

Wisconsin Hospital Association, Inc.



NEWS

Contact: Mary Kay Grasmick, 608-274-1820 or 575-7516

Wisconsin Hospitals Clear the Air *96 percent of Wisconsin hospitals reach tobacco-free goal by 2007 ACS Smokeout*

MADISON (November 13, 2007) ---- What started as perhaps a stretch goal set a year ago—all hospitals in Wisconsin becoming tobacco-free campus wide by November 15, 2007—is almost a reality. Now, 96 percent—123 in all—of Wisconsin's hospitals are tobacco-free campus wide. More will join those ranks in the near future. In late 2006, the Wisconsin Hospital Association Board of Directors recommended that 100 percent of hospitals become tobacco-free by the American Cancer Society's Great American Smokeout, November 15, 2007.

WHA President Steve Brenton said the recommendation met with strong statewide support from hospitals and from community leaders.

"Many employers struggle with the decision on whether to enact a tobacco-free work environment, even though the risks of tobacco use are well documented," said Brenton. "In some communities, hospitals were the first to become tobacco-free. That put them in a good position to be a resource for other businesses looking to implement tobacco use policies in their own workplaces," he added.

Hospitals that have gone through the process are quick to share what they learned along the way. Michael Schmidt, president of Saint Joseph's Hospital in Marshfield, said his organization directed communication strategies at patients, family and staff—with a special emphasis on supporting employee efforts to stop smoking. Schmidt also credited their success to having support from other health care providers.

"It is now more accepted for entire hospital campuses to be smoke-free, thanks to the early efforts of Wisconsin hospitals," Schmidt commented. He advised hospitals that are in the early stages of implementing tobacco-free policies to allow for extended planning timelines, foster respectful communications on the topic, and encourage employee ownership of the importance of becoming tobacco-free.

Mary Starmann-Harrison, immediate past chair of the WHA Board and regional president/CEO of SSM Health Care-Wisconsin, was instrumental in ushering the tobacco-free campus wide recommendation through the WHA Board. "Eliminating tobacco on your campus is not without its challenges," she said, based on SSM's experience. "It takes a tremendous amount of planning and follow-through from writing the policy to providing employees, patients and visitors with alternatives to tobacco."

Starmann-Harrison said the early roadblocks to becoming tobacco-free are slowly being removed. "The first hospitals to adopt the policy met the most resistance, and Mike Schmidt is right—they helped knock down the roadblocks. 'It can't be done here' was replaced with 'why not?' in many communities," Starmann-Harrison added. Starmann-Harrison predicts that sometime in the very near future, the public will just expect hospitals to not allow tobacco anywhere on their campuses.

According to the Center for Tobacco Research and Intervention (CTRI) at the UW School of Medicine and Public Health, more Wisconsin residents die every year from disease directly caused by cigarette smoking than from AIDS, illegal drugs, alcohol, suicide and homicide combined. Smoking costs the Wisconsin economy \$3 billion per year, including \$1.6 billion in direct health care costs and \$1.4 billion in lost worker productivity. Health insurance premiums are higher because of these expenses. There are 800,000 smokers in Wisconsin, representing 22 percent of all state residents. CTRI reports that more than 70 percent of Wisconsin smokers want to quit and 50 percent try each year.

“We treat patients every day who are suffering from an illness that was either caused by or made worse by the use of tobacco,” said Starmann-Harrison. “The dangers of both tobacco use and second hand smoke are well-documented. Hospitals must lead by example. By not permitting the use of tobacco on our campuses, we demonstrate our firm commitment to the health and safety of our employees and patients.”

A list of Wisconsin hospitals that are tobacco-free campus wide is attached.

END

Tobacco-Free Campus Wide Hospitals as of 11/16/07: (123 hospitals – 96%)

