

# Implementing Best Practices Guidelines Related to Tobacco Use to Promote Prevention and Health Promotion

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# Purpose

- To explore the perceptions and experiences of individuals with mental illness & their health care providers before and after the implementation of the Smoke Free/Tobacco Initiative within a clinical environment implementing BPGs: Professionalism in Nursing, Smoking Cessation and Client-Centered Care.



# "You like them FRESH So do I!"

For you to get the freshest, the best  
tastes in the world, you must get a FRESH  
taste.

Remember, the freshest taste is the taste  
of the moment.

The new, improved, the best, the freshest  
taste is the taste of the moment. It is the  
taste of the moment, the taste of the moment,  
the taste of the moment, the taste of the moment.

Remember, the freshest taste is the taste  
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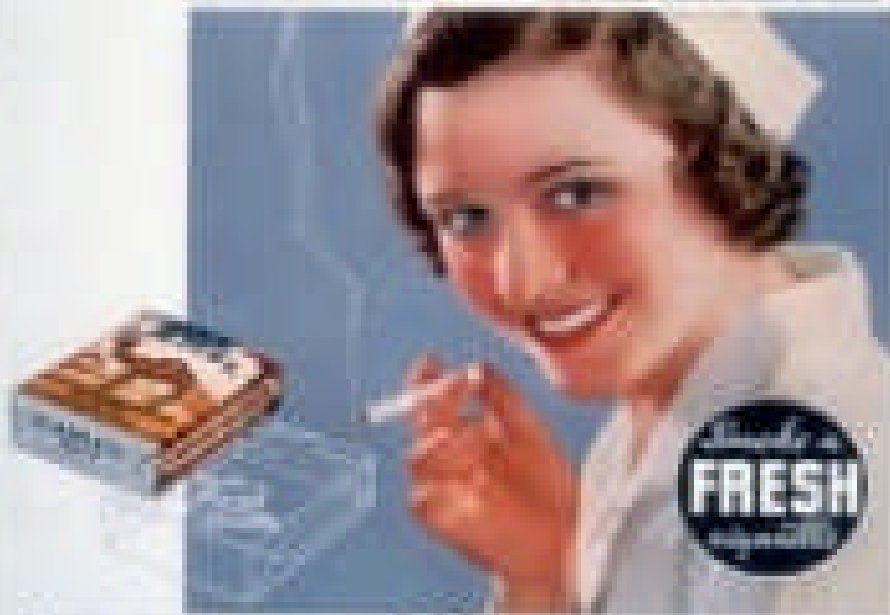
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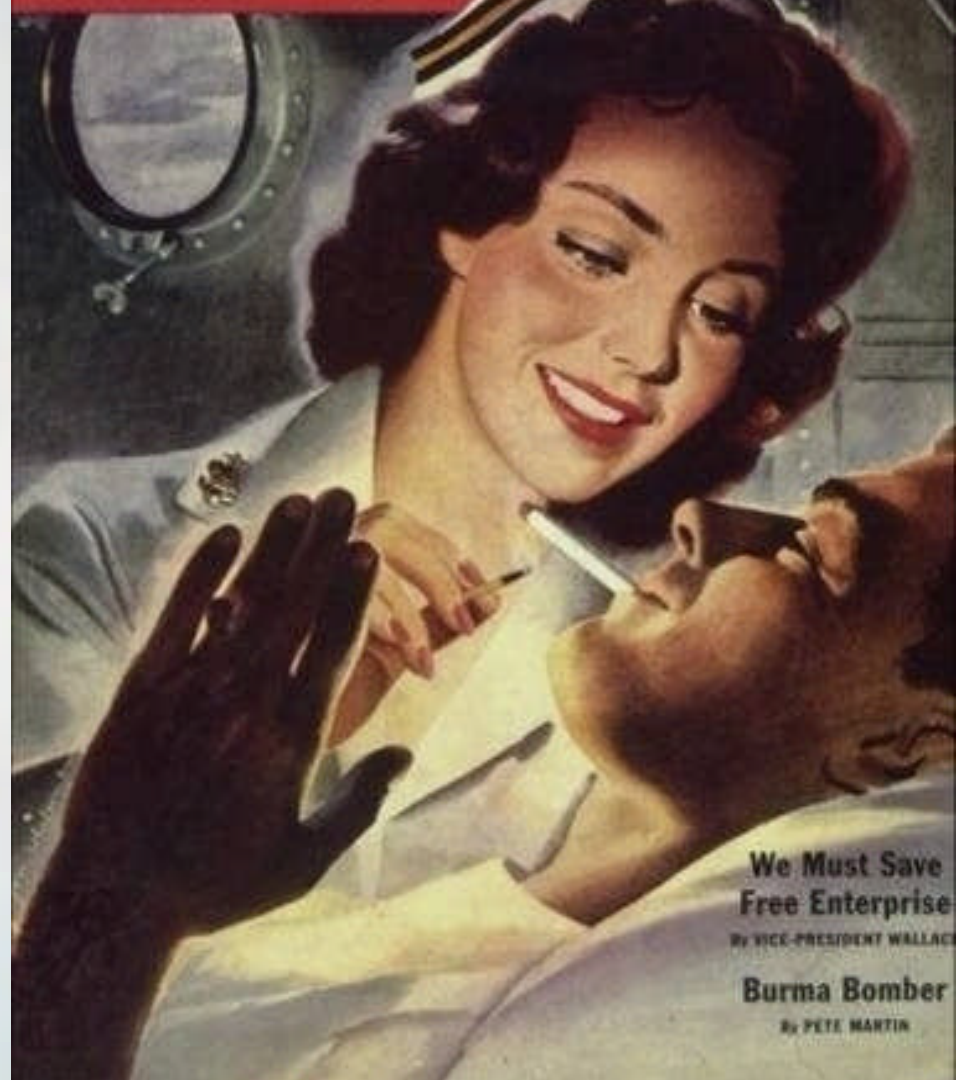
It's a  
**FRESH**  
taste.

**CAMELS**  
Mildly Mellow - Always Fresh.

# THE SATURDAY EVENING POST

OCTOBER 23, 1943

10¢



We Must Save  
Free Enterprise

By VICE-PRESIDENT WALLACE

Burma Bomber

By PETE MARTIN

**More Doctors  
Smoke CAMELS  
than any other  
cigarette!**

Yes! You know Camels for the same reason no horse doctor knows there. Camels have tried, used, molasses, pack after pack, and a forest untouched by any other creature. Make this sensible man: handle only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You'll be home, reasonable as a creature can be!



