

HPH Collaborative Taskforce on Tobacco Strategy Framework (2008 – 2012)



The International Network for Health Promoting Hospitals (HPH) and the European Network for Smoke-free Healthcare Services (ENSH) agree that hospitals and 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, but also the provision of active support for smokers in their quitting process. This concerns patients, their relatives as well as all categories of personnel and the community.

Tobacco Free United (TFU) is a collaborative taskforce initiated by HPH in association with ENSH with the aim of gathering health professionals, hospitals and health services with individuals and organizations to work towards a tobacco free society, using the principles of Ottawa Charter, Budapest Declaration and other WHO health promotion documents and on the basis of the Code of the European Network for Smoke-free Health Services (ENSH).

▪ **Vision**

To strengthen links and collaborative activity between main partners on tobacco within hospitals and health services. Ensure that hospitals and health services become settings of good practice in themselves and work towards a Tobacco Free Society. This means hospitals and health services work together with Public Institution, Voluntary Organizations and other community partners for a tobacco free world. Hospitals and healthcare services take their role not only in ensuring a tobacco-free organization but also to offer smoking cessation services for patients and affiliates, staff and the community.

▪ **Mission**

To join first the forces of the two Networks (HPH and ENSH) in a way that strengthens existing links and synergy between them and subsequent involves other stakeholders, partners and experts in the field of tobacco prevention and protection, training research and cessation services.

Members

- National/Regional Coordinators or representatives of Health Promoting Hospitals and Health (HPH) Networks
- National Coordinator or representatives of European Network of Smoke-free Hospitals and Health Services (ENSH)
- **Additional** – to be invited i.e. Professional bodies, NGO's and other Interested hospital/health services and relevant experts in the field of tobacco

Working Levels

▪ **Strategic Level**

It will be conducted by the members of the working group with contributions of experts and colleagues at the operative levels. It consists the following main phases:

1. To create a pathway for synergy of the two networks and concepts HPH and ENSH
2. to create documents and guidelines for supporting the operative level (i.e. TFU Charter , the correlation of the HPH & ENSH approach, implementation tools).
3. to identify and collect models of good practice
4. to support the evaluation of tobacco free policies and the TFU Initiatives/projects.
5. to disseminate the best information and examples,
6. to collaborate with and contribute to - as much as possible- common international actions/initiatives

▪ **Operative Level**

It will be conducted in the hospitals and health services. It consists of the development of tobacco free policies and actions following –as much as possible- the guidelines from the strategic level

Taskforce Governance

Tobacco Free United (TFU) is a collaborative taskforce with an elected lead Coordinator, joint chairs from the main partners HPH and ENSH and supported by sub-group leaders from the key action areas and invited other relevant members. Overall support is provided by two associate coordinators, one from HPH Network and one from ENSH Network.

Lead Coordinator: Ms. Christa Rustler (HPH +ENSH) **Chairs:** Prof. Dautzenberg (ENSH), Dr. Simone Tasso (HPH)

Support Coordinators: Ariadni Ouranou (ENSH), Ann O’Riordan (HPH)

Sub-Groups

- Advocacy Sub-Group Lead: **Sibylle Fleitmann (Germany)**
- Support Sub-Group Lead: **Ann O’Riordan (Ireland)**
- Evaluation Sub-Group Lead: **David Chalom (Sweden)**

<p>Each subgroup to seek a core of at least 3 active participants Taskforce coordinators to work across all sub-groups Additional Representatives: 3/4 to be invited from ENSH + HPH to ensure broad representation.</p>
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Prerequisites:

Improvements in Tobacco control requires a secure foundation in the basic prerequisites described in Ottawa Charter for Health Promotion:

1. Advocate: Political, economic, social, cultural, environmental, behavioural and biological factors call all to influence tobacco habits and, consequently, the harms from tobacco. **Advocacy in all these fields** will be necessary to get integrated actions and sustainable results.

2. Enable: Working on Tobacco control includes a secure foundation in supportive environments, access to information, life skills and opportunities for making the right choices. It will be necessary to work on staff, patients and community **to enable people to take control** of those things which determine the tobacco habits of a society and to enable health care professionals in the best available and evidence based tobacco cessation practice.

3. Mediate: The prerequisite and prospects for tobacco control cannot be ensured by the health sector alone. Professional and health personnel have a major responsibility **to mediate different interests** in society for the pursuit of it, involving governments, health and other social and economic sectors, nongovernmental and voluntary organizations, local authorities, industry and media.

Framework Actions: TFU will have to support the following general actions:

Build / support Public Policy against the harmful affects of tobacco

Tobacco control goes beyond health care. It means putting it on the agenda of policy makers in all sectors and at all levels. Tobacco control policy combines diverse but complementary approaches including legislation, fiscal measures, taxation and organizational change. It requires the identification of the obstacles to adoption of healthy tobacco control policies and the ways of removing them.

Create supportive environments & Strengthen community actions

Hospitals and Health services must be supportive environments for the tobacco control and treatment of tobacco addiction, representing good examples of tobacco free working places and engaging with community partners to build a tobacco free society.

Development personal skills

Working on tobacco control and tobacco cessation means providing support for personal and social development, through the provision of information, education to healthcare personnel, patients and individuals so that correct skills are created/enhanced. First of all, this must be evident in hospitals and health care services but also this has to be facilitated in Schools, work and community services and even home where children are often exposed to passive smoke.

Standards

The HPH Standards are developed as a comprehensive framework in which different topics/aims/approaches/ for health promotion, regardless if they address patients, staff or the community can be added and enabled, the ENSH Code with its standards and implementation tools are seen as helpful concepts to achieve the common stated mission of hospitals and healthcare services for a tobacco-free society.

