

# Slides and Speaking Notes

## 1. Title Slide

### Speaking Notes

- In the next 15 minutes or so I would like to give you a brief overview on workplace tobacco control policies:
  - why we need them
  - what the options are
  - a step-by-step process for how we can develop and implement a smoke-free policy in our workplace
- I plan to leave lots of time for discussion at the end of the presentation.
- Does this sound okay? [Audience nods agreement]
- Good, then let's begin.



# **Towards a Healthier Workplace: Workplace Tobacco Control Policies**

Towards a Healthier Workplace: A Guidebook on Tobacco Control Policies

## 2. Benefits of a Workplace Tobacco Control Policy

### Speaking Notes

There are five key reasons for restricting smoking in the workplace:

- **Better health.** A smoke-free policy is an effective tool for promoting and protecting the health of our employees.
- **Better business.** A workplace tobacco control policy can save money — in reduced absenteeism, increased productivity, lower health and disability costs, and lower maintenance costs.
- **Legislation.** Federal, provincial and municipal laws that restrict smoking in workplaces are becoming increasingly common. Most of these laws and by-laws require individual workplaces to develop, implement and enforce specific policies at their worksites.
- **Employee satisfaction.** A large majority of workers — both smokers and non-smokers favour workplace smoking bans.
- **Litigation.** Employers who provide a smoke-free environment protect themselves from liability charges related to exposure to tobacco smoke.



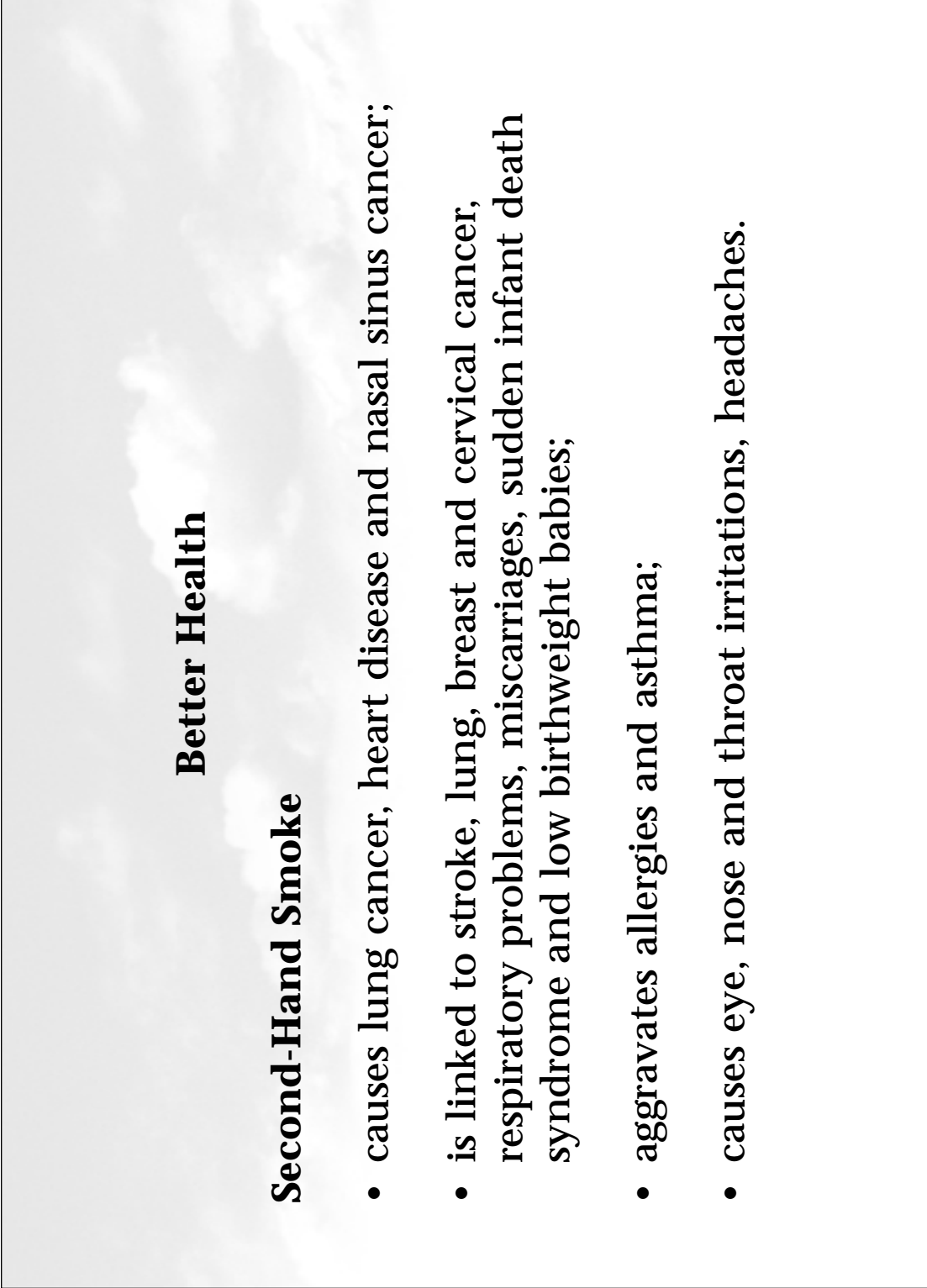
## **Benefits of a Workplace Tobacco Control Policy**

