



2018 Gold Star Standards of Excellence Program Guidance Document

To best support hospitals to participate in the Gold Star Standards of Excellence program, this guidance document provides examples of best practice answers to assist with completing the application. Each of the standards is followed by a sample answer from previous years' applications. These sample answers provide one example of how the standards can be successfully met and are not the only strategy to meet each standard.

If you have additional questions or need clarification please don't hesitate to contact us at BreatheEasy@mainehealth.org.

1. Tobacco-Free Policy

Standard: The hospital has a 100% tobacco-free campus policy that prohibits the smoking and use of all tobacco products including cigarettes, electronic smoking devices, smokeless tobacco, snuff, chew, snus, cigars, pipes and non-FDA approved electronic nicotine delivery systems. Smoking and tobacco use by employees, patients, visitors and contractors is prohibited at all times on the hospital campus, including in parking lots, in vehicles parked on campus, at all satellite sites and at other properties the hospital owns and/or rents. The policy extends to all off-site meetings, conferences and in all hospital vehicles.

Requirement: Include the written policy for the hospital.

Sample Answer:

Our hospital has a 100% smoke and tobacco-free policy – Smoking meaning inhaling, exhaling, burning or carrying any lighted or heated tobacco or plant product intended for inhalation and the use of all tobacco products, including but not limited to cigarettes, cigars, pipes, smokeless tobacco and e-cigarettes is prohibited on all hospital owned property, and grounds and all leased or rented space where hospital employees work or live. Individuals are required to cease use of any of the aforementioned products upon arrival on the hospital campus. For safety and health reasons it is necessary to appropriately discard all tobacco products. Those who choose to smoke off campus grounds are asked to be respectful and responsible for their own litter (cigarette butts, packaging, and matches) and are asked to dispose of these materials in appropriate containers. See attached policy.

2. Thirdhand Smoke Policy

Standard: The hospital has a policy and clearly defined procedures to reduce patient and employee exposure to thirdhand tobacco smoke. Procedures and materials are available for patient and visitor education regarding thirdhand smoke.

Requirement: Include the written policy for the hospital. Indicate how it is communicated to employees, patients, visitors and contractors. For example, tobacco smoke odor is included in the hospital's scent-free policy and/or language in the tobacco policy which prohibits employees from reporting to work with notable thirdhand smoke odor.

Sample Answer:

Secondhand and thirdhand smoke is addressed in MaineGeneral's HR policies. HR06- General Conditions of Employment: "In consideration of our patients, families, guests, volunteers and employees, the use of strongly scented and fragrant products is prohibited. Exposure to strong scents and fragrances can cause discomfort for some individuals. Additionally, employees/ volunteers who smoke must keep patient and coworkers sensitivity in mind and ensure not to expose others to the odor of second hand smoke."

Employees, volunteers, students and members of the medical staff are informed of our tobacco-free and secondhand and thirdhand smoke policies by appropriate written material, administrative policy, the interview process, orientation and signage. See attached policy- Section III and Section IVA.

–MaineGeneral Medical Center

3. Policy Communication and Enforcement

Standard: Written policies and procedures exist that detail the hospital's policy (whether it is 100% tobacco-free or not) including a plan for enforcement and employee expectations. The tobacco-free policy defines staff members or departments that are responsible for enforcing the policy; including non-compliance.

Requirement: Include a copy of any policies/procedures that document meeting this standard with your application. At least five of the following strategies must be met in order to achieve this standard.

- All staff is required to acknowledge in writing, on an annual basis, that they have read/understand the tobacco-free policy.
- ✓ New staff orientations include education about the hospital's tobacco-free policy.
- ✓ Progressive discipline for employee violations is written into the policy and made clear to all employees.
- ✓ Information about the tobacco-free policy is readily available on the hospital website and/or through the HR department.
- ✓ Employee training on how to handle policy violations with other employees, patients, and visitors is provided for all staff.
- ✓ Patients receive information on the hospital's tobacco-free policy on admission and again during their hospitalization as necessary.
- ✓ Leadership walkabouts on the grounds are conducted during different times and days to approach staff, visitors, and contractors using tobacco to offer education and request compliance with the policy.
- ✓ Staff involvement in regular cleanup efforts to reduce tobacco-related waste on the hospital campus.
- ✓ Policy signage can be found throughout the grounds including at all entrances to the campus and buildings, in parking lots, near picnic tables and other outside seating areas, other areas where people tend to gather, etc.
- ✓ Other (please explain):

Sample Answer:

The above checked items detail the areas of emphasis in the past year. The Tobacco-Free Policy clearly outlines the scope and breadth of the tobacco-free campus initiative, the values of MMC, expectations for employees, enforcement procedures, corrective action, and employee/patient education and resources. The Tobacco-Free Policy and the Standards of Conduct policy are

available electronically on the MMC website, as are all other Institutional Policies for employees to review.

