

# Impact of Tobacco-Free MTF Campus Policy

## Overview



- **Program Objective:** Foster the creation of a healthy hospital environment and improve air quality by eliminating tobacco use on MTF campuses
- **MTF:** New London, Mountain Home, 29 Palms, Quantico
- **Implementation Dates:** Installation-specific
- **To reach local point of contacts, visit [Military Installations](#)**
- **Total Force Fitness Domains:** Physical, Medical, Psychological, Behavioral, Environmental

## Program Description



- By prohibiting tobacco use on hospital campuses, patients, visitors, and hospital staff enjoy better air quality and a healthier overall environment
- Policy serves to promote the hospital as a center of wellness and enables the installation to lead by example
- Policy applies to all Active Duty, civilians, federal contractors who are hospital staff, as well as hospital visitors and patients
- Policies vary by base in terms of enforcement mechanisms and specific regulations for tobacco use in the area surrounding the MTF

## Evidence of Program Effectiveness



- **Mountain Home:** Tobacco use rate dropped 0.8% within three months of implementation (Nov 2012), which represents **largest decrease of any quarter in 2012**
- **Quantico:** Several staff took advantage of the **extra tobacco cessation classes** offered prior to policy implementation; as a result at least one civilian staff member quit tobacco
- Anecdotal evidence demonstrates that the policy has been extremely well-received by both patients and hospital staff: 29 Palms reports that **patients and visitors “love it”** and asked at the time the MTF went tobacco free, asked what had taken them so long.

## Costs and Required Resources



- Costs associated with policy implementation may include signage, marketing materials (such as t-shirts)
- Enforcement costs are minimal (enforcement policy often determined by installation leadership)

## Lessons Learned



- **Take advantage of policy roll-out to offer more tobacco cessation classes** and promote resources available to help individuals quit
- Incorporate information about the **tobacco-free policy in training for new staff members** and when welcoming patients
- Implement a **multi-faceted marketing approach** to inform people about the upcoming policy change and following implementation
  - Signs advertising the policy should be placed in high-traffic areas, such as near the elevators, as well as at entrances/exits
  - Quantico: **T-Shirts with NO TOBACCO USE logo** were worn by staff members the day the policy was implemented (1 Jan 2011)
- Policy demonstrates a **“lead by example” philosophy** that lets tobacco using staff know that they must adhere to certain rules around tobacco use and, more importantly, that they have **open access to tobacco cessation services and resources**