

TOBACCO FORCE UNITED (TFU) HPH – ENSH COLLABORATIVE TASK FORCE ON TOBACCO

Report May 2009

DEVELOPMENT OF TFU TASK FORCE

Tobacco Free United (TFU) is a collaborative taskforce initiated by both networks (HPH and ENSH) with the aim of gathering health professionals, hospitals and healthcare services with individuals and organizations to work towards a tobacco free society, using the health promotion principles. It seeks to bring together the strong concepts, tools and activities of both networks on tobacco and through agreement on collaborative actions and the exchange information to promote the concepts, tools and activities of each network across the members of both networks.

STRUCTURE OF THE TFU TASK FORCE

Tobacco Free United (TFU) as a collaborative taskforce has an elected leader (Ms. Christa Rustler), key representative from the main partners HPH (Dr. Simone Tasso) and ENSH (Prof. Bertrand Dautzenberg). Development and activity is supported by sub-group leaders for the key action areas and overall support is provided by two coordinators, one from HPH Network (Ms. Ann O’Riordan) and one from ENSH Network (Ms. Ariadni Ouranou).

To date TFU has identified the need for three sub groups on Advocacy, Good Practice and Evaluation to develop, promote and deliver on the action plan. Each subgroup has a number of active participants and taskforce coordinators work across all sub-groups and to all TFU participants. In addition, a communication strategy (appendix 1) has been developed to support and promote partnership working and transparency between the two main taskforce partners the HPH and ENSH networks.

MISSION OF TFU

To join first the forces of the two Networks (HPH and ENSH) in a way that strengthens existing links and synergy between them and subsequently involve other stakeholders, partners and experts in the field of tobacco prevention and protection, training research and cessation services.

MAIN AREAS OF WORK

TFU has a four year (2008 – 2012) action plan (appendix 2). The action plan has identified three specific areas for activity; Advocacy, Good Practice and Evaluation. Each action area will have a sub-group to assist development, promote activity and ensure that the identified output targets are delivered.

MOST RELEVANT EVENTS

The TFU Task Force meet for the first time within the framework of the 16th International HPH Conference, Berlin 2008. The most recent relevant events were:

- Sept 08 - Coordination meeting to finalise TFU Strategy Document, four year action plan (2009 – 2012) and identify sub- group leads
- Circulation of TFU Strategy Document and recruitment of taskforce participants from both HPH and ENSH networks (Sept 08)
- Launching the TFU website with all relevant documents
- Meeting with ENSH to finalise agreement and signature of HPH Agreement Document in November
- Information E-mails to all participants
- Formation of Advocacy Sub-Group and work commenced
- Initiated Support Sub-Group

MAJOR STRENGTHS AND SUCCESSES SO FAR

The results achieved by the TFU Taskforce in May 2008 – May 2009 are as follows:

- Registered participants 44 number from 16 countries
- **TFU Pact for Hospitals and Health Services:** The TFU Pact is intended to put forward a common philosophy with clear objectives to which organisations of HPH and ENSH can commit to with a view to supporting a comprehensive tobacco control policy within and outside their organisations (appendix 3).
- **TFU Charter for Health Personnel:** The TFU Charter is based on the TFU Pact and gives health personnel a platform to show commitment and also the TFU to show support for the TFU Pact (appendix 4).
- Draft Template for gathering good practice models – to be the theme for next years pre conference on tobacco (appendix 5)
- Facilitation of the 1st Pre Conference on Tobacco within the framework of the 17th International HPH Conference in Crete, Greece

Pre-conference and HPH conference 2009 - Action

The TFU Charter for Health Personnel, based on the TFU Pact for Hospitals and Health Services will be introduced in the Pre-conference and in the HPH conference. It is planned to gather as many as possible signatures from all the participants. The TFU Charter will also be send out to all TFU participants and also offered to the HPH secretariat and the ENSH coordination for the translation and dissemination to their members.