[www.StrangeCosmos.com](http://www.StrangeCosmos.com)

*According  
to a recent  
Minnesota  
survey:*

*MORE DOCTORS SMOKE CAMELS  
THAN ANY OTHER CIGARETTE*

The "Yellow" T for male and F for female are placed on the corresponding gendered toilet signposts. The male signpost and male statue are both yellow, and the female signpost and female statue are both pink. The signposts are placed on the wall, and the statues are placed on the floor.



Also, as a former member for Phoenix, I'm. The incoming editor-in-chief of a Canadian law firm is well-known to be a good person to know. . . . the list, right? I'm of Canada's largest financial services industry. Just as appealing to his ears, I am also a new working Canadian. . . . I'm there to work "Talent" (100, 100).

**CAMELS** *Crested  
Tobacco*



# Provincial Psychiatric Hospitals

- **1970's - Staff & patients smoked**
- **Smoking occurred in offices, patient & staff lounges, nursing station, patient & staff dining rooms, the grounds**
- **Tobacco supplied by hospital**
- **Nurses & allied health rolled smokes**
- **Used as reward or punishment**
- **No prevention or health promotion re tobacco products**



# Tobacco Addiction

**The #1 cause of  
preventable death in Canada**

(Health and Welfare Canada, 2000)

# Mental Illness & Smoking

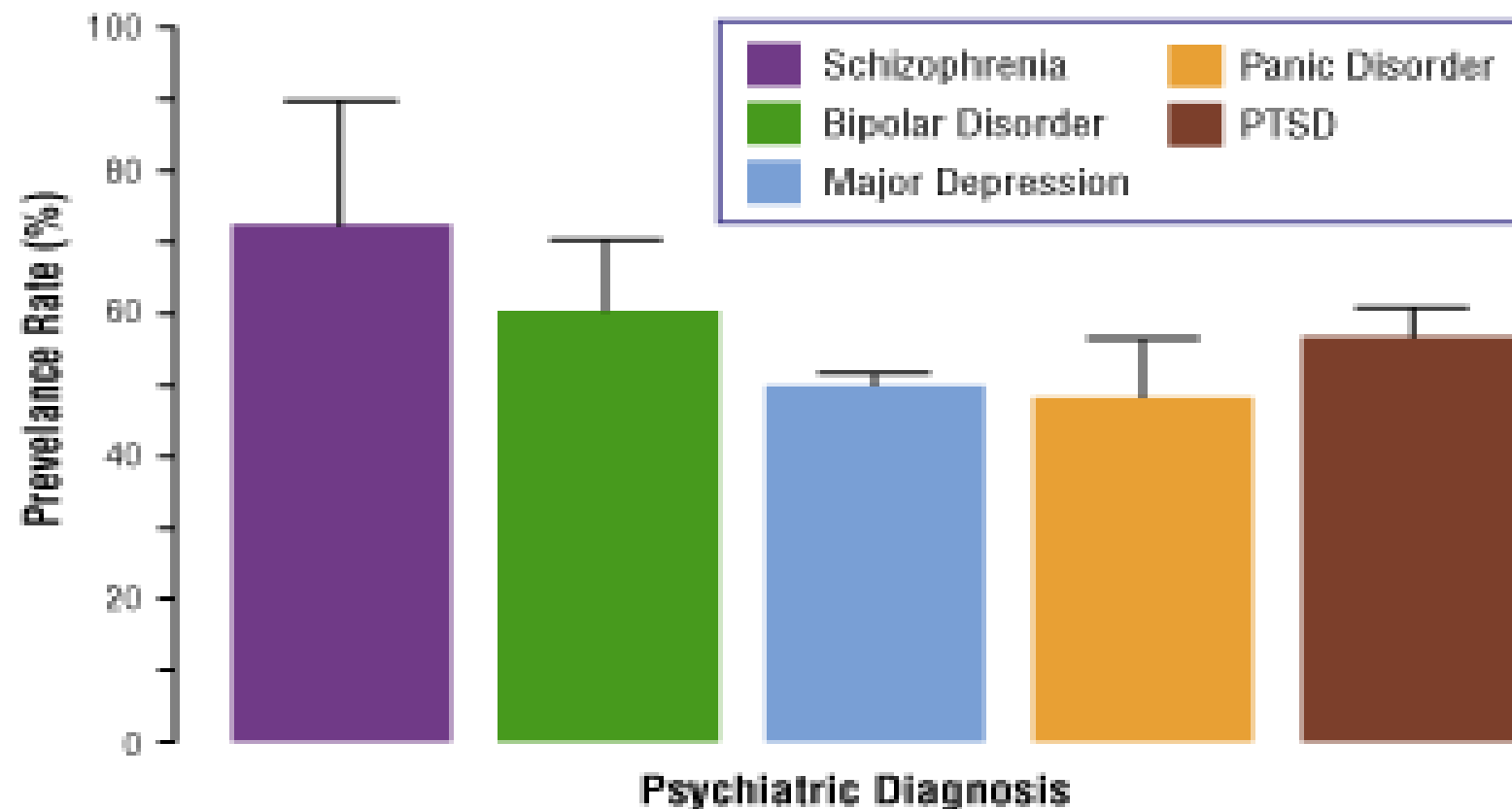
- **People with a diagnosed mental illness are 2x as likely to smoke**
- **In the U.S., smokers with a mental illness use 44% of all tobacco**

(el-Guebaly et al, 2002; NIDA, 2009)



**Figure**

## Prevalence Rates\* of Tobacco Use in Psychiatric Disorders



\*Average prevalence rates ( $\pm$ SD) from published studies of tobacco use in patients with schizophrenia (n=13), bipolar disorder (n=2), major depression (n=3), panic disorder (n=2) and posttraumatic stress disorder (PTSD) (n=2).

Source: George TP (2000)

# Tobacco Mortality

- **Increased smoking levels → excess mortality among persons with a mental illness**
- **People with a dx of schizophrenia have 10x death rate from respiratory disease**