- **Better health**
- **Better business**
- **Comply with legislation**
- **Employee satisfaction**
- **Avoid litigation**

### 3. Better Health

#### Speaking Notes

- Second-hand smoke is a toxic mixture given off at the burning end of a cigarette or exhaled by someone who is smoking.
- Second-hand smoke is a recognized workplace hazard and is classified by the U.S. Environmental Protection Agency as a Class A carcinogen, known to cause cancer in humans.
- Second-hand smoke stays in the air for a long time and circulates throughout buildings, exposing employees to chemicals that are associated with the serious diseases and health problems highlighted on this slide.



## **Better Health**

### **Second-Hand Smoke**

- causes lung cancer, heart disease and nasal sinus cancer;
- is linked to stroke, lung, breast and cervical cancer, respiratory problems, miscarriages, sudden infant death syndrome and low birthweight babies;
- aggravates allergies and asthma;
- causes eye, nose and throat irritations, headaches.

## 4. Better Business

### Speaking Notes

- As shown in this slide, the Conference Board of Canada estimates that the annual cost of tobacco smoke in the workplace can be up to \$2,565 per employee who smokes. Today, these costs are higher than this estimate which is in 1995 dollars.
- This is actually an under-estimation since it does not take into account other costs such as health and disability insurance and fire hazards.

**Better Business**  
**Annual Estimated Cost**  
**Per Employee Who Smokes**  
(in 1995 dollars)

| <b>Cost Factor</b>                | <b>Cost</b>     |
|-----------------------------------|-----------------|
| Increased absenteeism             | \$ 230          |
| Decreased productivity            | \$ 2,175        |
| Increased life insurance premiums | \$ 75           |
| Smoking area costs                | \$ 85           |
| <b>TOTAL</b>                      | <b>\$ 2,565</b> |

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Source: Smoking and the Bottom Line, The Conference Board of Canada (1997).



## 5. Complying With Legislation

### Speaking Notes

- Another important reason to implement a workplace tobacco control policy is to comply with existing legislation, or to get ready for impending legislation.
- Most provinces are bringing in legislation to restrict smoking in workplaces and public places. In British Columbia, for example, regulations now ban smoking in 85 percent of workplaces.
- A growing number of municipal by-laws also limit smoking. In Canada, over 300 municipalities have done so.
- Most by-laws require employers to have written policies, to take responsibility for compliance and to set up separately ventilated, designated smoking areas if smoking is not totally banned.