CONTACTS

For further information please see the TFU website: <http://www.ensh.eu/ensh/racine/default.asp?id=980>

or contact the TFU Task Force Leader: Ms. Christa Rustler, rustler@dngfk.de

or associate coordinator Ms. Ann O`Riordan, info@ihph.ie

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TFU Pact on Tobacco for Hospitals and Health Services Introduction

Tobacco consumption is the single most preventable cause of death and disability in the world. In 2008, tobacco killed more than 5 million people world wide – by 2030 the death toll will exceed 8 million a year, if society does not react. Tobacco kills more than tuberculosis, Aids/HIV and malaria combined. Tobacco smoke harms every organ of the body and kills up to half of its consumers¹. There is no safe level of exposure to second hand smoke. Second hand smoke exposure contributes to a range of diseases including heart disease and many cancers. The health consequences related to tobacco consumption impact severely on the health budgets of countries around the world. Socially disadvantaged populations are the most at risk and carry the greatest burden of premature death and disease.

Hospitals and health care services have an important obligation in the struggle to reduce the use of tobacco and its deleterious health effects. This obligation should be seen in a larger dimension of tobacco control, tobacco cessation and prevention activities in hospitals and health care facilities and should also include their participation in tobacco prevention activities at community level to create a tobacco free environment for all.

The right to the highest attainable standard of physical health is laid down in the Charter of Human Rights and particularly in the International Covenant on Economic, Social and Cultural Rights (ICESCR)². The Ottawa Charter³ sets out the general conditions for health promotion and The Framework Convention on Tobacco Control⁴ developed by the World Health Organisation sets international standards for the fight against tobacco. This then requires everyone to work together and combine their efforts. Health professionals therefore should become involved, particularly those directly in contact with tobacco users such as doctors, dentists, nurses, psychologists, midwives, etc. Health professionals are regarded as role models and have the trust of the population, the media and policy makers. Their personal support of and participation in the fight for a tobacco free society is essential in the effort to denormalise tobacco use among the general population both in explicit and implicit ways.

The TFU Pact is intended to put forward a common philosophy with clear objectives to which organisations of HPH and ENSH can commit to with a view to supporting a comprehensive tobacco control policy within and outside their organisations. The objectives of the Pact are in line with the World Health Organisations' strategy to reduce tobacco consumption world wide laid down in the WHO Framework Convention on Tobacco Control (FCTC) and the policy recommendations of the WHO "MPOWER" Pack. The TFU Pact is inspired by the WHO recommendations on "The Role of Health Professionals in Tobacco Control"⁵ that integrates regional policy recommendations aiming at a better participation of health professionals in Tobacco cessation.

¹ WHO Report on the global tobacco epidemic 2008, The MPOWER package http://www.who.int/tobacco/mpower/mpower_report_full_2008.pdf

² The right to the highest attainable standard of health : . 11/08/2000. E/C.12/2000/4. (General Comments)

³ [http://www.unhcr.ch/tbs/doc.nsf/\(symbol\)/E.C.12.2000.4.En](http://www.unhcr.ch/tbs/doc.nsf/(symbol)/E.C.12.2000.4.En)

⁴ Ottawa Charter http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf

⁵ Framework Convention on Tobacco Control (FCTC) <http://www.who.int/fctc/en/index.html>

⁵ The role of health professionals in tobacco control, WHO Tobacco free Initiative, update 2007 http://www.who.int/tobacco/resources/publications/wntd/2005/bookletfinal_20april.pdf

By adhering to the TFU Pact, HPH and ENSH member organisations will, to the best of their abilities, strive to implement the measures laid down herein after.

On organisational level

1. to promote and facilitate the implementation of comprehensive tobacco free policies in hospitals and health care facilities based on evidence based approaches and good practice ⁶.
2. to promote exclusively evidence based tobacco cessation treatment methods that conform to the differing needs of individual tobacco users taking into account socio-economic status, age, education, ethnicity and gender⁷
3. to dedicate financial and/or other resources to tobacco control – including dedicating resources to the implementation of the objectives of this Pact
4. Include tobacco control in the agenda of all relevant health-related congresses and conferences and reach out to organise or participate in tobacco control activities/ campaigns regionally or nationally and extend networking in tobacco control beyond the HPH/ENSH organisations
5. to refrain from accepting any kind of tobacco industry support- financial or otherwise – and from investing in the tobacco industry

