

Success Story Worksheet



Date Submitted:

4/15/2011

County/Area/Tribe:

Platte/Colfax

Goal Area:

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

Individuals/Target Audience:
(who this happened to)

Cargill Meat Solutions

Setting:
(Where and when this took place)

Cargill Meat Solutions
Schuyler, NE
2009-2010

Conflict:
(obstacle, barrier or problem)

Cargill faced several barriers when trying to create a smoke-free workplace for the safety and health of their employees. The largest barrier was that at the time of the policy change Nebraska's smoke-free air law was not yet in effect. In addition, management buy-in can be a struggle. It is not only a policy change but a lifestyle change for some employees.

Action:
(what happened)

Cargill created a smoke-free committee to oversee the new policy which prohibited smoking in the workplace. They designated 13 smoking areas, provided two bench areas, placed 30 "butt cans" on the property, displayed signage promoting the new policy, and trained upper management on the new policy. With collaboration from Tobacco Free Colfax County, Cargill took a comprehensive approach on tobacco. They participated in health fairs, a Quit Tobacco program, and the Great American Smoke Out. The committee provided table tents with information about the new policy, weekly updates through employee newsletters, and promoted smoke-free homes and vehicles. Employees were encouraged to display a smoke-free window cling in their vehicles. Once a month Tobacco Free Colfax County coalition members would walk the parking lot to check for displayed clings. Employees who had a cling visible in their vehicle received a Smoke-Free Nebraska pen and ribbon. Each month five names were drawn to win a t-shirt from the coalition.

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

Although the littering of cigarette butts was an initial concern the plant manager strongly reiterated that the new policy must be followed, including using the receptacles for cigarette butts, or there would be no smoking on the property - period. Littering soon came to an end. As a result of their extensive planning, Cargill Meat Solutions in Schuyler was recommended by the Cargill corporate office as a model blueprint for other facilities to become smoke-free.

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

The Cargill plant in Schuyler worked hard for a smoke-free environment before Nebraska's smoke-free air law went into effect. Through their effort Cargill went from being a workplace that allowed smoking to one which encouraged a smoke-free workday and life. Combined education on the dangers of secondhand smoke exposure led to only allowing smoking 25 feet away from work entrances and promoting smoke-free homes and vehicles. In 2010, Cargill Meat Solutions in Schuyler was recognized by Tobacco Free Nebraska and the Centers for Disease Control and Prevention for their outstanding work in creating a comprehensive tobacco program.