

Environmental Tobacco Smoke

Tool Kit to promote reduction of environmental tobacco smoke in the hospitality and tourism industry

Contents:

Chapter 1 [Purpose statement –aims and objectives of the Initiative](#)

Chapter 2 [Pre-considerations to running an Initiative](#)

Chapter 3 [Running a reduction campaign](#)

Appendix 1 [Survey Questions](#)

Appendix 2 [Model No Smoking Policy](#)

Chapter 1

Introduction – aims and objectives of the Initiative

Health Challenge Wales

1. The key themes of Health Challenge Wales have been selected because they are considered to be those issues that constitute a significant proportion of the ill health that could be avoided. Smoking, that is reducing smoking and reducing exposure to tobacco smoke is one of the key themes. This initiative is designed to reduce exposure to tobacco smoke in the workplace and to promote smoke free workplaces.
2. It is well established that exposure to tobacco smoke is detrimental to health. The detrimental effect of tobacco smoke to health has been confirmed by the Government's Chief Medical Officer for England (CMO) Sir Liam Donaldson (July 2003) as well as by the heads of all Britain's thirteen Royal Colleges of Medicine 9 November 2003) and by the CMO for Scotland, Dr Mac Armstrong (in April 2004).
3. In June 2004 the Welsh Assembly Government established a Committee to advise on Smoking in Public Places in Wales. Specifically the Committee was asked to consider:
 - Consider current evidence on health risks of ETS and economic impact of restrictions
 - Review developments in UK and Ireland
 - Consider the experiences in other countries where a ban has been introduced.
4. The Committee took evidence, and in May 2005 reported to the National Assembly Government. It recommended that the National Assembly for Wales should press the UK Government for the powers that would enable it to introduce a ban on smoking in enclosed workplaces and enclosed public places (with specified exceptions) within a timescale of two to three years.
5. It further recommended, inter alia, that the National Assembly should take steps to encourage the tourism and hospitality industries to prepare for a ban, and to ensure that public education about the risks of smoking and support to quit is increased.
6. This intervention is designed to assist local authorities working with local elements of the tourist and hospitality industries to prepare for the ban on smoking in public places. It works by identifying existing levels of awareness and activity through routine intervention activity and by supplementing existing activity through promotion of the National Clean Air Awards and through further promotion of the premises in local media and tourist publications.

Chapter 2

Reducing Environmental Tobacco Smoke – Pre-considerations to running an Initiative

1. Initial considerations

Initial considerations for this project have to be addressed, including;

- What is the target group?
- Will the outcome have the desired outcome?
- How can the target group be reached?
- Who are the key partners in the initiative?
- How will the initiative be evaluated?
- Will the initiative deliver value for money?

2. Target group

The Smoking in Public Places Committee in its report to the National Assembly recommended that work should begin immediately with the tourist and hospitality industries to prepare them for the proposed ban on Smoking in Public Places. Tourism is extremely important to the economy of Wales, employing some 100,000 people and bringing £2 billion into the country¹. The target group for this intervention therefore is part of the tourist and hospitality industry that interfaces directly with tourists from both inside and outside Wales, being providers of Bed and Breakfast Accommodation and small hoteliers. Caravan sites and holiday park clubs can also be included in the initiative. Local authorities carrying out this intervention can define the group as broadly or as narrowly as they wish to suit their resources, however this intervention uses small premises as the interface with the tourist as contact is at its most intimate in such environments.

3. Achieving the desired outcome

The desired outcome of this intervention is that as many of the premises as possible should be encouraged to ban smoking within their premises before the proposed Smoking in Public Places legislation comes into force. This will both make the transition easier for the premises owner and will also have the effect of advancing the health benefits of a non-smoking environment prior to the ban.