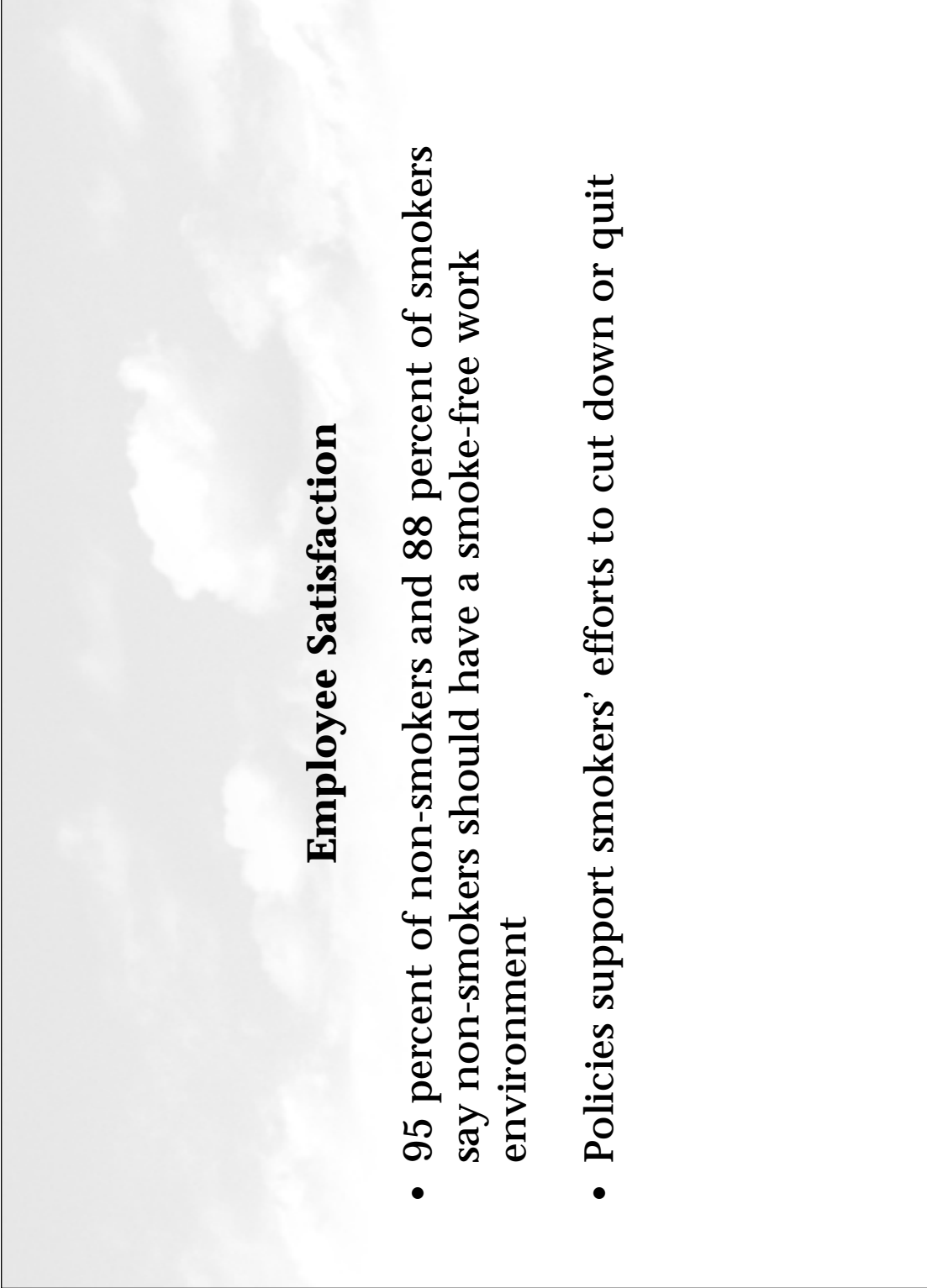
## **Complying With Legislation**

- Provincial legislation
- Municipal by-laws
- Health and safety legislation

## 6. Employee Satisfaction

### Speaking Notes

- Surveys show that 88 percent of smokers and 95 percent of non-smokers believe that non-smokers should be able to work in a smoke-free environment.
- The majority of smokers say they want to quit. Many employees who smoke welcome workplace restrictions because they constrain the number of cigarettes they smoke and provide an incentive to quit.
- Research has demonstrated that when workplace tobacco control policies are put in place, the number of employees who quit smoking increases, and those who continue to smoke tend to reduce their consumption.