A Tool Kit to help staff adhere to the policy and learn more about tobacco treatment is posted on the MMC Tobacco Treatment Departmental intranet site. There are a number of materials developed over the last several years that are available including an outline of tips for supporting the policy, a clinical protocol to work with tobacco using patients, and a specific leadership tool kit is posted to support leaders in helping their employees who use tobacco to comply with the policy. HR representatives are available to attend department meetings to help assist employees with understanding the implications and extent of the policy. Patients receive educational information about tobacco dependence, information about treatment resources and information about the MMC Tobacco-Free Policy on admission by nursing and admitting staff. A select group of trained leaders (Directors and above) are rounding on the grounds and neighboring areas near MMC to aide in supporting enforcement/education and to reduce the impact of tobacco use for our neighbors, visitors and staff. We have updated our “palm card” available for use during these rounds this year. Signs are posted in strategic locations. Electronic signs are used in high traffic areas of the hospital noting our tobacco free policy and our fragrance free environment. A contractor is employed to clean the grounds and surrounding neighborhoods of tobacco butts and other litter to help reduce these triggers in the environment. In addition, our senior leaders have worked with our neighbors this year and are piloting with the City of Portland’s support, butt receptacles along key streets adjacent to MMC to help improve the litter. See attached Tobacco Free policy, Corrective Action Policy, Guide to MMC Tobacco Free Policy, Palm card.

–Maine Medical Center

4. Tobacco Advertising

Standard: Advertisement or promotion of tobacco products is prohibited on the hospital’s campus and satellite facilities. This includes hospital publications and magazines subscribed to by the hospital for placement in waiting rooms.

Requirement: Describe efforts your hospital has taken to regulate magazines that have tobacco advertising. At least one strategy must be included to achieve this standard.

- Hospital only allows magazines without tobacco advertising.
- Maine Tobacco-Free Hospital Network stickers are placed on all donated or subscribed magazines that may contain tobacco advertising.
- Hospital removes tobacco advertising from magazines before allowing them in waiting rooms or other facility areas.
- Notices (posters, flyers, tent cards, signage, etc.) are placed in magazine areas stating that the hospital does not support tobacco advertising.
- Other (please explain)

Sample Answer:

See TAMC Directive #48, Section 1, paragraph 3. See TAMC Directive #63, paragraph 2, item 10. Advertising or promotion of tobacco products will be prohibited on any TAMC and TAMC affiliate property. This will include all hospital publications and magazines subscribed to by TAMC and TAMC affiliates for waiting area reading material.

–The Aroostook Medical Center

5. Tobacco Prevention & Treatment Education for Patients & Visitors

Standard: Information about tobacco dependence and treatment, secondhand smoke, thirdhand smoke and local/statewide treatment resources are readily available to patients and visitors. For example, brochures about the Maine Tobacco Helpline are displayed in patient or visitor areas, patients are offered a proactive fax referral to the Maine Tobacco Helpline, hospital discharge paperwork includes treatment options and resources, patients are given information on the harmful effects of tobacco use and secondhand/thirdhand smoke and/or information on tobacco treatment methods and where to find resources are available to patients and families.

Requirement: Describe how these materials are accessed by patients and visitors.

Sample Answer:

Information on the benefits of quitting smoking, tobacco dependence treatment, secondhand smoke and thirdhand smoke along with local/statewide treatment resources are communicated to patients and visitors. Various literature from the Breathe Easy, Maine Tobacco HelpLine and other educational materials such as a passive smoking letter are given out throughout FCHN office practices and inpatient units (see attached Passive Smoking Letter). Educational material is available in waiting rooms, patient packets, and bulletin boards throughout FCHN, and with discharge instructions. Patients are informed of these resources during any tobacco counseling done by respiratory therapists, nurses, or Primary Care Physicians.

FCHN is also affiliated with Healthy Community Coalition (HCC) have staff who are trained to counsel patients one-on-one on tobacco cessation and also educate patients or community members on the NRT treatments that are available to them for either no-cost or reduced rates. In the past year, HCC started a Tobacco Recovery Program that patients are referred to by physicians and nurses. Patients who enroll in the Tobacco Recovery Program work one-on-one with the Tobacco Treatment Specialist and staff where they receive counsel and support for their tobacco recovery journey. This program also hosts a monthly tobacco recovery group open to the public and hosted at the hospital where patients can meet in a safe environment to gain support from peers and staff to adopting a healthier lifestyle.

If patients are not open to the conversation about tobacco cessation they are directed to educational information available on HCC's website so they have the ability to self-educate on the harms of smoking and about available tips and resources including the Maine Tobacco Helpline. Utilizing the website privately may relieve pressure they may associate with conversations about their smoking habits with medical staff.

–Franklin Community Health Network

6. Evidence-Based Tobacco Treatment Training for Staff

Standard: The hospital supports evidence-based tobacco treatment training for staff by offering in-services on tobacco treatment and supports staff financially to attend trainings. Literature and resources are available on-site for staff. Trained staff are available to provide treatment and counseling to tobacco-dependent patients.

Requirement: List the number of employees who have been trained to deliver evidence-based tobacco treatment counseling and education and/or the number of tobacco treatment related activities held over the past year.

Sample Answer:

MDI Hospital offered two in-services this year on tobacco treatment.