Upon the ban on smoking in public places coming into force the initiative becomes redundant, however until such time as the legislation is in place and in force local authorities are encouraged to do as much as they can to promote a tobacco smoke free environment as being the norm, rather than the exception, and work with those who provide such environments to gain for them such advantage as is to be had in the commercial market place for their decision to go smoke free.

4. Reaching the Target Group

Local authority environmental health departments hold databases containing details of all of the premises within their administrative area that are subject to inspection under the Food Hygiene and Health and Safety at Work regimes. The target group can be identified readily from this information.

This intervention is being run by some authorities i.e. Smoking Free Swansea Award, as an appendage to the routine inspection programme of local authorities and supplements that programme by asking additional question of the premises owners during the inspection. Alternatively it can be run as a stand alone project, by mail shot or by single issue visits to the premises identified as the target group.

5. Who are the key partners in the initiative?

This initiative is designed to be run by the environmental health department working with its own health promotion staff, the Roy Castle Lung Cancer Foundation and the NPHS All Wales Smoking Cessation Service.

The Roy Castle Lung Cancer Foundationⁱⁱ promotes the National Clean Air Award Scheme, a scheme that is endorsed and supported by the Chartered Institute of Environmental Health. It does not play an active role in the initiative; however The National Clean Air Award is promoted to participants in the initiative as a credible nationally recognised award, the holding of which can be used as a promotional vehicle in tourist brochures and advertising.

The NPHS All Wales Smoking Cessation Service provides advice and support to individuals who wish to stop smoking. Although the purpose of this initiative is not primarily to encourage individuals to stop smoking, where interest is shown in such a behaviour change individuals will be referred to the All Wales Smoking Cessation Service for assistance in this regard. Some local authority health promotion staff are trained smoking cessation advisors, and work in partnership with the All Wales Smoking Cessation Service.

6. How will the initiative be evaluated?

The health gains from removing environmental tobacco smoke are clear. They are however gradual and long term, and require sophisticated medical engagement to accurately measure and assess them. This intervention does not measure its success by seeking to measure health gains in individuals, although it is acknowledged that health gains will be made.

This initiative is evaluated by measuring the changes in behaviour that take place in the target group over its duration. A series of questions are asked prior to any intervention in the premise to establish levels of awareness and engagement with the environmental tobacco smoke agenda. The success of the initiative is measured by comparing the position before and after the intervention, considering how many premises have become completely non-smoking and how many have restricted smoking. Success is also measured by the number of National Clean Air Awards that have been gained by premises taking part, broken down into the number of Gold Awards, Silver awards and Commitment to Change Certificates obtained. Some environmental health departments have their own award that is given to smoking free premises. The number of individuals seeking assistance from the Smoking Cessation Service can also be used as a measure of success.

7. Will the initiative deliver value for money?

This is a low cost intervention. The initial engagement is either by routine visit, specific visit or by mail shot. There after there is direct intervention with the premises to assist the premises owner to take such steps as are necessary to prohibit smoking from all or part of their premises, and to gain a National Clean Air Award. Local authorities may chose to become National Clean Air Award Franchise Holders, either individually or with partners such as the local Health Alliance, Local Health Board or a neighbouring local authority, in which case expense in the order of £600 will be incurred. Alternatively local premises owners can be encouraged to obtain the award for themselves at a cost of £5.

The health gains of the intervention are acknowledged , however given that a ban is imminent in Wales is it value for money to seek to encourage premises owners to go smoke free when they will be required to do so by legislation in 2-3 years in any event?

It is suggested that there is merit in early, persuasive engagement, as the interface is more likely to be constructive than an enforcement interface, and will promote the acknowledged health gains earlier than reliance on the implementation of the proposed ban. Further the obtaining of a National Clean Air Award and the publicity that runs with such an award will benefit the premises owner and will add to the number of smoke free premises within the administrative area of the local authority, which can be used to promote tourism in the area.