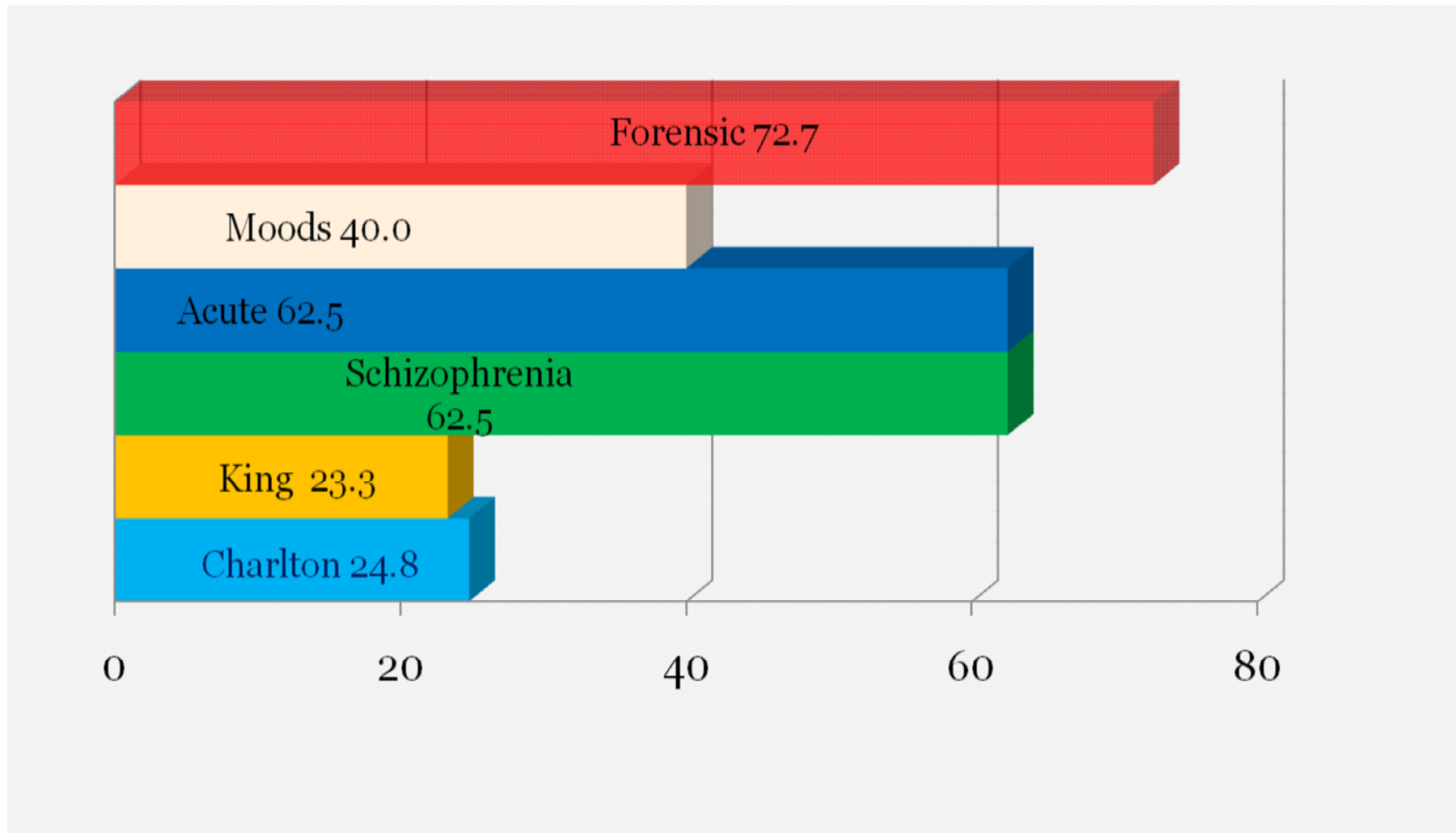
(Seymour, 2003; McCloughen, 2003; Brown, Inskip and Barraclough, 2000)



# Tobacco Use at SJHH in 2008



# Prevalence Rates at SJHH



# Quit Rates for People with Mental Illness

- **People with mental illness - 37.1%**
- **General population - 42.5%.**





# St. Joseph's Healthcare Hamilton

- **March 22, 2010 - Implemented a smoke-free/tobacco initiative that includes a smoke-free campus & support for patients & staff who wish to quit smoking or adjust to being in a smoke-free environment**



# **Increasing Knowledge/ Building Competence**

- **Doing research is part of clinical excellence**
- **Professionalism workshops**
- **E-learning**
- **Educational Rounds**
- **Unit based in-service**
- **Best Practice Champion Workshops**
- **TEACH training**

# Main Research Question

**What are the perceptions & experiences of individuals with mental illness & their healthcare providers in the context of**  
**(1) The smoke-free/tobacco initiative and**  
**(2) The implementation of, in a clinical environment, of the RNAO's Professionalism in Nursing & Client-Centred Care BPGs?**



# Research Design

- **Single case study**
- **Perceptions & experiences of patients & healthcare providers will be measured**
- **pre and post-implementation**





# Multiple Data Sources

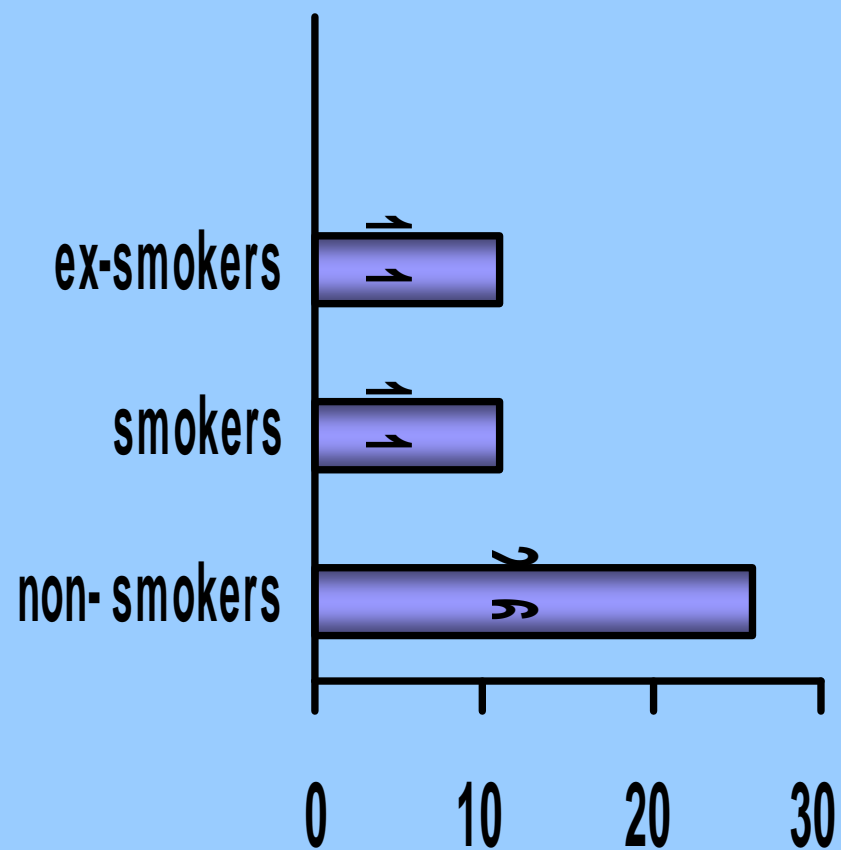
- **Focus groups with patients**
- **Focus groups with staff**
- **Field notes**
- **Individual interviews**
- **Questionnaire** (Canadian Tobacco Use Monitoring, Ottawa Heart Institute)
- **Documents** (policy, reports, minutes)
- **Environmental context** (including best practices re falls, seclusion/restraint etc)