On professional level:

6. to encourage health institutions and medical educational centres to include tobacco control in the curriculum of pre, post and continued education and other training programmes.
7. to get involved in the development of evidence based guidelines in tobacco /smoking cessation and engage in research activities⁸
8. to take measures to promote public and private reimbursement of smoking cessation therapy with related stakeholders
9. to support the inclusion of tobacco control in the agenda of all relevant health-related congresses and conferences and make sure that all events are tobacco/smoke free.
10. to establish a stated policy on any commercial or other kind of relationship with partners who interact with or have interests in the tobacco industry through a declaration of interest.

On individual level:

11. to encourage and support health professionals (staff and colleagues) to endorse the TFU Charter for health personnel and become role models by not using tobacco and by implementing a tobacco-free culture in the workplace
12. to commit health professionals within the organisation to routinely record and monitor the tobacco consumption/smoking status of all patients and record their subsequent actions /interventions in an integrated routine record system.
13. to ask health professionals to share their knowledge on the impact of tobacco on health with the wider community (schools, clubs, public services etc) and to collaborate with external tobacco cessation services

On legislative level:

14. to facilitate and support participation of health professionals (staff and colleagues) in the development of tobacco free policies, tobacco prevention and tobacco/smoking cessation guidelines within their organisation or community
15. to encourage regional and national governments to develop effective tobacco control measures especially with regard to Article 8 (Protection from exposure to tobacco smoke) and Art. 14 (Demand reduction measures concerning tobacco dependence and cessation)of the FCTC
16. to advocate with other health professional groups and the tobacco control community for effective implementation of existing tobacco control legislation
17. to engage in and support media related advocacy for tobacco prevention and cessation
18. to contribute to the protection of public health policies with respect to tobacco control from commercial and other vested interests of the tobacco industry.

⁶ ENSH concept of smoke free hospitals and health care services <http://ensh.eu/ensh/racine/>

⁷ Framework Convention Alliance Position Paper Art 14 – FCTC <http://www.fctc.org>

⁸ PESCE – Executive Summary - Evidence based policy recommendations and practice based implementation strategies http://www.tabac-liberte.com/m_pages.asp?menu=65&page=182



TFU CHARTER for HEALTH PERSONNEL

As Health Personnel (Doctor, Nurse or other):

- 1. I am conscious of the harmful effects of tobacco**
 - to each smoker / tobacco user
 - to each person who lives with a smoker
 - to society

- 2. I know that exposure to environmental tobacco smoke also called “second hand smoke” and “passive smoking” is a widespread source of morbidity and mortality that imposes a significant cost on society.**

- 3. I am conscious that tobacco is a drug that causes psychological and pharmacological dependence**

- 4. I am ready to motivate tobacco user to quit**

- 5. I am willing to discourage tobacco use of any kind:**
 - by presenting myself as a good role model by not smoking or using tobacco
 - by promoting the designation and maintenance of healthcare service as tobacco free
 - by developing skills to clarify tobacco addiction and motivate tobacco users and relatives to quit
 - by promoting tobacco cessation in my social life

- 6. I realise that I have a great responsibility, not only towards patients but also to colleagues and to the general public and, in particular, towards the young generations**

I incite managers to approve and take appropriate preventive measures

We –as Health Personnel (Doctors, Nurses and other) - join our efforts and strength to reduce Tobacco consumption in the knowledge that it is the single most important voluntary risk factor and the cause of many early deaths in our communities.

Name & Surname.....

Profession**Hospital/Service**.....

City.....**Country**.....

Date ___/___/___ **Signature**.....

I give permission to publish my name in the Charter Register on paper & web (please tick):

This Charter is based on the Tobacco Free United Pact on Tobacco for Hospitals and Health Services and can be found online <http://www.ensh.eu/ensh/racine/default.asp?id=980>

TFU GATHERING EXAMPLES OF GOOD PRACTICE

The TFU wants to gather information on examples of good practice from HPH and ENSH network members. The aim is to identify feasible and transferable project/actions and with the support of TFU participants assist transfer across both networks.