ⁱ Welsh Assembly Government, 2005

ⁱⁱ www.roycastle.org

Chapter 3

Reducing Environmental Tobacco Smoke – Running an Initiative

The Scheme

A limited number of questions regarding smoking and smoking free areas are asked of the target group of premises. Premises wishing to go smoking free are assisted in the adoption of a No Smoking Policy, and are featured in publicity as being No Smoking Premises.

Initial Contact

1. The target group for this initiative should be selected from those premises falling within the chosen criteria on the local authority database. As noted it is suggested that small premises are chosen for the first implementation of the intervention, because of the intimate contact that they have with their clients, and because they are less likely to have had the benefit of corporate efforts carried out by the larger breweries and chains of hotels.
2. Having selected the target group it is then necessary to determine what form the contact with them should take. Contact can be either by asking officers carrying out routine Food Hygiene, Licensing or Health and Safety Inspections to supplement their visit by asking the additional questions required to run this intervention, by carrying out face to face visits to all of the premises in the selected target group and asking the questions or by a mail shot to all of the target group premises. Each of the methods has its own advantages and disadvantages, the method selected will depend on the resource that the local authority wishes to commit to the initiative and the time scale over which it is to be run.

Method	Advantage	Disadvantage
Add on to routine inspection	Cheap – no additional cost	May be slow – depends on inspection programme
Dedicated visit	Results obtained quickly	Requires commitment of resource
Mail Shot	Cheap, can be done quickly	May get only limited response from target group

3. [Appendix 1](#) lists the questions to be asked of the premises owners, the answers to which will form the base line evidence against which the success of the initiative can be measured. The questions are deliberately kept simple, requiring Yes/No responses, for ease of measurement. Local authorities may wish to supplement the questions with additional questions regarding local issues – such as is the premise owner aware of a local smoking free scheme or promotion, or are they aware of the impending ban, but in doing so should ensure that the questions can be answered simply in the Yes/No form to retain ease of response measurement. Questions that seek a scoped answer or the expression of a view are to be discouraged, since 'before and after' comparisons are difficult in such cases.

Following up the initial contact

4. The initiative aims to move premises up through a series of levels, from
 - having no policy at all regarding Environmental Tobacco Smoke, to
 - having a restricted smoking policy, to
 - having a complete smoking ban

and supplementing that change in levels with recognition through seeking and obtaining a National Clean Air Award.

Having ascertained the premises level the local authority should meet with the premises owner to discuss how the premises can be moved up the levels to the point at which the premise owner feels is the most appropriate to fit his or her business. It must be accepted that not all premises will feel that a complete ban on smoking is best for their business; however a small move towards reducing exposure to tobacco smoke may still be achievable.

5. Where the business has no Smoking Policy they should be encouraged to adopt one. [Appendix 2](#) is the National Clean Air Award Model No Smoking Policy, which is available on lineⁱⁱⁱ. There is no Welsh Language version of the policy presently available on the National Clean Air Award site, however a Welsh Language version of the model policy is available as part of this tool kit. Premises should be encouraged to adopt a policy, since this is an essential pre-requisite for obtaining a National Clean Air Award.
6. Once the premises owner has decided, upon advice, as to what level of protection against environmental tobacco smoke is to be offered in their premise, they should be encouraged to apply for the appropriate level of National Clean Air Award. Literature about the award should be given and the benefits of holding the award should be explained. It is particularly important to underline that award holders are featured in the National Clean Air Award Directory of Award Holders on their web site, and to underline the positive effect such a listing may have on potential clients of the business.

The decision to become smoking free or to have smoking restricted areas may be the catalyst to members of staff who wish to stop smoking to decide to do so. These staff should be referred to the NPHS All Wales Smoking Cessation Service, where individual assistance and advice can be provided^{iv}.

