

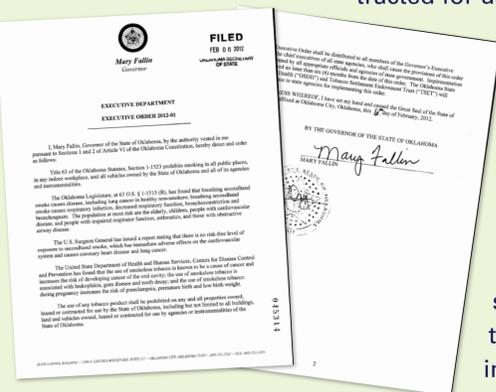
# Tobacco-Free State Properties

## BACKGROUND

On February 6, 2012, Governor Mary Fallin signed an Executive Order directing that "the use of any tobacco product shall be prohibited on any and all properties owned, leased or contracted for use by the State of Oklahoma, including but not limited to all buildings, land and vehicles owned, leased or contracted for use by agencies or instrumentalities of the State of Oklahoma".

By doing so, the Governor demonstrated commitment to improving the state's health and thrust the economic impact of health into the political spotlight, making Oklahoma the first state to designate all state properties as 100% tobacco-free indoors and outdoors. The Governor's Executive Cabinet and chief executives of all state agencies are charged with implementing the order no later than August 6, 2012.

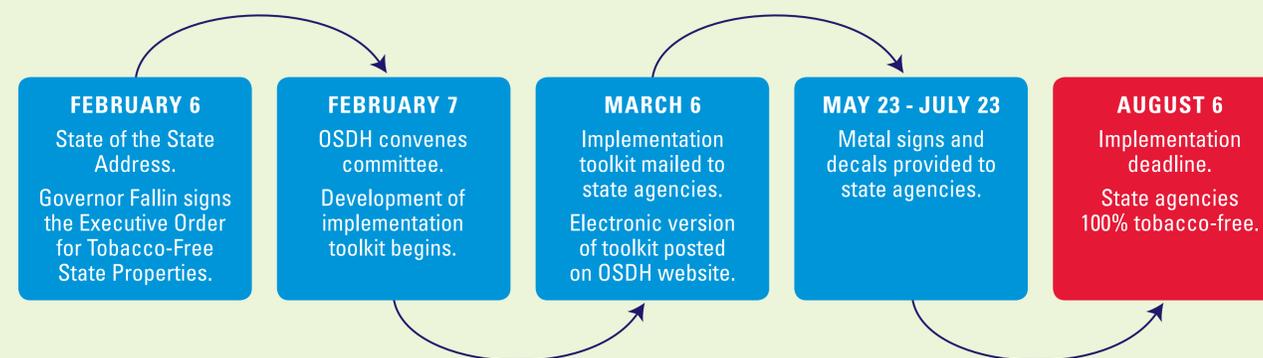
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## PROJECT

In order to facilitate a smooth transition, the Oklahoma State Department of Health's Center for the Advancement of Wellness, in collaboration with the Tobacco Settlement Endowment Trust, was tasked with providing technical assistance to the 220 state agencies, boards, and commissions that would be impacted by the order.

Accordingly, a committee was convened to develop tools and resources to assist those impacted and ensure effective tobacco-free policies would be adopted. A toolkit was developed and mailed to all state agency chief executives within 30 days of the order.



Technical assistance, evaluation, and distribution of signage has been continuous throughout the project, and will carry on beyond the implementation deadline.

## EVALUATION

An evaluation plan has been developed to measure the impact of the Executive Order. The outcomes will provide accountability to the Governor and taxpayers. Once fully implemented, the evaluation will assess, over time, the health and cost benefits and inform on:

- Tobacco quit rates for state employees;
- Secondhand smoke exposure;
- General public support;
- State employee perception towards the order; and
- Compliance with tobacco-free policies.

Multiple data collection methods will be utilized for evaluation purposes. The methods consist of:

- Employee pre- and post-implementation surveys
- Public pre-and post-implementation surveys
- Oklahoma Tobacco Helpline intake and follow-up survey
- Implementation process study
- Consumer study of Oklahoma state parks patrons



In Oklahoma, all state properties are tobacco free.

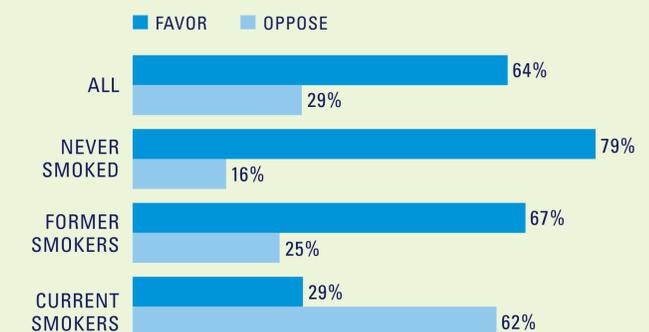
Oklahoma Tobacco Helpline  
**1 800 QUIT NOW**  
 Free help 784-8669 OKhelpline.com

Receive free coaching with highly trained quit coaches. May also be eligible for free nicotine patches, gum or lozenges.

## RESULTS

In mid-June 2012, a question was added to an existing media tracking survey to assess the general public support for the Governor's Executive Order. Data was collected via telephone including both landlines and cell phones with a sample size of approximately 600. It also oversampled for smokers in Oklahoma, so attitudes were examined separately for smokers and nonsmokers. The survey was conducted by a professional company that specializes in conducting phone surveys as part of the ongoing evaluation of tobacco-related media campaigns. Post-implementation surveys will occur periodically, approximately 2-3 times per year.

### ASSESSMENT OF PUBLIC SUPPORT



As a result of the Order, state agencies have requested a total of 15,224 "no tobacco use on this property" signage (2,670 metal signs and 12,554 decals). The posting of signage communicates to employees, visitors, and clients that the grounds are tobacco free.

## MOVING FORWARD

The Executive Order has the potential to make significant impact on workplace productivity and the health and well-being of more than 35,000 state employees and their families. It also sets the standards for creating environmental change within public places to not only improve the health of Oklahomans, but model the behavior of a tobacco-free lifestyle as normal for our youth, who are our future state employees.