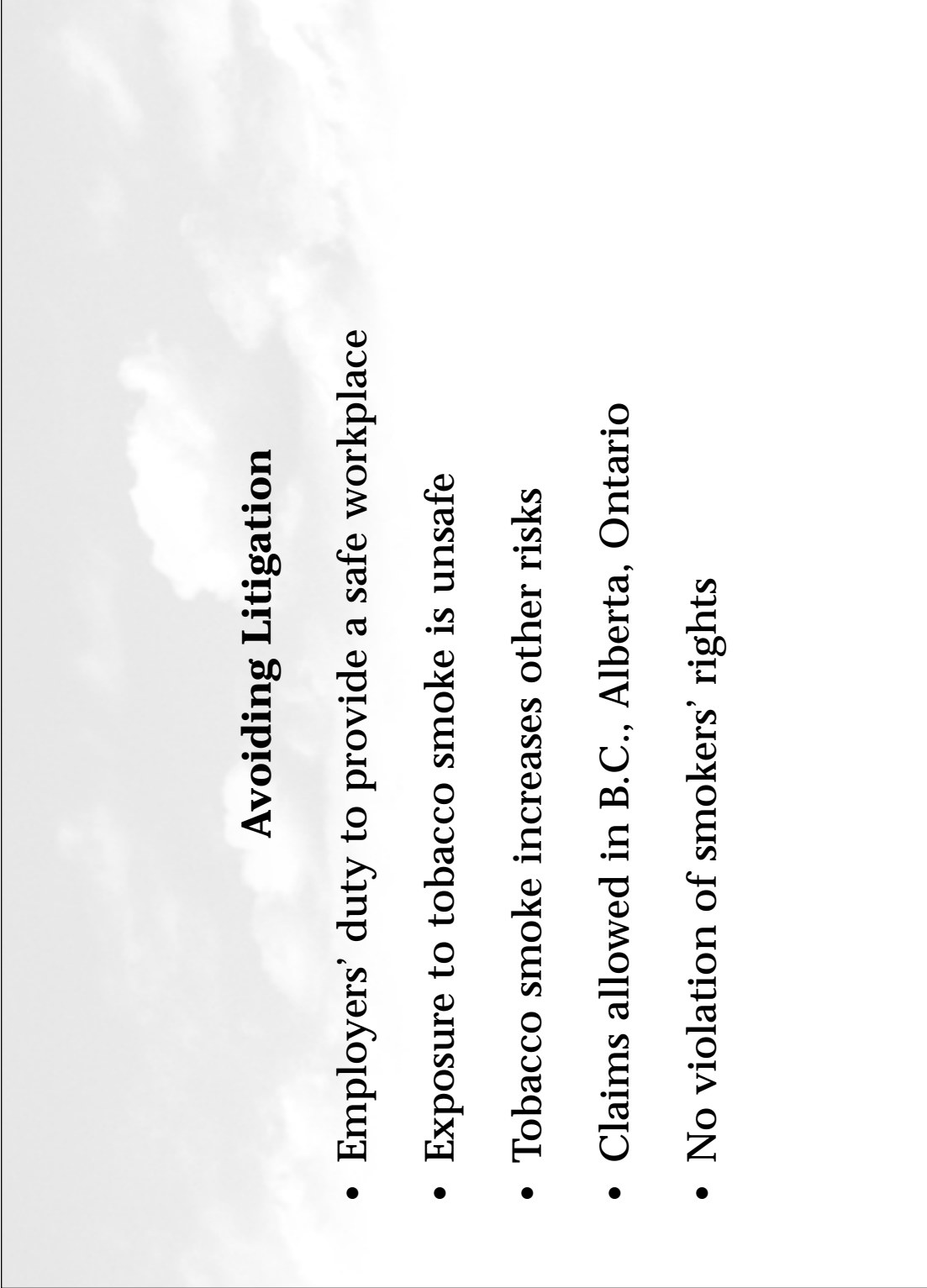
## **Employee Satisfaction**

- 95 percent of non-smokers and 88 percent of smokers say non-smokers should have a smoke-free work environment
- Policies support smokers' efforts to cut down or quit

## 7. Avoiding Litigation

### Speaking Notes

- All employers have a duty under provincial and federal laws to provide a safe workplace.
- The evidence is now clear: any exposure to tobacco smoke is damaging to health; and tobacco smoke can increase the danger of other chemicals when the two are mixed.
- Therefore, there is now a very strong case for employees to refuse to work in a smoke-filled environment, and to seek retribution for damage to health as a result of second-hand smoke.
- Employers who allow smoking in the workplace are increasingly vulnerable to litigation charges from employees and customers.
- For example:
  - In 1996, a pregnant worker at de Havilland Aircraft received pay for time-off that was approved by her physician when she was exposed to second-hand smoke.
  - In 2002, the Ontario Workplace Safety and Insurance Board upheld the claim of a never-smoking waitress that her fatal lung cancer was a result of working in smoke-filled restaurants for 30 years.
  - Similarly, the British Columbia Worker's Compensation Board allowed a recent claim from a woman who filed for disability because she developed breast cancer in a smoke-filled workplace.



## **Avoiding Litigation**

- **Employers' duty to provide a safe workplace**
- **Exposure to tobacco smoke is unsafe**
- **Tobacco smoke increases other risks**
- **Claims allowed in B.C., Alberta, Ontario**
- **No violation of smokers' rights**

## 8. Summary Slide

### **Speaking Notes**

- In summary, the benefits of a workplace tobacco control policy far outweigh the time and commitment required to develop and implement such a policy.
- It protects our property and investment, as well as our most important asset — our employees.