# Sample & Setting

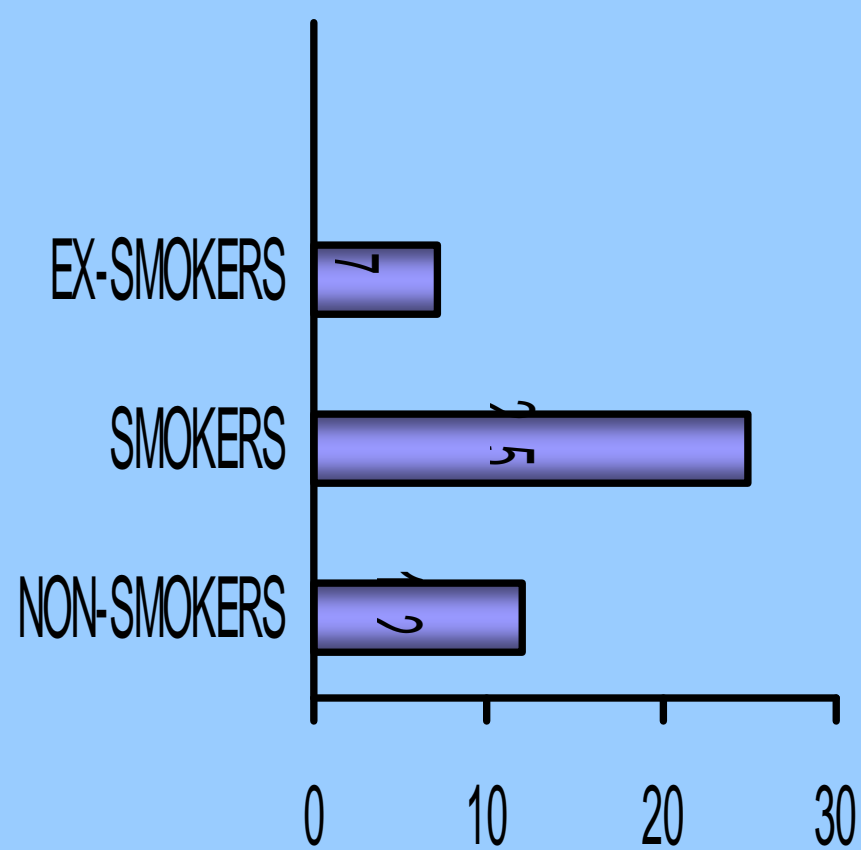
- Inpatients & healthcare providers from 9 inpatient wards
- Tobacco users & non-tobacco users
- Pre-implementation
  - Inpatients n= 48
  - Healthcare providers n= 42