Do you know of a “Tobacco Free Good Practice” example that is ready for transferred?

Examples can have already been realized in your region/network or you are simply aware of an example from the literature, conference and so on.

The copy you hold is a **DRAFT COPY** – your comments and feedback is welcome.
Email comments to : info@ihph.ie

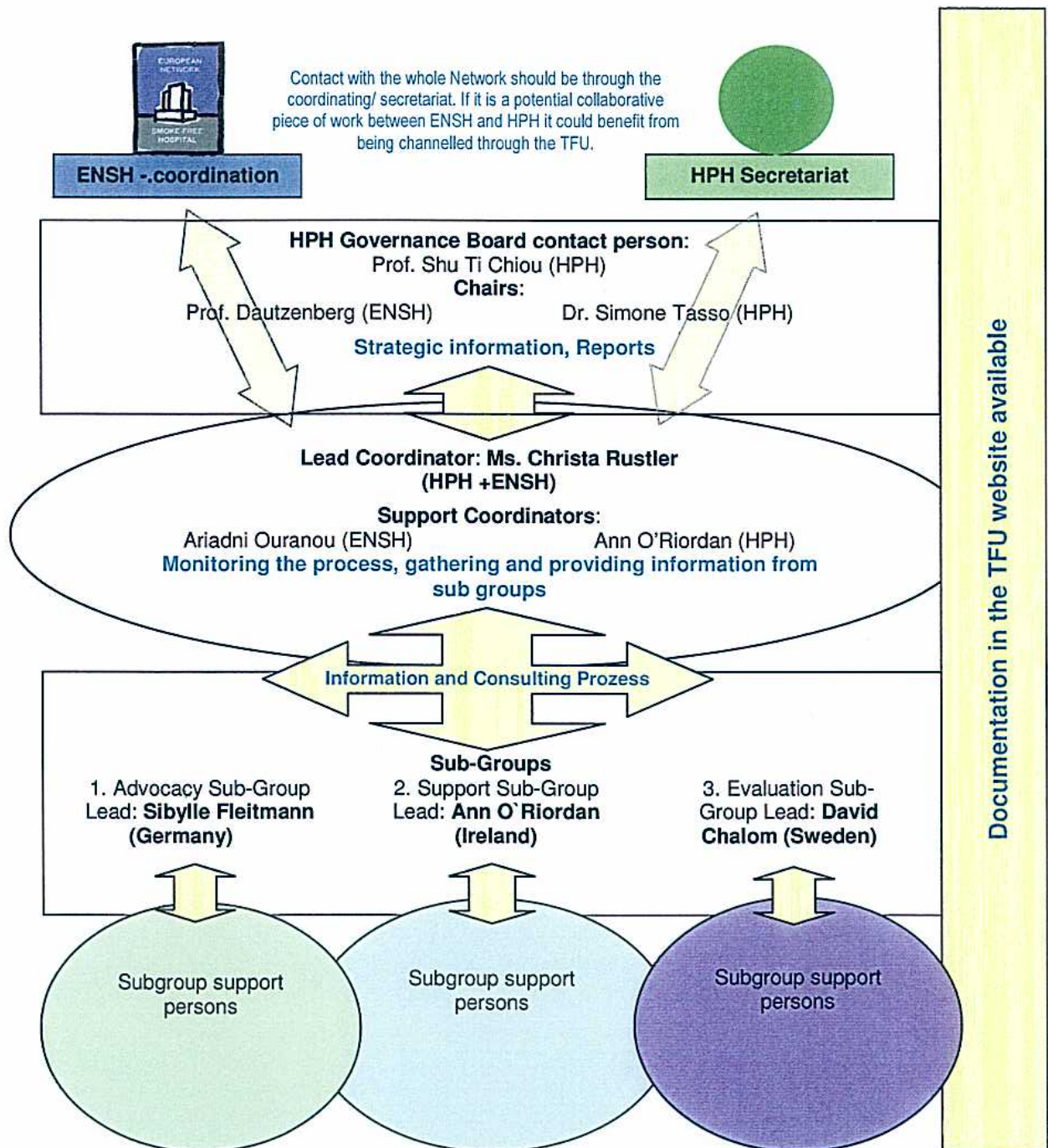
Example of “good practice” - Title:	
Target group/s (more answers possible)	<input type="checkbox"/> students <input type="checkbox"/> adults <input type="checkbox"/> others
Type of intervention: (more answers possible)	<input type="checkbox"/> cessation <input type="checkbox"/> prevention
Advocacy: are any stakeholders involved? If yes which?	
Short description of the Project	

Is the template clear enough? Have you any suggestions to improve its usefulness?