**A workplace tobacco control policy makes good sense.  
It protects our employees, the property and  
our investment.**



## 9. Who Smokes? Why?

### Speaking Notes

- In the next two slides, I'd like to talk a bit about smoking and smoking cessation.
- Currently, approximately 21 percent of Canadian adults smoke (CTUMS, 2002).
- As you can see in this slide, smoking rates are higher in some industries and in the small business sector.
- Interestingly, these sectors are also less likely to have workplace tobacco control policies. Employees in these workplaces are more likely to be around others who smoke, which reinforces their smoking behaviour.
- However, addiction is the main reason people continue to smoke. Tobacco is a highly addictive product, despite the claims of the industry to the opposite.
- This has important implications for workplace policies:
  - First, it is important to focus on tobacco smoke — not smokers — as the problem.
  - Second, it is essential to offer support to employees who want to cut down, quit smoking or stay smoke-free.



## **Who Smokes? Why?**

- **Over half of people who smoked have successfully quit**
- **21% of Canadian adults smoke**
- **Higher smoking rates in transportation, forestry, mining, construction, service industries and clerical jobs**
- **Higher rates in small business sector**
- **Why: addiction, peers smoke, lack of restrictions**

## 10. How Do People Quit Smoking?

### Speaking Notes

- How do people quit smoking? We now understand that smokers go through a series of stages in their efforts to quit.
- They usually make numerous attempts before they eventually succeed and relapse is common.
- The good news is that over half of the people in Canada who ever smoked have successfully quit (you may be one of them!).
- Fortunately, there are a wide range of interventions that can help, ranging from the provision of self-help material to minimal contact interventions, group programs and intensive counseling, with or without cessation medications.

## **How Do People Quit Smoking?**

- Repeated attempts
- Over half of Canadian smokers have successfully quit
- Helpful Interventions
  - self-help
  - minimal contact interventions
  - group program and intensive counseling
  - cessation medications  
(e.g., nicotine replacement)

## 11. Policy Options

### Speaking Notes

- Options to ban or restrict tobacco use include:
  1. A total ban on smoking inside any building or company vehicle and on outside property.
  2. Allowing smoking only in designated areas outside — within a specified distance from doors, windows and intake vents (three to nine metres) or in designated areas outside, preferably sheltered overhead.
  3. Restricting smoking to certain areas outside and designated areas inside, that are separately ventilated to the outside.
- Options 1 and 2 are the most effective way to protect employees from the hazards of second-hand smoke. Research has shown that the third option fails to provide 100 percent protection to workers and may not satisfy occupational health and safety laws, if they were rigorously enforced.
- Regardless of which of these options we choose, our policy should include support for employees who want to quit or cut down on the amount they smoke.
- I have more detailed information on smoking cessation resources and programs that I can give you, as well as handouts for employees on this topic.

## **Workplace Tobacco Control Policy Options**

- 1. Bans or restrictions on smoking**
  - A total ban on smoking inside any building or company vehicle and on outside property.
  - Allowing smoking only in designated areas outside — within a specified distance from doors, windows and intake vents (three to nine metres) or in designated areas outside, preferably sheltered overhead.
  - Restricting smoking to certain areas outside and designated areas inside, that are separately ventilated to the outside.
- 2. Support for cutting down or quitting smoking**

## 12. Problems with Ventilation and Designated Smoking Rooms

### Speaking Notes

- Many experts have concluded that attempts to overcome tobacco smoking contamination by ventilation are futile, since they require ventilation rates far in excess of what is practical or even possible.
- Ventilation to the outdoors and non-smoking sections do not completely remove the toxic constituents of tobacco smoke from the air.
- In addition, the employer must ensure that no employee is required to enter the area as part of their duties and that cleaning is conducted only when no smoking is taking place.
- Designated smoking rooms (DSRs) are also expensive. The City of Ottawa estimated that a medium-sized DSR (holding 20 people) would cost about \$70,000 plus maintenance (about \$3,500 per smoker capital cost).

