



Feidhmeannacht na Seirbhíse Sláinte
Health Service Executive



HSE Irish Health Promoting Health Services ¹⁸

Experiences of the ENSH & National Models to Deliver a Successful Tobacco Free Campus

Yvonne Gregory
Operational Services Manager
Our Lady of Lourdes Hospital



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Getting Started.....Eventually



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- Approval from the Senior Management Team
- Forming the Working Group
- Agreeing our Timelines
- Getting Started

QUIT



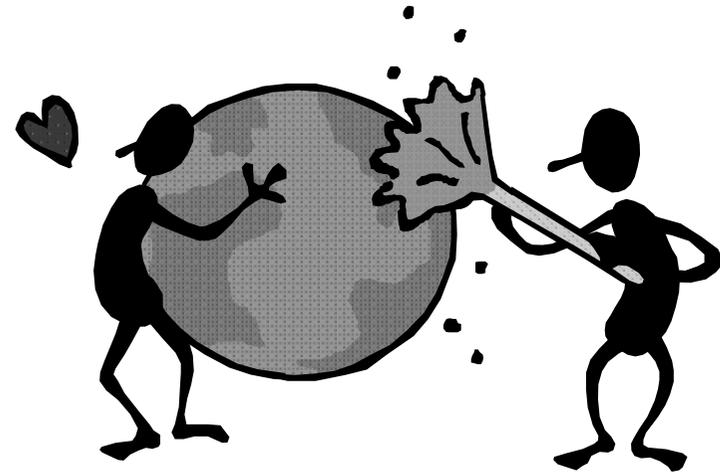
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Priorities



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- A Clean Environment
- Improving Our Image
- Investing in Health



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Planning and Communications



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- Preparing the Ground Work
- Using a Toolkit
- Branding
- Public Engagement
- Being Media Conscious
- Creativity



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Preparing the Ground Work



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- Bring the right people together
- Leadership - Operational Services Manager
- Members of Working Group - Cardiologist, Smoking Cessation Nurse Specialist, Health Promotion Staff, Operational Services, Librarian, Catering Staff, Practice Development, Support Services, Communications Officer, Nurse Manager
- Union representatives were invited but did not attend



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Using a Toolkit

- From the outset a Toolkit was used
- We agreed a Terms of Reference and stuck with them !
- Almost a Year in The Planning (inaugural meeting 22/03/11)
- Using and Updating the QIP
- Regular Meetings





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Branding & Identity



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- Design a Logo
- Keep a Common Theme
- Invest in Signage, Posters, Flyers
- USP – Get People Talking !



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Public Engagement & Internal Communication



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- Letter to Local Residents
- Continuing Internal Communication
- External Communication
- Patient Information Leaflet (NALA Approved)
- Engaging Professional Media Assistance

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Being Media Conscious



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- Communications Officer was member of Group
- Advice on Communication Style and Timing
- Media Training for Group Members
- Guidance on Press Releases
- Help with FAQ



- Opening Doors for Media Interviews
- Assistance with Launch of TFC Policy

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Creativity



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- Maximise the power of your logo or brand
- Never Miss An Opportunity
- The “Countdown”
- The “Build Up”
- Sponsorship
- The Launch



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Preparing for Launch



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Images From the Launch



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Images from the Launch



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One Year On



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- TFC Policy Implementation Anniversary 22/02/13
- Working Group has remained in situ
- Primary focus is on BIT, maintaining the TFC Policy and supporting patients and staff who wish to quit

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Going For Gold



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- Preparing the Application
- Ensuring the Standards are met
- The National Jury Process
- The International Jury – Feedback
- Support from ENSH Coordinator



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The Work Doesn't Stop !



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- Living Up to Our Gold Forum Status
- “Making It Count”
- Believe in Better
- Challenges

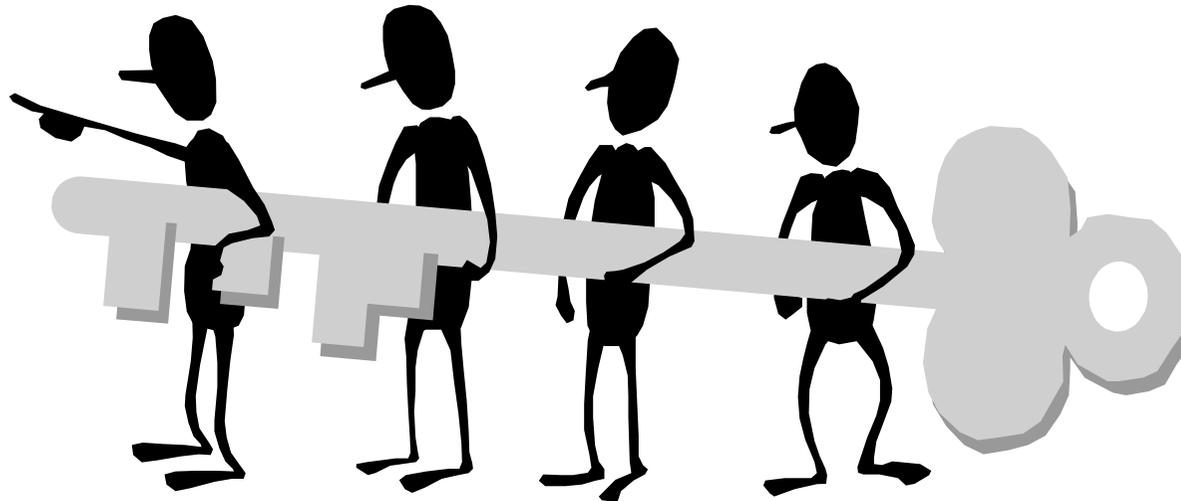
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The Key to Success is Team Work

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Coming together is a beginning, Keeping together is progress, Working together is success. –

Henry Ford

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Parting Words



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Just Do It !

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