Tobacco free United

TFU Communication Structure to provide transparency, support participation and structure communication



HPH Collaborative Taskforce on Tobacco Strategy Framework (2008 – 2012)



The International Network for Health Promoting Hospitals (HPH) and the European Network for Smoke-free Healthcare Services (ENSH) agree that hospitals and healthcare services have important obligations in the struggle to reduce the use of tobacco and its deleterious health effects. These obligations include not only a tobacco-free environment, but also the provision of active support for smokers in their quitting process. This concerns patients, their relatives as well as all categories of personnel and the community.

Tobacco Free United (TFU) is a collaborative taskforce initiated by HPH in association with ENSH with the aim of gathering health professionals, hospitals and health services with individuals and organizations to work towards a tobacco free society, using the principles of Ottawa Charter, Budapest Declaration and other WHO health promotion documents and on the basis of the Code of the European Network for Smoke-free Health Services (ENSH).

▪ **Vision**

To strengthen links and collaborative activity between main partners on tobacco within hospitals and health services. Ensure that hospitals and health services become settings of good practice in themselves and work towards a Tobacco Free Society. This means hospitals and health services work together with Public Institution, Voluntary Organizations and other community partners for a tobacco free world. Hospitals and healthcare services take their role not only in ensuring a tobacco-free organization but also to offer smoking cessation services for patients and affiliates, staff and the community.

▪ **Mission**

To join first the forces of the two Networks (HPH and ENSH) in a way that strengthens existing links and synergy between them and subsequent involves other stakeholders, partners and experts in the field of tobacco prevention and protection, training research and cessation services.

Members

- National/Regional Coordinators or representatives of Health Promoting Hospitals and Health (HPH) Networks
- National Coordinator or representatives of European Network of Smoke-free Hospitals and Health Services (ENSH)
- **Additional** – to be invited i.e. Professional bodies, NGO's and other Interested hospital/health services and relevant experts in the field of tobacco

Working Levels

▪ Strategic Level

It will be conducted by the members of the working group with contributions of experts and colleagues at the operative levels. It consists the following main phases:

1. To create a pathway for synergy of the two networks and concepts HPH and ENSH
2. to create documents and guidelines for supporting the operative level (i.e. TFU Charter , the correlation of the HPH & ENSH approach, implementation tools).
3. to identify and collect models of good practice
4. to support the evaluation of tobacco free policies and the TFU Initiatives/projects.
5. to disseminate the best information and examples,
6. to collaborate with and contribute to - as much as possible- common international actions/initiatives

▪ Operative Level

It will be conducted in the hospitals and health services. It consists of the development of tobacco free policies and actions following –as much as possible- the guidelines from the strategic level

Taskforce Governance

Tobacco Free United (TFU) is a collaborative taskforce with an elected lead Coordinator, joint chairs from the main partners HPH and ENSH and supported by sub-group leaders from the key action areas and invited other relevant members. Overall support is provided by two associate coordinators, one from HPH Network and one from ENSH Network.