Agnesian HealthCare/St. Agnes Hospital, Fond du Lac
Amery Regional Medical Center, Amery
Appleton Medical Center, Appleton
Aspirus Wausau Hospital, Wausau
Aurora BayCare Medical Center, Green Bay
Aurora Memorial Hospital of Burlington
Aurora Lakeland Medical Center, Elkhorn
Aurora Medical Center, Two Rivers
Aurora Medical Center, Hartford
Aurora Medical Center, Oshkosh
Aurora Medical Center, Kenosha
Aurora Psychiatric Hospital, Wauwatosa
Aurora Sheboygan Memorial Medical Center, Sheboygan
Aurora Sinai Medical Center, Inc., Milwaukee
Aurora St. Luke's Medical Center, Milwaukee
Baldwin Area Medical Center, Baldwin
Beaver Dam Community Hospitals, Inc., Beaver Dam
Bellin Hospital, Green Bay
Beloit Memorial Hospital, Beloit
Berlin Memorial Hospital, Berlin
Black River Memorial Hospital, Black River Falls
Bond Health Center, Oconto
Boscobel Area Health Care, Boscobel
Burnett Medical Center, Grantsburg
Calumet Medical Center, Chilton
Children's Hospital of Wisconsin, Milwaukee
Children's Hospital of Wisconsin-Fox Valley, Neenah
Children's Hospital of Wisconsin-Kenosha, Kenosha
Chippewa Valley Hospital, Durand
Columbia Center, Milwaukee
Columbia St. Mary's, Inc. - Columbia Campus, Milwaukee
Columbia St. Mary's, Inc. - Milwaukee Campus, Milwaukee
Columbia St. Mary's, Inc. - Ozaukee Campus, Mequon
Columbia St. Mary's, Inc. - Sacred Heart Rehabilitation Institute, Milwaukee
Columbus Community Hospital, Columbus
Community Memorial Hospital, Oconto Falls
Community Memorial Hospital, Menomonee Falls
Cumberland Memorial Hospital, Inc., Cumberland
Divine Savior Healthcare, Portage
Door County Memorial Hospital/Ministry Health Care, Sturgeon Bay
Eagle River Memorial Hospital, Eagle River
Edgerton Hospital and Health Services, Edgerton
Flambeau Hospital, Park Falls
Fort HealthCare, Fort Atkinson
Franciscan Skemp Healthcare-Mayo Health System, Arcadia
Franciscan Skemp Healthcare-Mayo Health System, La Crosse
Franciscan Skemp Healthcare-Mayo Health System, Sparta
Froedtert Memorial Lutheran Hospital, Milwaukee
Good Samaritan Health Center, Merrill
Grant Regional Health Center, Lancaster
Gundersen Lutheran Health System, La Crosse
Hayward Area Memorial Hospital, Hayward
Holy Family Memorial, Inc., Manitowoc

Howard Young Medical Center, Woodruff
Hudson Hospital, Hudson
Kindred Hospital Milwaukee, Greenfield
Ladd Memorial Hospital, Osceola
Lakeview Medical Center, Rice Lake
Langlade Memorial Hospital, Antigo
Luther Midelfort, Eau Claire
Luther Midelfort Chippewa Valley, Bloomer
Luther Midelfort Northland, Barron
Luther Midelfort Oakridge, Osseo
Memorial Health Center, Medford
Memorial Medical Center, Neillsville
Memorial Medical Center, Ashland
Mercy Health System Corporation, Janesville
Mercy Medical Center, Oshkosh
Mercy Walworth Hospital and Medical Center, Lake Geneva
Mile Bluff Medical Center, Mauston
Moundview Memorial Hospital & Clinics, Inc., Friendship
New London Family Medical Center, New London
Oconomowoc Memorial Hospital, Oconomowoc
Orthopaedic Hospital of Wisconsin, Glendale
Our Lady of Victory Hospital, Stanley
Prairie du Chien Memorial Hospital, Prairie du Chien
Red Cedar Medical Center - Mayo Health System, Menomonie
Reedsburg Area Medical Center, Reedsburg
Richland Hospital, Richland Center
Ripon Medical Center, Inc., Ripon
River Falls Area Hospital, River Falls
Riverside Medical Center, Waupaca
Riverview Hospital Association, Wisconsin Rapids
Sacred Heart Hospital, Eau Claire
Sacred Heart-St. Mary's Hospital, Rhinelander
Sacred Heart-St. Mary's Hospital, Tomahawk
Saint Clare's Hospital, Weston
Saint Joseph's Hospital, Marshfield
Saint Michael's Hospital, Stevens Point
Sauk Prairie Memorial Hospital, Prairie du Sac
Shawano Medical Center, Shawano
Southwest Health Center, Platteville
Spooner Health System, Spooner
St. Clare Hospital & Health Services, Baraboo
St. Croix Regional Medical Center, St. Croix Falls
St. Elizabeth Hospital, Appleton
St. Joseph's Community Health Services, Hillsboro
St. Joseph's Hospital, Chippewa Falls
St. Luke's South Shore, Cudahy
St. Mary's Hospital, Madison
St. Mary's Hospital Medical Center, Green Bay
St. Mary's Hospital of Superior, Superior
St. Nicholas Hospital, Sheboygan
St. Vincent Hospital, Green Bay
Stoughton Hospital Association, Stoughton
SynergyHealth St. Joseph's Hospital, West Bend
The Monroe Clinic, Monroe
Theda Clark Medical Center, Neenah
Tomah Memorial Hospital, Tomah
Tri-County Memorial Hospital, Whitehall

Upland Hills Health, Inc., Dodgeville
Vernon Memorial Healthcare, Viroqua
Watertown Memorial Hospital, Watertown
Waukesha Memorial Hospital, Waukesha
Waupun Memorial Hospital, Waupun
West Allis Memorial Hospital, West Allis
Westfields Hospital, New Richmond
Wheaton Franciscan Healthcare-All Saints, Racine
Wheaton Franciscan Healthcare-Elmbrook Memorial, Brookfield
Wheaton Franciscan Healthcare-St. Francis Hospital, Milwaukee
Wheaton Franciscan Healthcare-St. Joseph, Milwaukee
Wild Rose Community Memorial Hospital, Wild Rose
Wisconsin Heart Hospital-Wheaton Franciscan Healthcare, Wauwatosa