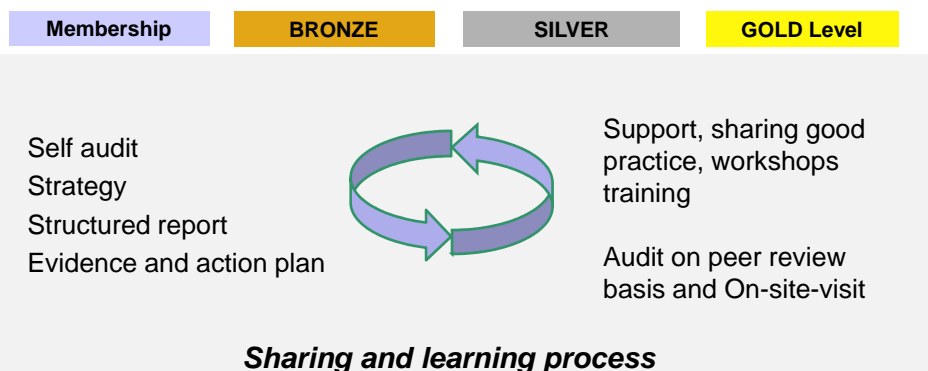


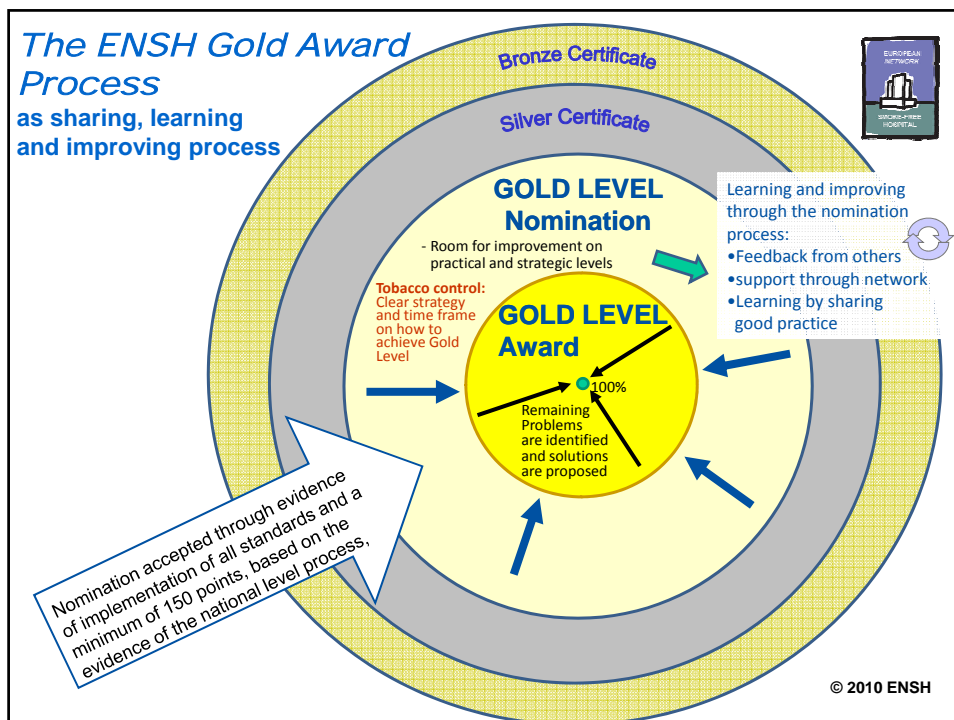
Certification Levels for Tobacco Free Health Care Services

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Certification Process Sharing and Learning





National validation process
How to support a GOLD Level Award winner

- Implement a national learning and validation process like annual self audits, workshops on good practice, certification levels
- Identify of GOLD Level candidates by self audit results and reports/presentation of good practice in certification processes
 - **Internal validation processes**
 - internal audit (see Irish model)
 - Evaluation on commitment and service quality
 - **External validation** through certification process and on-site visit and other clarification processes
- **Preparing the international application:**
 - Description of the national process through the coordinator (ENSH or other)
 - Detailed report on the implementation process of the organisation
 - Comments on evidence of the national coordinator



ENSH Jury members 2010

Begona Alonso, Spain Galicia
 Esther Carabasa, Spain Catalonia
 David Chalom, Sweden
 Prof. Bertrand Dautzenberg, France
 Jacques Dumont, Belgium
 Miriam Gunning, Ireland
 Manja Nehrkorn, Germany
 Ann O'Riordan, Ireland
 Christa Rustler, Germany
 Mary Smith, Ireland



GOLD Level Process International ENSH Jury

August. 2009	Review of the pilot process
October 2009	Invitation to participate on the Gold Level process through the national coordinators ENSH, HPH and TFU
January 22nd, 2010	Submission deadline for the application of candidates (report, comments of the national coordinator, description of the national process)
February 19 th , 2010	Jury meeting to prepare the decision on the validation of the national process and on the nomination of the candidates
March 1 st , 2010	Jury decision on the nominated hospitals. Feed back to nominees with further requests of information for the Jury
April 13 th , 2010	Jury meeting to prepare the final decision including the additional information of the nominees
April 14 th , 2010	<p>Presentation of the Nominees in the Pre-conference on Tobacco Free Health Care Services</p> <p>GOLD Level Award: Althaia Catalonia GOLD Level Nomination: St. Vincent University Hospital, Ireland salus clinic Lindow, Germany</p>



What we learned in 2009 + 2010 ...

- Consensus agreement on a standardised level of implementation of ENSH standards can be achieved across countries
- Cleared again Criteria for GOLD Level Nomination and GOLD Level Award
- More time is required on the process
 - Next GOLD Level Process in 2012 (two year period)
- More support of national/regional coordinators to implement national processes
 - 1st Training on Implementing a National validation Process June 2010, Dublin
 - Sharing good practice on national validation processes (ENSH & HPH) through TFU



GOLD Level Award 2010



ENSH Global Network for
Tobacco Free Health Care Services

Thank you for your attention

.... and hope to see you one day presenting your
organisation for the GOLD Level Award

www.ensh.eu



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