Lead Coordinator: Ms. Christa Rustler (HPH +ENSH) **Chairs:** Prof. Dautzenberg (ENSH), Dr. Simone Tasso (HPH)
Support Coordinators: Ariadni Ouranou (ENSH), Ann O’Riordan (HPH)

Sub-Groups

- Advocacy Sub-Group Lead: Sibylle Fleitmann (Germany)
- Support Sub-Group Lead: Ann O’Riordan (Ireland)
- Evaluation Sub-Group Lead: David Chalom (Sweden)

**Each subgroup to seek a core of at least 3 active participants Taskforce coordinators to work across all sub-groups
Additional Representatives: 3/4 to be invited from ENSH + HPH to ensure broad representation.**

Prerequisites: Improvements in Tobacco control requires a secure foundation in the basic prerequisites described in Ottawa Charter for Health Promotion:

- 1. Advocate:** Political, economic, social, cultural, environmental, behavioural and biological factors call all to influence tobacco habits and, consequently, the harms from tobacco. **Advocacy in all these fields** will be necessary to get integrated actions and sustainable results.
- 2. Enable:** Working on Tobacco control includes a secure foundation in supportive environments, access to information, life skills and opportunities for making the right choices. It will be necessary to work on staff, patients and community **to enable people to take control** of those things which determine the tobacco habits of a society and to enable health care professionals in the best available and evidence based tobacco cessation practice.
- 3. Mediate:** The prerequisite and prospects for tobacco control cannot be ensured by the health sector alone. Professional and health personnel have a major responsibility **to mediate different interests** in society for the pursuit of it, involving governments, health and other social and economic sectors, nongovernmental and voluntary organizations, local authorities, industry and media.

Framework Actions: TFU will have to support the following general actions:

Build / support Public Policy against the harmful affects of tobacco

Tobacco control goes beyond health care. It means putting it on the agenda of policy makers in all sectors and at all levels. Tobacco control policy combines diverse but complementary approaches including legislation, fiscal measures, taxation and organizational change. It requires the identification of the obstacles to adoption of healthy tobacco control policies and the ways of removing them.

Create supportive environments & Strengthen community actions

Hospitals and Health services must be supportive environments for the tobacco control and treatment of tobacco addiction, representing good examples of tobacco free working places and engaging with community partners to build a tobacco free society.

Development personal skills

Working on tobacco control and tobacco cessation means providing support for personal and social development, through the provision of information, education to healthcare personnel, patients and individuals so that correct skills are created/enhanced. First of all, this must be evident in hospitals and health care services but also this has to be facilitated in Schools, work and community services and even home where children are often exposed to passive smoke.

Standards

The HPH Standards are developed as a comprehensive framework in which different topics/aims/approaches/ for health promotion, regardless if they address patients, staff or the community can be added and enabled, the ENSH Code with its standards and implementation tools are seen as helpful concepts to achieve the common stated mission of hospitals and healthcare services for a tobacco-free society.

Management Policy: for building comprehensive tobacco free policies and treatment for tobacco users through Hospitals and Health care Services in their organizations and for the community.

Patient assessment: for identifying, assessing and managing the patient's who use tobacco during their stay in hospital and/or health services, with the aim to support and assist them quit.

Patient information and intervention: provide patients, visitors and staff with information on the harmfulness of tobacco and provide tobacco users with opportune interventions to quit.

Promoting a Healthy Workplace: work towards a tobacco free environment in the hospital and health services as personnel have the right to work in tobacco free workplace.

Continuity and cooperation: hospitals and health services have to guarantee the continuity of care from in-patient to out-patients and vice versa.

Following the HPH Standards and Self Assessment Manual and using the ENSH standards and self audit tool, TFU will work for the development of how to best create synergy out of the two networks and concepts.

STRATEGY ACTION PLAN (2008-2012)

