

## Sample Press Release

Contact Name/Title/Phone/Email

Press Release- date

Town-

XX Hospital is pleased to announce that on (month/year) we will transition to a 100% tobacco-free campus. “Tobacco use is the leading cause of preventable death and disease in this country. We are a healthcare institution and our job is to save lives and prevent disease, so becoming 100% tobacco-free not only makes sense but it is key to our mission and our vision as part of XX community” said CEO XX.

When the tobacco-free campus policy goes into effect, no smoking or tobacco use will be allowed in any XX buildings or on any XX owned properties including the parking lots, garages and grounds. Patients will not be allowed to leave the hospital to smoke or use tobacco at any time. “As our first priority, patients will be given resources, information and treatment to make them as comfortable as possible before, during and after their time at XX hospital” said XX, “No one, including employees, patients or visitors, will be asked to quit using tobacco, but, for the safety of all, everyone will be expected to follow the policy.”

Becoming a 100% tobacco-free campus has been a XX-year process for XX hospital. Key to the decision to become a 100% tobacco-free is the two U.S. Surgeon General reports released in 2006 and 2010. These reports state that there is no safe level of exposure to secondhand smoke and that even brief exposure to secondhand smoke can trigger a heart attack in people with pre-existing cardiac conditions.

Additional Sample quotes:

“We realize it may be difficult for some people to adjust to this policy and we are doing everything possible to help those who may need it. We will be offering several ways to help people adapt to the policy while they are on the XX campus. For example, patients will have a chance to discuss medication options with their doctors and nicotine replacement medications are available for visitors and tobacco treatment specialists are available.”

“It is our responsibility to this hospital community to model healthy practices and policy. Our tobacco-free policy is an extension of the many other policies we have in place to ensure our employees, patients and visitors are safe and as healthy as possible.”

“We have worked with the XX hospital to provide them with additional resources, technical assistance and sample policies. We are pleased that they are now part of the ‘gold’ level group of hospitals that have 100% tobacco-free campuses”, says Sarah Mayberry from the Maine Tobacco-Free Hospital Network.