## **Problems with Ventilation and Designated Smoking Rooms (DSRs)**

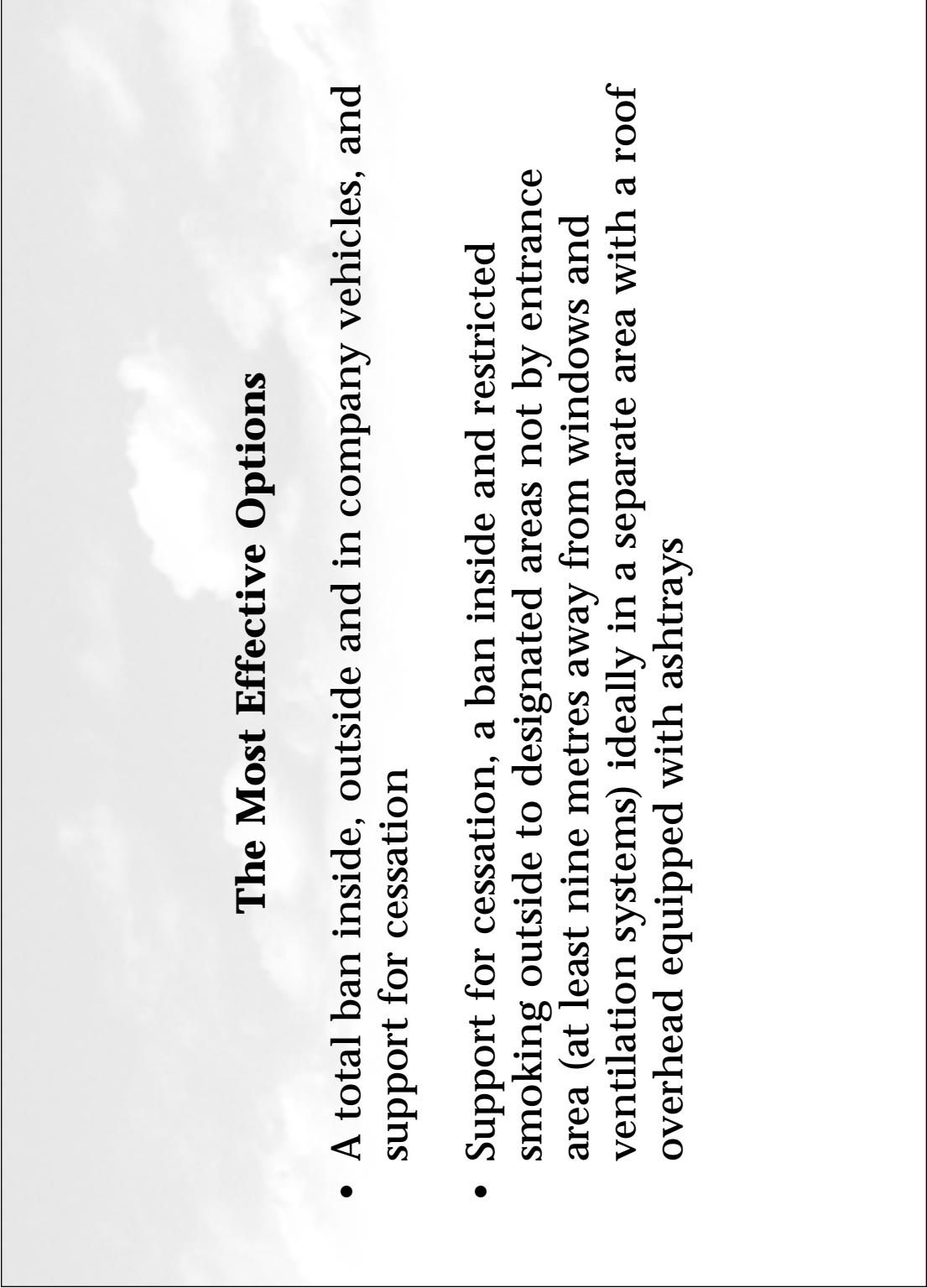
- Ventilation systems reduce exposure, but effectiveness is limited
- Does not eliminate all exposure to second-hand smoke
- Must ensure employee's right not to enter
- Cost = \$70,000 plus maintenance (\$3,500 per smoker capital cost)



## 13. The Most Effective Options

### Speaking Notes

- Most businesses choose one of the policy options shown on this slide, combined with support for employees who want to change their smoking behaviour.
- If we choose the option of restricted smoking outside, we need to carefully consider where that will be. For health and safety reasons, it must be at least nine metres away from the entrance areas, windows and ventilation systems.
- I have some sample one-page policies I can share with you. They are simply written and clear.