Action	Success Criteria	Timeframe	Monitoring
<p>Advocate for stronger tobacco control legislation and effective implementation in all countries, thereby giving direction and support to hospitals and health services in their work towards a tobacco free society.</p>			
<p>1. Develop a TFU Charter for national/regional health services in line with the WHO Framework Convention on Tobacco Control; and with the orientation of the synopsis.</p> <p>2. Develop a TFU Charter for healthcare staff in hospitals and Health Services</p>	<p>TFU Charter for healthcare staff completed</p> <p>TFU Charter widely disseminated to all the HPH and ENSH members</p> <p>TFU Charter for national/regional health services completed</p> <p>TFU Charter widely disseminated to all the HPH and ENSH members</p> <p>Using existing HPH and ENSH websites have periodical updates and reports on TFU activity</p>	<p>2009</p> <p>2010</p>	<p>Number of collected signatures</p> <p>Reports and actions available on Web sites</p> <p>Number of collected signatures</p> <p>Reports and actions available on Web sites</p>
<p>2. Join with existing international efforts aimed at strengthening Tobacco legislation in all the countries in support of a Tobacco Free Society: creating advocacy involving personalities of our communities : single persons (journalists/writers, sportive champions, culture people, famous doctors and so on) ; and organizations</p>	<p>In each country find well know personalities (i.e. sportive champions) giving the their image to TFU / or specific initiatives of TFU (i.e. children prevention) ;</p> <p>Presentation to mass media of the data in World No Tobacco Day (better with the well known personality/(s)</p>	<p>2009</p> <p>2010</p>	<p>Database of the names and place of work of the personnel having signed the Charter</p> <p>Number of News about our initiative in TV, Newspaper, Radio, News internet sites.</p>

Action	Success Criteria	Timeframe	Monitoring
	Presentation to policy makers (single country and E.U.) of the data to support changing in legislation	2011	Tobacco legislation changes in some/all counties: inside hospitals and health services, in workplaces, in public spaces
3. Strengthen institutional visibility of the Task Force and improve understanding in hospitals and health services on the relevant articles of the WHO Framework Convention on Tobacco and through the results/good practise of the members of the ENSH and HPH networks	Writing of article(s) about the initiatives of TFU and writing of a text –book describing all the Project of TFU	2009-2012	Publication of article(s) about the initiatives of TFU Publication of the text-book
Enable: support the implementation and monitoring tobacco free policies in all hospitals and health care services and identify best practice actions and activities.			

Action	Success Criteria	Timeframe	Monitoring
<p>1. Create an overview/synopsis of the correlation of the two concepts to give hospitals and healthcare services best orientation how to implement a tobacco free policy to support the development of the Health Promoting Hospital.</p>	<p>Consensus about the synopsis and positive feed back about usability from member of ENSH and HPH networks</p>	<p>2010</p>	<p>Publication of the synopsis in the HPH conference</p> <p>Number/percentage of members who are aware of or piloting /using the synopsis.</p>
<p>2. Identify and collect models of good practice</p>	<p>Disseminate and develop a database of examples of good models</p>	<p>2011</p>	<p>Uptake and transfer of best practice across European and at individual organisation level</p>
<p>3. Review implementation support process by national/regional coordinators to implement tobacco free policies integrated in health promoting programs in their networks</p>	<p>Increasing members of HPH implement tobacco free policies</p> <p>Increasing ENSH members integrate health promoting programs</p>	<p>2010</p>	<p>Workshops in international conference</p> <p>Increasing number of documented self audits</p> <p>Increasing results in ENSH standard 7</p>
<p>4. Review, update and disseminate materials and guidelines to support the implementation of Tobacco Free Policies</p>		<p>2012</p>	<p>Realization of the materials</p> <p>Use of those materials in hospitals and health services</p>

Action	Success Criteria	Timeframe	Monitoring
<p>Enable. Support the evaluation of tobacco control policies as implemented by the HPH Collaborative TFU members to contribute to health improvement and health gain outcomes within hospitals and health services</p>			
<p>1. Establish a sub-group to support the development and piloting of an evaluation process to measure the health impact of implemented tobacco free policies</p>	<p>Replicate the German Network evaluation process within at least one other National Tobacco Free Health Service Network</p>	<p>2009</p>	<p>Benchmarking sample of participating members to monitoring of the efficacy of tobacco free policies within hospitals and health services.</p>
<p>2. Identify Health improvements indicators in order to monitor the efficacy of tobacco policies in TFU members.</p>	<p>Common action of HPH and ENSH to collect data on the quality/impact of the implementation of tobacco free policies in hospitals and healthcare services (if possible, common EU-project</p>	<p>2012</p>	
<p>3. Develop and seek funding to undertake an European Pilot Project to replicate the German evaluation process on a European Level</p>	<p>Funding from EU or on national level (government, research funds, foundations)</p>	<p>2009 -2012</p>	