



2020 Healthcare Gold Star Standards of Excellence Standards Overview

All Maine healthcare organizations are encouraged to apply for recognition.

6 Standards: Bronze Award

7 Standards: Silver Award

8 Standards: Gold Award

9 Standards: Platinum Award

1. Tobacco-Free Policy

Standard: The healthcare organization 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 healthcare organization campus, including in parking lots, in vehicles parked on campus, at all satellite sites and at other properties the healthcare organization owns and/or rents.

Requirement: **Include the written policy** for the healthcare organization.

- A. Must include a definition of “smoking”.
- B. Must provide examples of prohibited products, including electronic smoking devices and/or other vapor products.
- C. Includes prohibition of smoking and tobacco use in vehicles, parking lots and in personal vehicles parked on healthcare organization grounds
- D. Includes a prohibition of smoking and tobacco use at all locations where healthcare organization employees work. The policy extends to all off-site meetings, conferences and in all healthcare organization vehicles.

2. Thirdhand Smoke Policy

Standard: The healthcare organization 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 healthcare organization. Indicate how it is communicated to employees, patients, visitors and contractors. For example, tobacco smoke odor is included in the healthcare organization’s scent-free policy and/or language in the

tobacco policy which prohibits employees from reporting to work with notable thirdhand smoke odor.

3. Policy Communication and Enforcement

Standard: Written policies and procedures exist that detail the healthcare organization'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 are 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 healthcare organization'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 healthcare organization 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.
- 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 healthcare organization 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.
- Patients receive information on the healthcare organization's tobacco-free policy at their initial appointment and again as necessary that outlines policy compliance expectations.

- Other (please explain): _____

4. Tobacco Advertising

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

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

- Healthcare organization only allows magazines without tobacco advertising.
- Stickers are placed on all donated or subscribed magazines that may contain tobacco advertising.
- Healthcare organization 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 healthcare organization does not support tobacco advertising.
- Other (please explain):

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 QuitLink are displayed in patient or visitor areas, patients are offered a proactive referral to the Maine Quitlink, healthcare organization 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 treatment services and resources are accessed by patients and visitors.

6. Evidence-Based Tobacco Treatment Training for Staff

Standard: The healthcare organization 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**.

E. Promotion and support for tobacco education and/or continuing medical educational (CME) opportunities for healthcare organization staff.

7. Patient Screening and Assistance for Tobacco Dependence

Standard: All patients are screened at each visit for tobacco use, tobacco status is documented, and patients are offered an option for treatment.

- This could include in person evidence-based tobacco dependence counseling/education as well as educating and/or offering FDA-approved tobacco treatment medications. Treatment would be provided by a staff person who is trained in tobacco treatment. AND/OR
- Brief counseling on the importance of quitting tobacco use and a referral to tobacco treatment (i.e. The Maine QuitLink) post-discharge. Requirement: Describe how patients are made aware of these services; the ways your healthcare organization delivers them and how designated staff members are responsible for implementation.

Requirement: Please described in detail the screening and assistance process for your patients. Check one or both above as applicable.

8. Tobacco Treatment Benefits

Standard: Tobacco treatment services are a covered benefit in the healthcare organization's 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.

9. Tobacco Funding and Donations

Standard: The healthcare organization has a written policy or position statement 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 healthcare organization's position on tobacco industry donations.

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