## **The Most Effective Options**

- A total ban inside, outside and in company vehicles, and support for cessation
- Support for cessation, a ban inside and restricted smoking outside to designated areas not by entrance area (at least nine metres away from windows and ventilation systems) ideally in a separate area with a roof overhead equipped with ashtrays

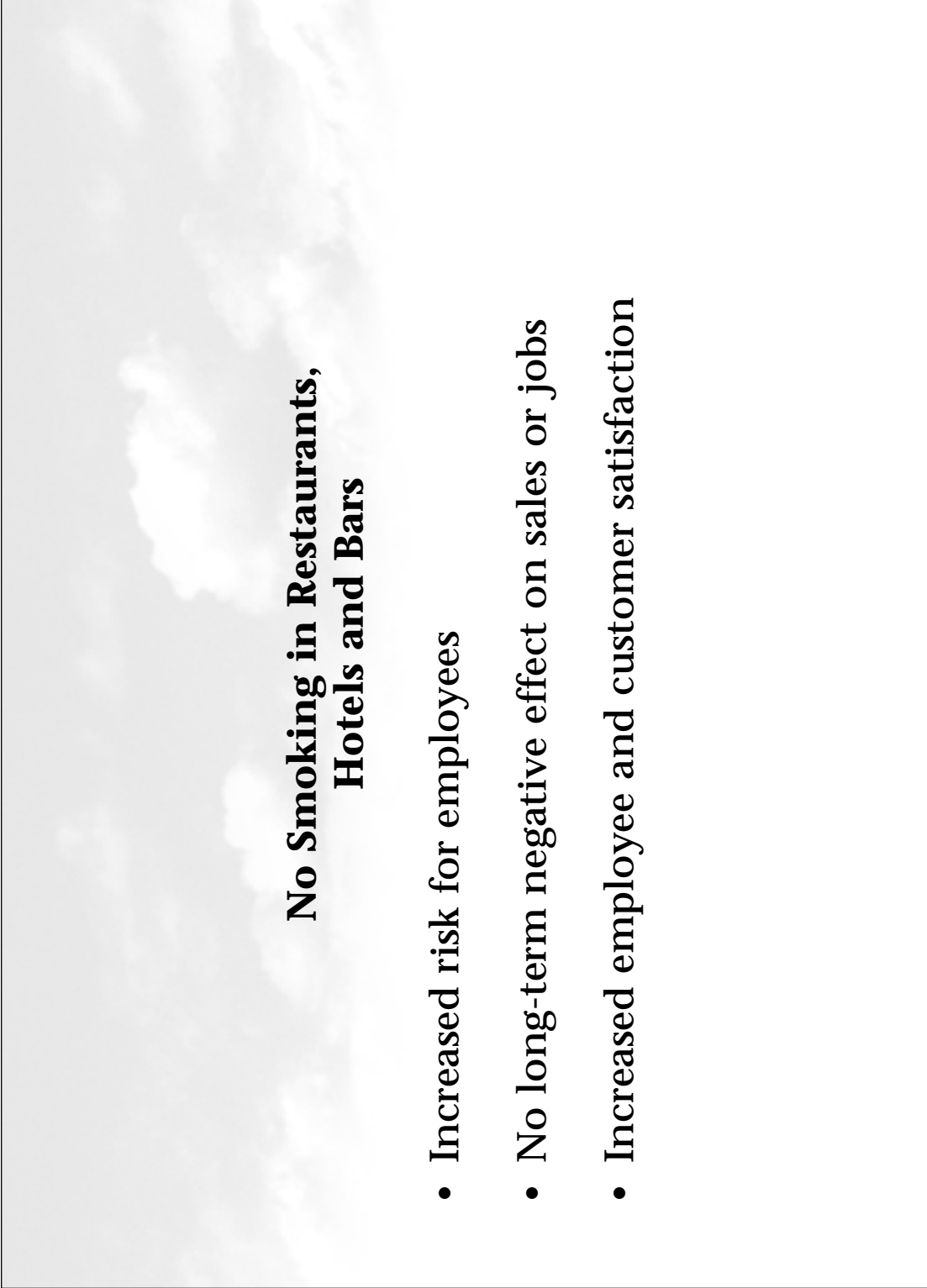
## 14. No Smoking in Restaurants, Hotels and Bars

### Speaking Notes

- Non-smoking employees in the service industry have an especially high risk of getting cancer or heart disease. The chemical concentration of second-hand smoke is, on average, four to six times higher in bars and up to two times higher in restaurants.
- It is often argued that public businesses such as restaurants, hotels and bars will suffer if smoke-free policies are introduced.
- However, numerous studies in both the U.S. and Canada have shown that while there may be an initial, short-term reduction in sales, there is no long-term negative effect on sales or jobs.
- Indeed, a Conference Board of Canada survey of over 50 restaurants who had gone smoke-free found that overall, employee and customer reaction was favourable, and that new clientele were attracted to the business.