Management Policy: for building comprehensive tobacco free policies and treatment for tobacco users through Hospitals and Health care Services in their organizations and for the community.

Patient assessment: for identifying, assessing and managing the patient's who use tobacco during their stay in hospital and/or health services, with the aim to support and assist them quit.

Patient information and intervention: provide patients, visitors and staff with information on the harmfulness of tobacco and provide tobacco users with opportune interventions to quit.

Promoting a Healthy Workplace: work towards a tobacco free environment in the hospital and health services as personnel have the right to work in tobacco free workplace.

Continuity and cooperation: hospitals and health services have to guarantee the continuity of care from in-patient to out-patients and vice versa.

Following the HPH Standards and Self Assessment Manual and using the ENSH standards and self audit tool, TFU will work for the development of how to best create synergy out of the two networks and concepts.

STRATEGY ACTION PLAN (2008-2012)

Action	Success Criteria	Timeframe	Monitoring
Advocate for stronger tobacco control legislation and effective implementation in all countries, thereby giving direction and support to hospitals and health services in their work towards a tobacco free society.			
<p>1. Develop a TFU Charter for national/regional health services in line with the WHO Framework Convention on Tobacco Control; and with the orientation of the synopsis.</p> <p>2. Develop a TFU Charter for healthcare staff in hospitals and Health Services</p>	<p>TFU Charter for healthcare staff completed</p> <p>TFU Charter widely disseminated to all the HPH and ENSH members</p> <p>TFU Charter for national/regional health services completed</p> <p>TFU Charter widely disseminated to all the HPH and ENSH members</p> <p>Using existing HPH and ENSH websites have periodical updates and reports on TFU activity</p>	<p>2009</p> <p>2010</p>	<p>Number of collected signatures</p> <p>Reports and actions available on Web sites</p> <p>Number of collected signatures</p> <p>Reports and actions available on Web sites</p>
<p>2. Join with existing international efforts aimed at strengthening Tobacco legislation in all the countries in support of a Tobacco Free Society: creating advocacy involving personalities of our communities : single persons (journalists/writers, sportive champions, culture people, famous doctors and so on) ; and organizations</p>	<p>In each country find well know personalities (i.e. sportive champions) giving the their image to TFU / or specific initiatives of TFU (i.e. children prevention) ;</p> <p>Presentation to mass media of the data in World No Tobacco Day (better with the well known personality/(s)</p>	<p>2009</p> <p>2010</p>	<p>Database of the names and place of work of the personnel having signed the Charter</p> <p>Number of News about our initiative in TV, Newspaper, Radio, News internet sites.</p>

Action	Success Criteria	Timeframe	Monitoring
	Presentation to policy makers (single country and E.U.) of the data to support changing in legislation	2011	Tobacco legislation changes in some/all countries: inside hospitals and health services, in workplaces, in public spaces
3. Strengthen institutional visibility of the Task Force and improve understanding in hospitals and health services on the relevant articles of the WHO Framework Convention on Tobacco and through the results/good practise of the members of the ENSH and HPH networks	Writing of article(s) about the initiatives of TFU and writing of a text –book describing all the Project of TFU	2009-2012	Publication of article(s) about the initiatives of TFU Publication of the text-book
Enable: support the implementation and monitoring tobacco free policies in all hospitals and health care services and identify best practice actions and activities.			

Action	Success Criteria	Timeframe	Monitoring
<p>1. Create an overview/synopsis of the correlation of the two concepts to give hospitals and healthcare services best orientation how to implement a tobacco free policy to support the development of the Health Promoting Hospital.</p> <p>2. Identify and collect models of good practice</p>	<p>Consensus about the synopsis and positive feed back about usability from member of ENSH and HPH networks</p> <p>Disseminate and develop a database of examples of good models</p>	<p>2010</p> <p>2011</p>	<p>Publication of the synopsis in the HPH conference</p> <p>Number/percentage of members who are aware of or piloting /using the synopsis.</p> <p>Uptake and transfer of best practice across European and at individual organisation level</p>
<p>3. Review implementation support process by national/regional coordinators to implement tobacco free policies integrated in health promoting programs in their networks</p>	<p>Increasing members of HPH implement tobacco free policies</p> <p>Increasing ENSH members integrate health promoting programs</p>	<p>2010</p>	<p>Workshops in international conference</p> <p>Increasing number of documented self audits</p> <p>Increasing results in ENSH standard 7</p>
<p>4. Review, update and disseminate materials and guidelines to support the implementation of Tobacco Free Policies</p>		<p>2012</p>	<p>Realization of the materials</p> <p>Use of those materials in hospitals and health services</p>

Action	Success Criteria	Timeframe	Monitoring
Enable. Support the evaluation of tobacco control policies as implemented by the HPH Collaborative TFU members to contribute to health improvement and health gain outcomes within hospitals and health services			
1. Establish a sub-group to support the development and piloting of an evaluation process to measure the health impact of implemented tobacco free policies	Replicate the German Network evaluation process within at least one other National Tobacco Free Health Service Network	2009	Benchmarking sample of participating members to monitoring of the efficacy of tobacco free policies within hospitals and health services.
2. Identify Health improvements indicators in order to monitor the efficacy of tobacco policies in TFU members.	Common action of HPH and ENSH to collect data on the quality/impact of the implementation of tobacco free policies in hospitals and healthcare services (if possible, common EU-project	2012	
3. Develop and seek funding to undertake an European Pilot Project to replicate the German evaluation process on a European Level	Funding from EU or on national level (government, research funds, foundations)	2009 -2012	