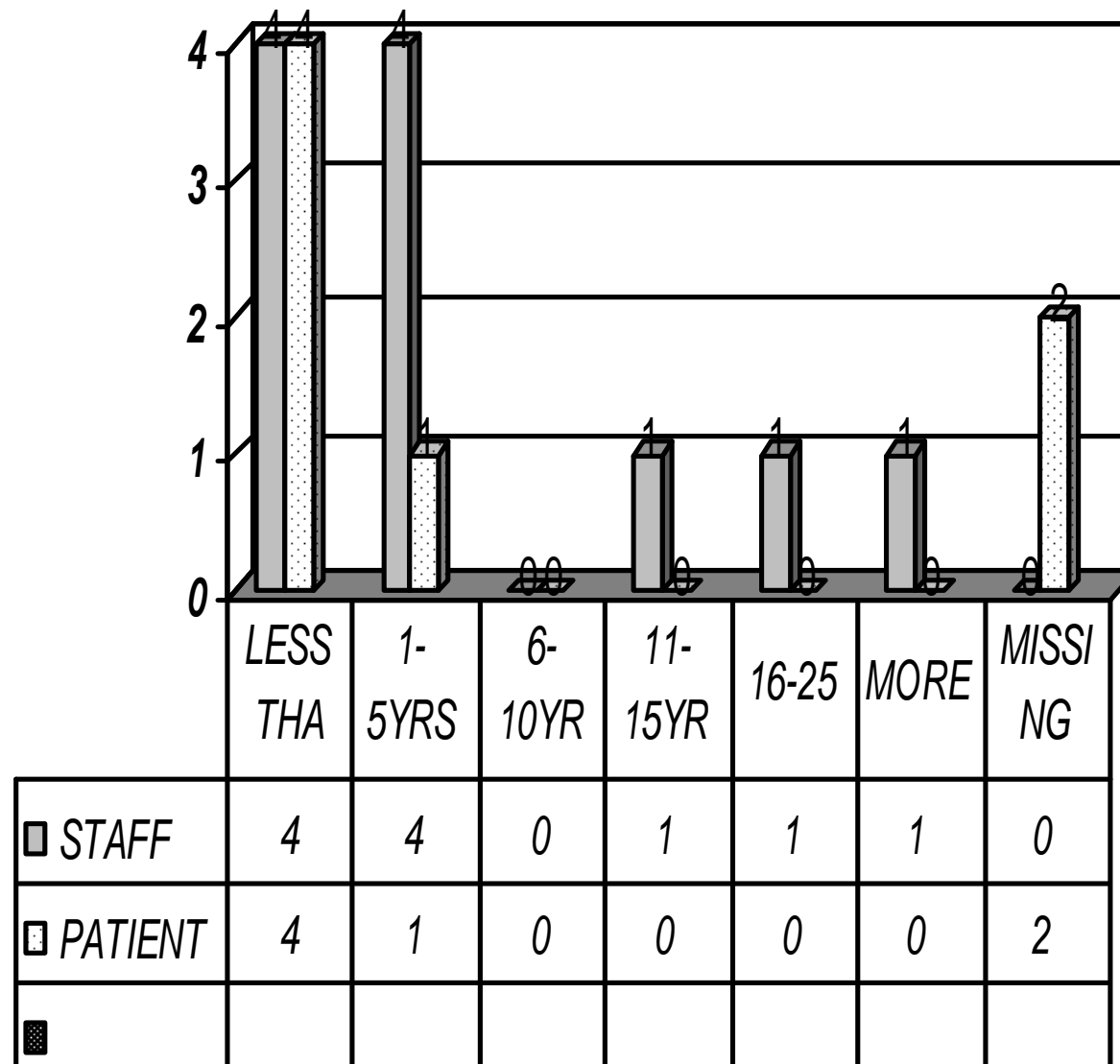
## TOTAL STAFF PARTICIPANTS



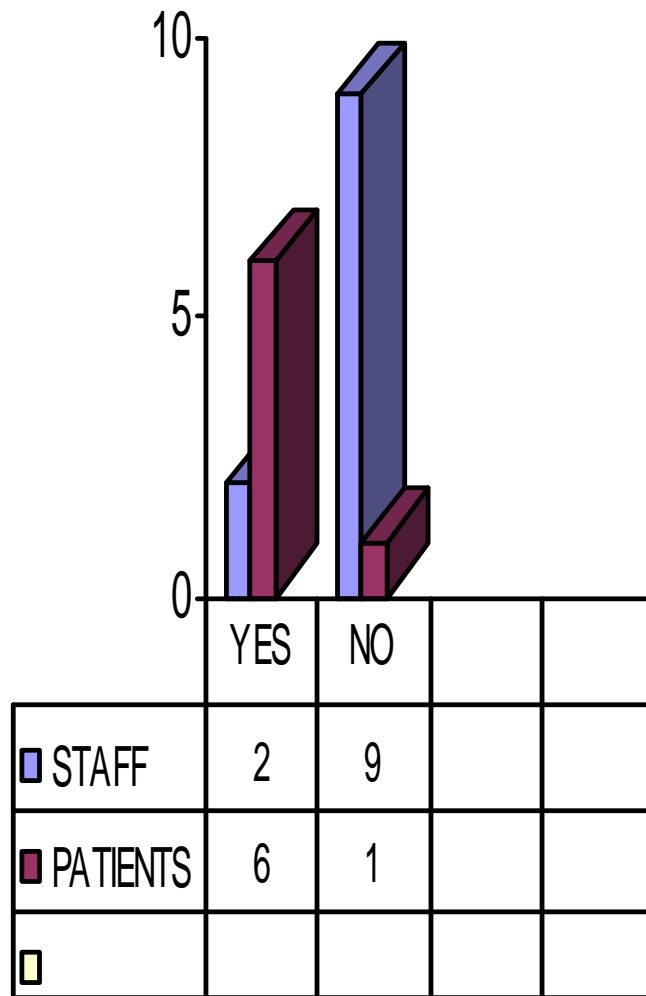
## TOTAL PATIENTS PARTICIPANTS



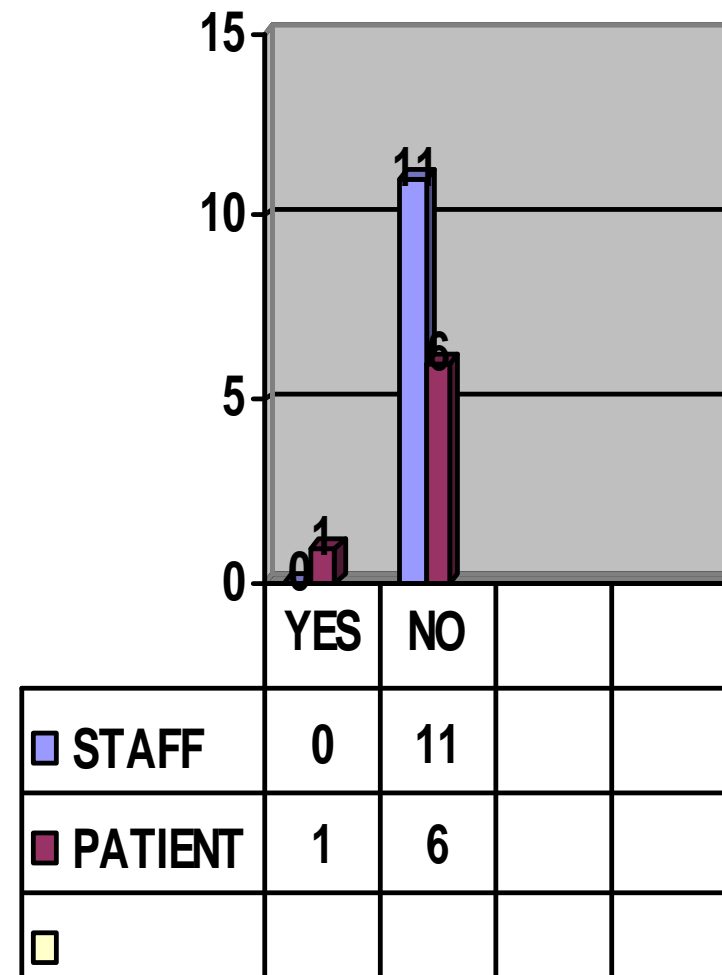
## LENGHT OF STAY IN HOSPITAL



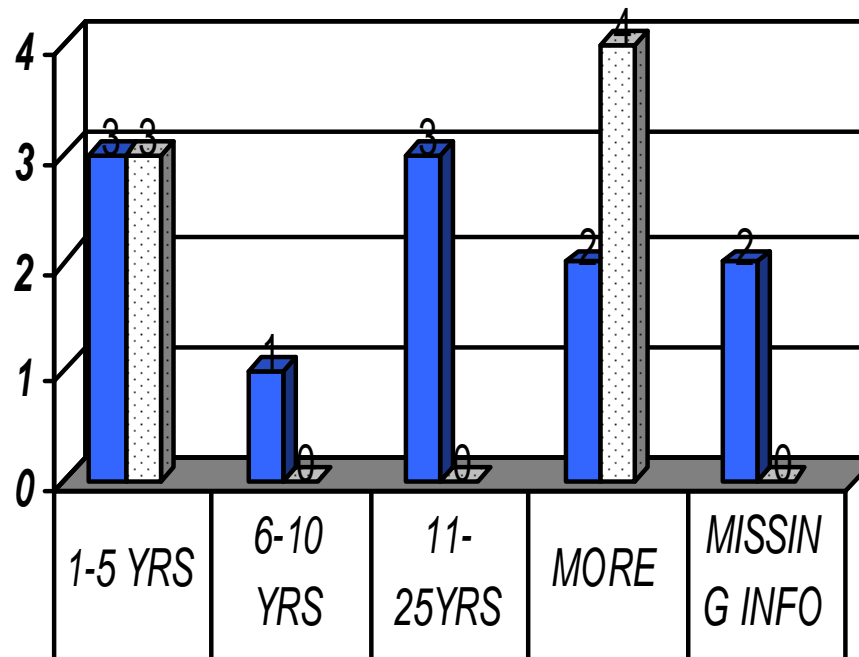
### SMOKED IN LAST 6 MONTHS



### SMOKED IN LAST 7 DAYS

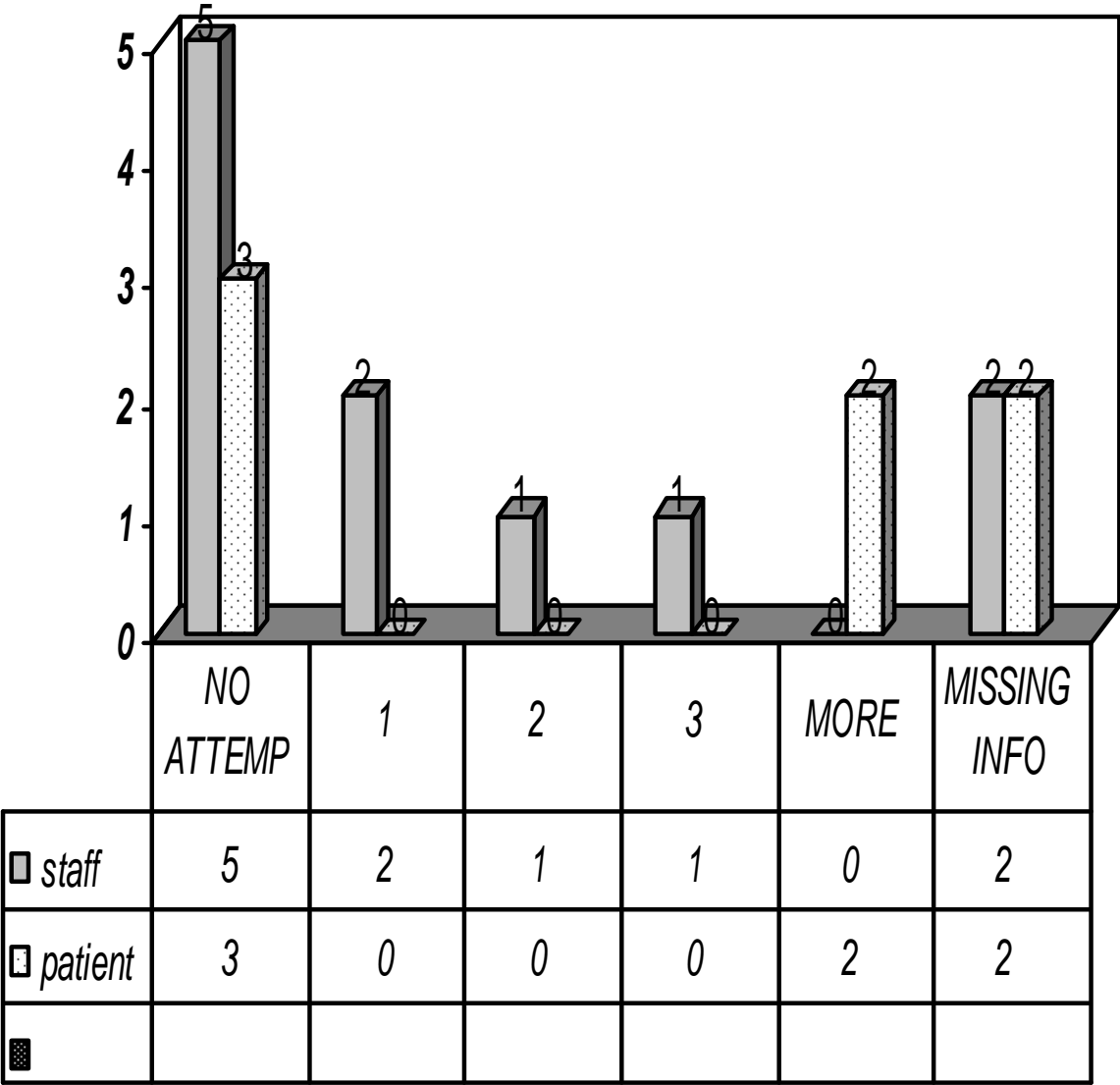


## YEARS CIG SMOKED

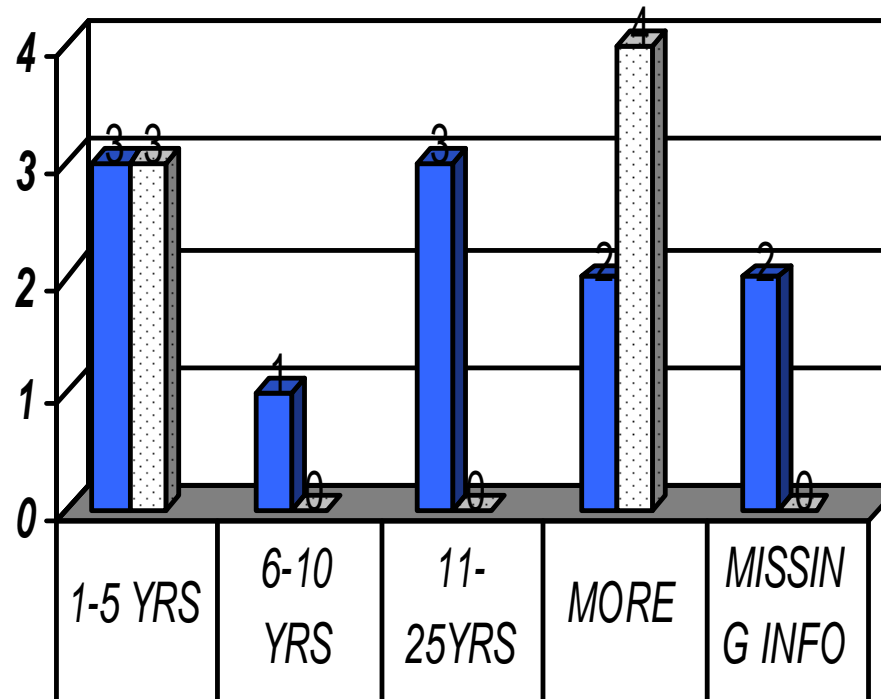


<span style="color: blue;">■</span> STAFF	3	1	3	2	2
<span style="background: repeating-linear-gradient(45deg, transparent, transparent 2px, black 2px, black 4px); display: inline-block; width: 10px; height: 10px; border: 1px solid black;"></span> PATIENTS	3	0	0	4	0
<span style="background: repeating-linear-gradient(-45deg, transparent, transparent 2px, black 2px, black 4px); display: inline-block; width: 10px; height: 10px; border: 1px solid black;"></span>					