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Source: "Conference Board of Canada, The Economics of Smoke-Free Restaurants (1996)"



## **No Smoking in Restaurants, Hotels and Bars**

- Increased risk for employees
- No long-term negative effect on sales or jobs
- Increased employee and customer satisfaction

## 15. The Best Approach

### Speaking Notes

- However, if we decide to develop and implement a policy, experience of others has shown that a few things are especially important to the overall approach:
  - Integrating the policy with other efforts to promote health, safety and healthy environments
  - Ensuring representation and full participation by all parts of the workforce
  - Respecting the needs and preferences of all
  - Focusing on smoke as the problem, not smokers



## **The Best Approach**

- Integrate with other efforts to promote health, safety and healthy environments
- Ensure representation and full participation by all parts of the workforce
- Respect needs and preferences of all
- Focus on smoke, not smokers

## 16. Developing and Implementing a Workplace Tobacco Control Policy

### Speaking Notes

- Developing and implementing a policy is a three-step process involving preparation time, implementation and follow-up.
- This systematic approach ensures that we will be effective. It usually takes about four months from beginning to end.
- It helps to identify one individual who will lead the initiative and ensure follow-through.



## **Developing and Implementing a Workplace Tobacco Control Policy**

- **Preparation**
- **Implementation**
- **Follow-up and Maintenance**



## 17. Step-by-Step: Preparation

### Speaking Notes

- In the next three slides I will briefly walk you through 14 steps for developing and implementing a workplace tobacco control policy:
- The first task is to build commitment with management, labour groups and employees.
- The second step is to establish a Working Group on Tobacco Control with representatives from all parts of the workplace.
- Next, we provide employees with information on second-hand smoke.
- We use a survey to gather information on employee needs and wishes related to the policy and help with smoking cessation.
- Then we are ready to develop a plan, including the type of policy, how to help with smoking cessation, costs, funding and procedures for implementation, enforcement, and evaluation.
- We present our plan to management and employee representatives and get agreement to proceed.



## **Step-by-Step: Preparation**

- 1. Build commitment**
- 2. Establish a Working Group**
- 3. Provide employees with information**
- 4. Gather employee input**
- 5. Develop a plan: objectives, timing, procedures, roles**
- 6. Get agreement to proceed**

## 18. Step-by-Step: Implementation

### Speaking Notes

- In step 7, we set the launch date and circulate the policy to all employees and tell them when it will be implemented.
- We begin help with smoking cessation.
- We develop a fair plan to deal with enforcement issues and train middle managers and other employees who interact with the public and are involved in enforcement, health and safety, human resources and employee assistance programs. It is especially important that these people understand the policy and how to deal with situations that might arise involving employees and visitors.
- Next, we post signage and launch the policy.



### **Step-by-Step: Implementation**

7. Set the launch date and circulate the policy
8. Begin help with smoking cessation
9. Plan for enforcement and train key people
10. Launch the policy

## 19. Step-by-Step: Follow-Up and Maintenance

### Speaking Notes

- Evaluation is important if we are to be accountable and to learn how we can improve things. Initially, we need to monitor compliance and assess employee satisfaction.
- We continue to support non-smoking with "quit days", information on how to help colleagues who are changing their smoking behaviour, cessation programs and recognition of employees who have successfully quit.
- We monitor adherence to the policy, employee feedback and participation in smoking cessation programs.
- Lastly, we evaluate our progress related to our stated objectives six months and one-year after the policy has been implemented. We share the results with management, labour and employees.

## **Step-by-Step: Follow-Up and Maintenance**

- 11. Monitor implementation and evaluate employee satisfaction and compliance**
- 12. Support non-smoking**
- 13. Evaluate success of quit activities**
- 14. Evaluate long-term outcomes: employee and customer satisfaction, changes in sales, changes in absenteeism, etc.**

## 20. Concluding Slide

### Speaking Notes

- This concludes my brief overview on workplace tobacco control policies.
- As I mentioned earlier, I have more detailed information as well as handouts and copies of this presentation.
- We will need a team effort that involves all areas of the company to make this work, so please let me know if you would like to be involved.
- Our reward will be a safer and healthier workplace, and healthier employees.
- And now, I welcome your questions and comments.



# **Let's Clear the Air in Our Workplace**

Towards a Healthier Workplace: A Guidebook on Tobacco Control Policies