**2021 Healthcare Organization Gold Star Standards of Excellence Program**

**The Gold Star Standards of Excellence program recognizes Maine’s healthcare organizations that are addressing smoking and tobacco use by creating and maintaining smoke and tobacco-free policies as well as implementing procedures that support tobacco-free lifestyles.** **As leaders in health care, Maine healthcare organizations seek to optimize the health of patients and the surrounding community; healthcare organizations provide key community support and are exemplary role models of healthy behaviors.**

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**

**HOW TO APPLY**

Download and complete the application, ensuring all applicable questions have been answered; check the box next to the standards met by the healthcare organization. The lettered bullets within each relevant standard are specific to applying for the PLATINUM LEVEL award.

Submit the application (word or PDF) with necessary attachments via email to [BreatheEasy@MaineHealth.org](mailto:BreatheEasy@MaineHealth.org)

**QUESTIONS**

Please visit our website [www.BreatheEasyMaine.org/GSSE](http://www.BreatheEasyMaine.org/GSSE) for more information including the Guidance Document and webinar or email [BreatheEasy@MaineHealth.org](mailto:BreatheEasy@MaineHealth.org).

**\*Applications are due Friday October 15, 2021\***

**2021 Healthcare Organization Gold Star Standards of Excellence Program Application**

*Application can be downloaded via* [*BreatheEasyMaine.org/GSSE*](http://www.BreatheEasyMaine.org/GSSE) *website*

Healthcare organization Name: Click or tap here to enter text.

Healthcare organization CEO:Click or tap here to enter text.Email:Click or tap here to enter text.

Mailing Address: Click or tap here to enter text.

Physical Address (if different): Click or tap here to enter text.

Location(s) of additional campuses (if applicable):Click or tap here to enter text.

Application Contact: Click or tap here to enter text.Title: Click or tap here to enter text.

Phone: Click or tap here to enter text.Email: Click or tap here to enter text.

Location(s) of additional campuses (if applicable):Click or tap here to enter text.

**Tobacco-Free Policy  
Standard 1:** 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: **Attach the written policy** for the healthcare organization. **\*Platinum Level Requirements**

1. Must include a definition of “smoking”.
2. Must provide examples of prohibited products, including electronic smoking devices and/or other vapor products.
3. Includes prohibition of smoking and tobacco use in vehicles, parking lots and in personal vehicles parked on healthcare organization grounds
4. 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.

**Notes:** Click or tap here to enter text.

**Thirdhand Smoke Policy  
Standard 2:** 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:** **Attach 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.

**Notes:** Click or tap here to enter text.

**Policy Communication and Enforcement**

**Standard 3:** 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): Click or tap here to enter text.

**Tobacco Advertising**  
**Standard 4:** 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): Click or tap here to enter text.

**Tobacco Prevention & Treatment Education for Patients & Visitors**

**Standard 5:** 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.

Click or tap here to enter text.

**Evidence-Based Tobacco Treatment Training for Staff**  
**Standard 6:** The healthcare organization supports evidence-based tobacco treatment training for staff by offering in-services on tobacco treatment and/or 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.** Note:These trainings would typically have a CEU/CME attached to it.

**Requirement:** List the **number** of current employees who have been trained to deliver evidence-based tobacco treatment counseling. If there are current employees who have been previously trained in tobacco treatment, list the tobacco treatment related activities held over the **past year** that support continued education for tobacco treatment.

Click or tap here to enter text.

**Patient Screening and Assistance for Tobacco Dependence**

**Standard 7:** 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.

**Tobacco Treatment Benefits**

**Standard 8:** 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.

Click or tap here to enter text.

**Tobacco Funding and Donations**

**Standard 9:** 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. Click or tap here to enter text.

**\*Applications are due Friday, October 15, 2021\***