NUMBER OF QUITE ATTEMPTS IN THE PAST LASTING AT LEAST 24 HOURS

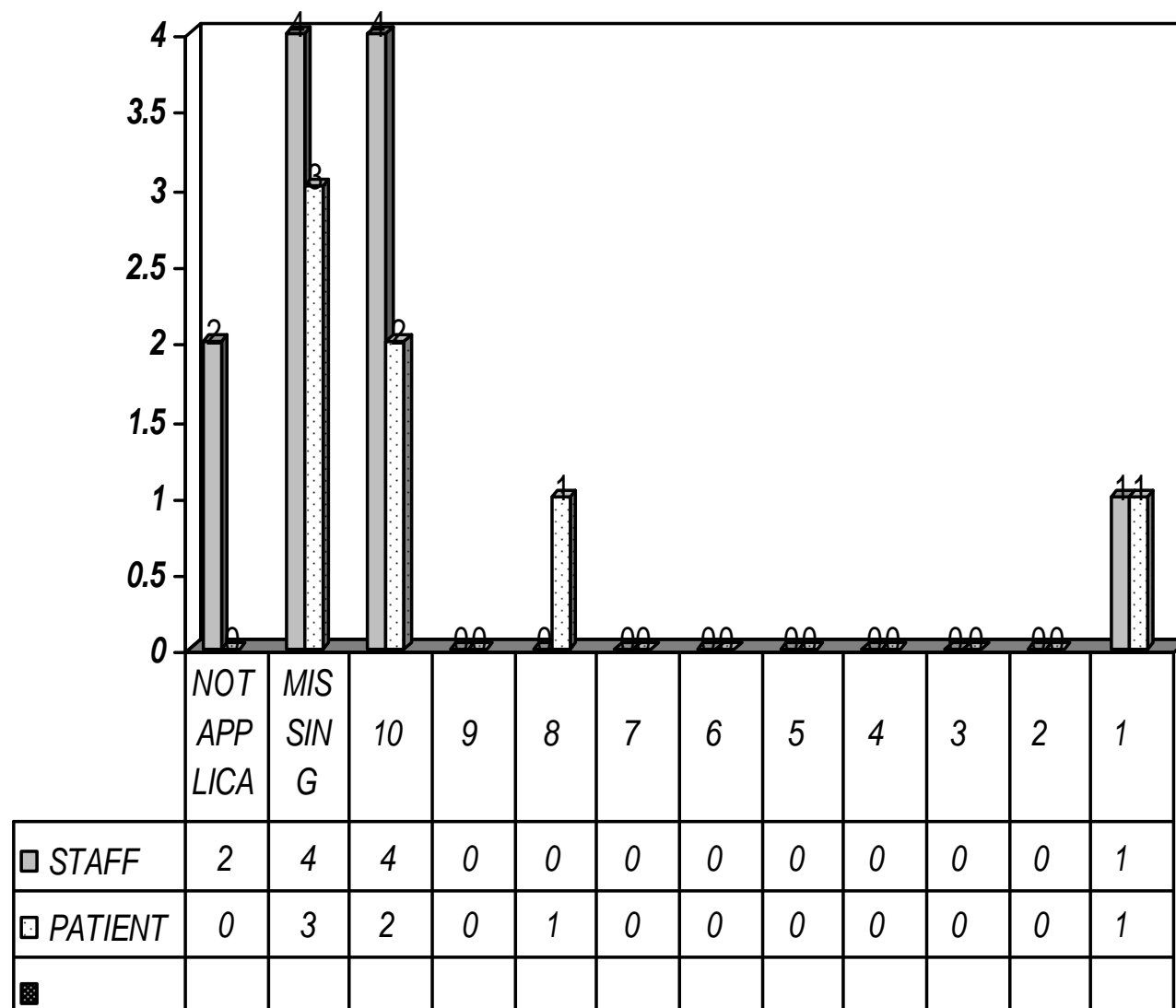


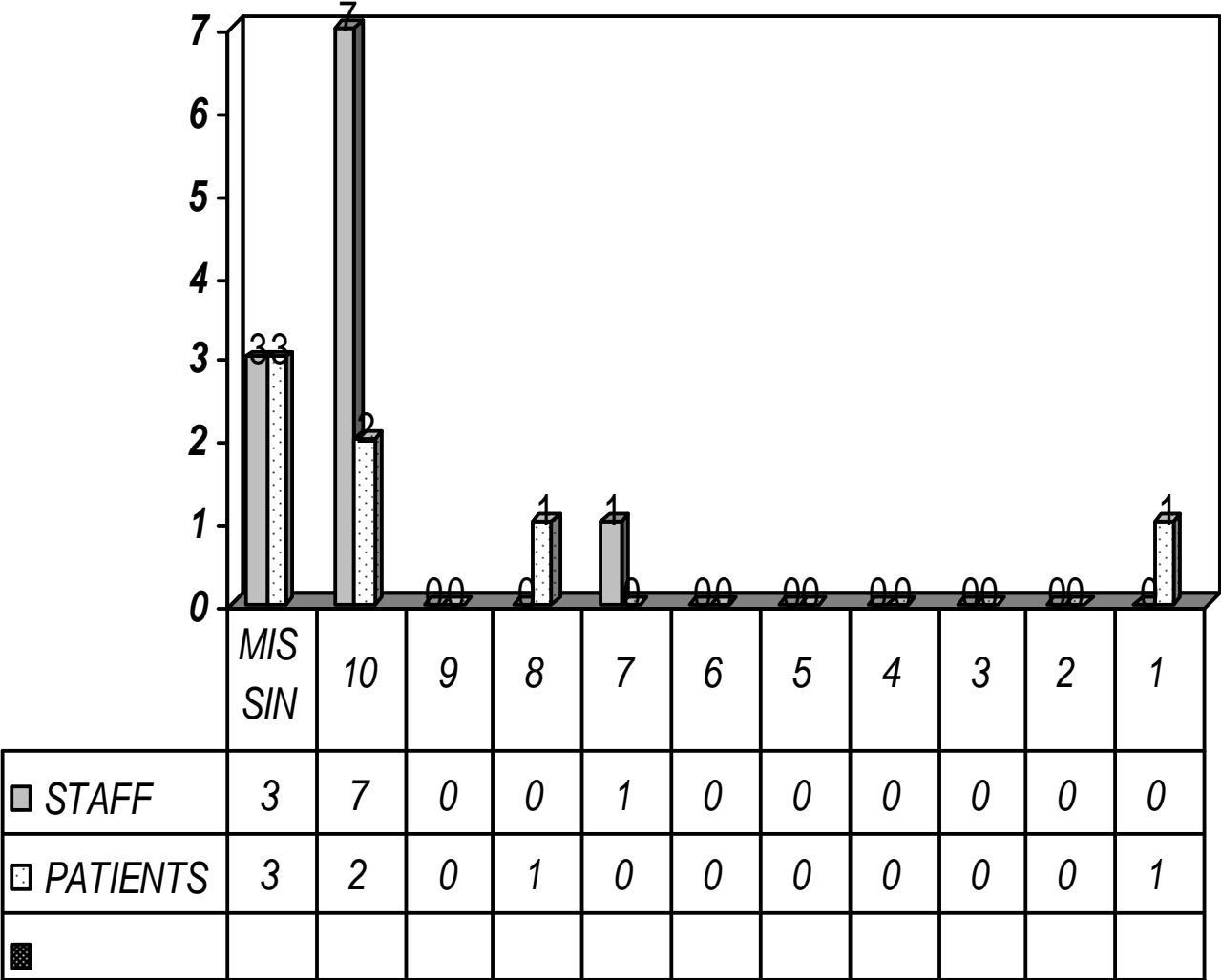
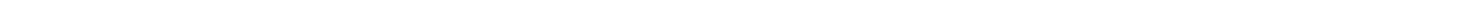
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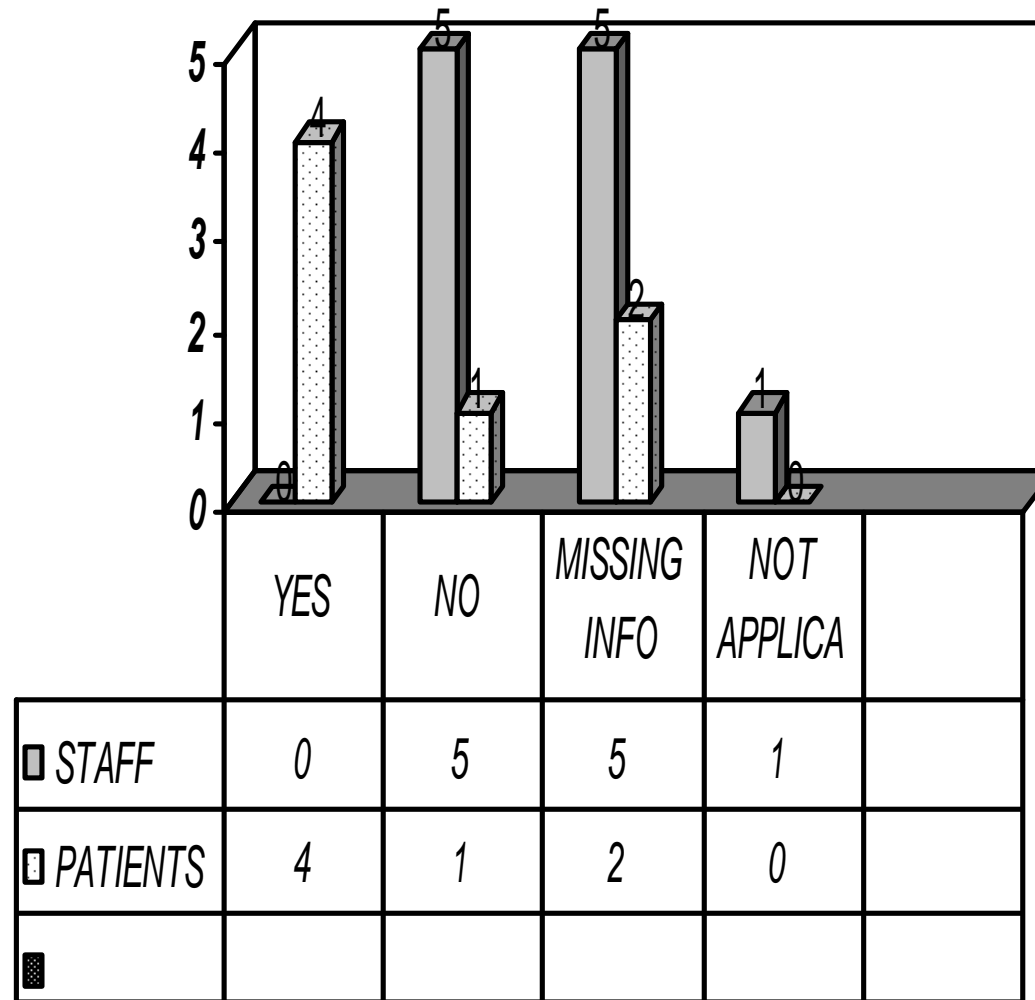
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<span style="background-color: black; display: inline-block; width: 10px; height: 10px; border: 1px solid black;"></span>					

## HOW IMPORTANT IS THAT FOR YOU TO REMAIN SMOKE FREE ( USING OTTAWA RULE)





## HAVE YOU QUIT SMOKING IN THE LAST 6 MONTHS



# Early Learning...Patient Quotes

- **“If an institution’s business is about wellness, they should practice what they preach”**
- **“I smoke more in hospital than I do in the community. It is helpful in some way that it relaxes people.”**
- **“I think the smokers are lucky because they get to go out for their breaks because if you don’t smoke then you are stuck in here.”**

# Early Learning...Patient Quotes

- **“There is a problem...smoking in the bathrooms.”**
- **“Second-hand smoke still effects us.”**
- **“ I have negative feelings about smell of staff that smoke...”**
- **“Other patients are putting pressure on me to start smoking but I have too many health problems already.”**

# Early Learning...Staff Quotes

- **“To be an advocate for good health is an initiative that is very much needed.”**