1. 15 employees (including physicians, MA's, Care Managers, diabetes educators) attended the Foundations in Tobacco treatment in service, provided by the Center for Tobacco Independence.
2. 15 employees attended the Encouraging Change in-service offered.

MDI Hospital provides education expenses in department budgets for employees for education or personal enrichment to cover expenses. This past year, MDI Hospital worked with the Center for Tobacco Independence to have the referral to the Maine Tobacco HelpLine integrated in our EMR at the Health Centers. Staff was also trained at 3 satellite health centers.

–Mount Desert Island Hospital

7. Patient Screening and Assistance for Tobacco Dependence

Standard: All patients admitted to the hospital are screened for tobacco use, tobacco status is documented and patients are offered comprehensive treatment services during their stay, by designated staff. This includes tobacco dependence counseling/education at the bedside, clinical assessment and management for patients experiencing nicotine withdrawal, offering FDA-approved tobacco treatment medications, and referral to counseling post-discharge. Tobacco treatment services are evidence-based, as reflected in the Public Health Service Guideline: *Treating Tobacco Use and Dependence, 2008 Update*.

Requirement: Describe how patients are made aware of these services; the ways your hospital delivers them and how designated staff members are responsible for implementation.

Sample Answer:

Tobacco treatment intervention is available for all tobacco using patients admitted to the hospital. Upon intake all inpatients are asked if they use tobacco products. Their response is documented. If they do use tobacco products, they are advised to quit and are provided with the "Quit Tobacco: Plan for Success" brochure. In the brochure information is available about RFGH's Free Tobacco Support Group, RFGH's Individual Tobacco Support Program facilitated by RFGH's Certified Tobacco Treatment Specialist and The Maine Tobacco HelpLine. The brochure is also set up as a work booklet, allowing individuals to work through their own tobacco quit plan. This was developed by hospital's Tobacco Treatment Specialist. Individuals are also asked if they would like to receive a call from the hospital's Certified Tobacco Treatment Specialist to learn about support programs and resources and if they say yes they are referred and receive a prompt call.

For inpatients who are currently on one of the seven first line medications approved by the FDA to treat tobacco dependence, the same medication is continued if there are no contraindications or health issues that would prevent the continuation of the medication. For those who are not currently on a specific medication to treat tobacco dependence and request medication support, the nicotine patch is offered to them if there are no contraindications or health issues that would prevent the use of the patch.

Several hospital employees provide treatment support at the bedside to inpatients, including physicians, respiratory therapists, RN's, pharmacists and Tobacco Treatment Specialist. Approximately 115 hospital employees have recently received training in the 5 A's approach to tobacco brief interventions by RFGH's Tobacco Treatment Specialist and the Respiratory Director has attended an Intensive Tobacco Treatment training. Other respiratory therapists have attended the Basic Skills training.

–Redington-Fairview General Hospital

8. Tobacco Treatment Benefits

Standard: Tobacco treatment services are a covered benefit in the hospital health insurance package for employees and their dependents. Benefits include coverage for counseling and medication for quitting tobacco, with minimal, or no barriers to utilization (i.e. copays, out of pocket costs, limits).

Requirement: Describe tobacco treatment benefits provided and how they are promoted to employees.

Sample Answer:

All full time and part time employees are eligible for medical insurance through MaineHealth. Under these insurance plans, tobacco treatment prescriptions, programs and physician office visits are 100% covered with no deductible. Additionally, we now offer the "Quit for Life" program to all employees and spouses/partners enrolled in the MaineHealth health plan.
–Pen Bay Medical Center

9. Smoke-Free Community Lodging

Standard: The hospital provides a list of local 100% smoke-free lodging for visiting patients and families in order to make healthy choices regarding their lodging. The list should be easily accessible and reviewed and updated annually.

Requirement: Include the lodging list provided to visitors and patients.

Sample Answer:

SVH maintains a Local Smoke-Free Lodging Options brochure. The brochure is available at Central Registration and at the front desk of the hospital. The Community Health & Education department contacts local establishments annually to confirm and update information. See attachment for the Local Smoke-Free Lodging Options brochure.
–Sebasticook Valley Health

10. Tobacco Funding and Donations

Standard: The hospital has a written policy stating it refuses all donations from the tobacco industry, and divests itself of all tobacco company stock.

Requirement: Provide policy language, procedures and/or guidelines that explain the hospital's position on tobacco industry donations.

Sample Answer:

At EMMC, we have an investment policy that speaks to our desire to avoid companies that are involved in the tobacco and alcohol industry. Our investment managers are made aware of this policy (along with other investment guidelines). Excluded investments in separately managed vehicles; the portfolios may not contain companies whose primary revenue is derived from the manufacture or sale of alcohol or tobacco.

At EMHS, there is also a Gift Acceptance and Valuation Guidelines Statement that is intended to give guidance and counsel to those individuals responsible for planning, promotion, solicitation, receipt, acceptance, application, and disposition of all charitable gifts to all EMHS member organizations including EMMC. These guidelines have been written in accordance with the Healthcare Charities gift acceptance policy. Donations from tobacco companies have not been accepted and EMMC does not invest in tobacco company stock.

–Eastern Maine Medical Center