Following up the initiative

7. A number of smoking free or smoking restricted premises can be of benefit to tourism in the local authority area^v. It is important that those premises that do take the smoking free or smoking restricted routes are championed as being trail blazers and worthy of support. The local authority should consider press releases to the local media when premises win awards, and may wish to list those premises that are smoking free or have smoking restricted areas in their own local tourist guides or publications and on their web sites. Considerations should also be given to

holding awards ceremonies for local smoking free awards or the National Clean Air Award winners to promote their success. Success breeds success and owners of premises not within the target group may see what has been achieved by those premises taking part in the initiative and wish to join in. This is clearly to be welcomed and encouraged and the degree of unsolicited involvement can be used as a further measure of success.

iii http://www.cleanairaward.org.uk/smokefree_model.htm

iv <http://www.cmo.wales.gov.uk/content/work/tobacco/smoking-cessation-e.htm>

^vReference the success of Smoking Free Swansea and Smoke Free Anglesey schemes

Appendix 1

Environmental Tobacco Smoke

Questions to be used to assess level of engagement with the environmental tobacco smoke agenda

Yes

No

Q1. Is the premises totally non-smoking?

Q2. If no, is there a non-smoking area?

Q3. Does the premise have a smoking policy?

Q4. If no, would they like help to prepare/write one?

Q5. Are there any tobacco sales at the premise?

Q6. Does the premise hold a National Clean Air Award?

Q7. If yes, what level?

Appendix 2

NO-SMOKING POLICY

Name and address of premises to which the policy applies

(Insert name & address of organisation/company)

Introduction

Secondhand smoking, breathing in other people's tobacco smoke, has been shown to cause cancers, heart and respiratory disease in non-smokers.

The Health and Safety at Work Act 1974 places a duty on employers to provide a working environment that is:

'Safe, without risks to health'

(Insert name of organisation/company) acknowledges that secondhand tobacco smoke is both a public and work place health hazard and have therefore adopted this no-smoking policy

Aims of the Policy

The policy seeks to:

- Guarantee a healthy working environment and protect the current and future health of employees, customers and visitors
- Guarantee the right of non-smokers to breathe in air free from tobacco smoke
- To comply with health & safety legislation and employment law
- Raise awareness of the dangers associated with exposure to tobacco smoke
- Take account of the needs of those who smoke and to support those who wish to stop

Restrictions on Smoking

Smoking is not permitted in any part of the premises, entrances or grounds at any time, by any person regardless of their status or business with the organisation/company

OR

Smoking is not permitted in any part of the premises, entrances or grounds at any time, by any person regardless of their status or business with the organisation/company except by staff members and/or customers in the designated area/s (state room/s or shelters in which smoking is allowed) and at agreed times (state the times when smoking will be allowed e.g. official breaks only).

Smoking will not be tolerated at entrances and exits and is not permitted in any of the following areas, lifts, corridors, stairways or wells, toilets, meeting or staff rooms or other areas (specify as necessary)

[Discouraging smoking at entrances and exits](#)

Visitors

All visitors, contractors and deliverers are required to abide by the no-smoking policy. Staff members are expected to inform customers or visitors of the no-smoking policy. However they are not expected to enter into any confrontation which may put their personal safety at risk.

Vehicles

All vehicles being used for company business are smoke free (This is not one of the essential criteria for gaining the National Clean Air Award but it a recommendation which you may wish to consider)

[Award Criteria](#)

Support for smokers

Supply information and contact details of All Wales Smoking Cessation Service Stop Smoking Services and the free help line 0800 085 2219

[Understanding smokers](#)

[Helping smokers quit](#)

[Benefits of stopping smoking](#)

[Therapies to help smokers quit](#)

Disciplinary Action

Detail the action to be taken against staff, who disregard the policy.

Monitoring and reviewing

This policy will be reviewed (state the regularity) to ensure that it continues to meet the aims. The No-Smoking Policy Co-ordinator

is..... s/he can be contacted by

.....

Comments related to the maintenance of this policy should be directed to the No-Smoking Policy Co-ordinator

This policy was adopted by the management team at their meeting on