- **“Staff that are smokers take more breaks than non-smokers.”**
- **“Staff are complaining that they can smell smoke (on the unit)...My biggest concern is that I am expected to fix this issue and I have no idea how to fix it.”**

# Early Learning...Staff Quotes

- **“Patient smoke out of boredom.”**
- **“...staff coming in with the smell of tobacco on their clothes.”**
- **“A patient explained to me...when she goes out, all the other clients are still smoking and it sets off a trigger...”**
- **“Contraband cigarettes...who holds them?”**
- **“We will be the cigarette police.”**

# Factors Associated With Success of Smoke-Free Initiatives

- ✓ **Clear consistent & visible leadership**
  - ✓ **Cohesive teamwork**
  - ✓ **Extensive training opportunities for clinical staff**
  - ✓ **Fewer staff smokers**
  - ✓ **Adequate planning time**
  - ✓ **Effective use of nicotine replacement therapies**
  - ✓ **Consistent enforcement of a smoke-free policy**
- Lawn & Campion (2010). Factors Associated with Success of Smoke-Free Initiative in Australian Psychiatric Inpatient Units.



# Implications

- **It is hoped that our findings will help to improve the delivery & sustainability of best practices related to nursing professionalism, smoking cessation & client-centred care for people with mental illnesses**

The Future...

*Living In A Smoke Free World*



