

Success Story Worksheet



Date Submitted:

7/5/2012

County/Area/Tribe:

Hall

Goal Area:

- ☐ Cessation
- ☐ Disparate Populations
- ☒ Secondhand Smoke Exposure
- ☐ Youth Prevention

Individuals/Target Audience:
(who this happened to)

Patients at Saint Francis Medical Center (SFMC) and Saint Francis Cancer Treatment Center

Setting:
(Where and when this took place)

Saint Francis Medical Center and Saint Francis Cancer Treatment Center.

Conflict:
(obstacle, barrier or problem)

Both locations have tobacco-free campuses, however, signage to that effect wasn't prominent, therefore individuals continued to smoke outside entrances.

Action:
(what happened)

Leon is a member of the Tobacco Free Hall County Coalition. His wife is a breast cancer patient currently receiving treatment at Saint Francis Cancer Treatment Center in Grand Island. Leon and his wife went to the facility and saw someone smoking outside the entrance. Neither Leon nor his wife saw any signage noting that the campus was tobacco-free. Leon was bothered by this because his wife is ill with cancer and he himself is asthmatic and had to walk through secondhand smoke in order for her to receive treatment. Leon met with someone from the SFMC marketing department about the issue. Leon also secured a price quote from a local sign company and offered to pay for appropriate signage.

Outcome(s):
(measurable or concrete evidence of change)

Leon received a letter from the Chief Marketing Officer at SFMC acknowledging that the external signage wasn't adequate. The letter stated that signs in hard-to-see locations will be moved near entrances and signs that are too wordy will be replaced. New employees will be educated about the tobacco-free policy and ALL employees will receive refresher courses three times a year. Grounds will also be checked daily for tobacco litter. The letter stated that these changes will take place at both locations by July 31, 2012.

Relevance:
(how this story helps us demonstrate need or measure success)

This story shows how a member of the coalition advocated for a positive change in the community. This story also demonstrates a need for appropriate signage at healthcare facilities to inform all visitors and patients about the current tobacco-free policy.