

Background:

Although laws prohibiting smoking within four metres of hospital entrances have been introduced, failure to comply remains common, resulting in secondhand smoke exposure to staff, visitors and patients on hospital grounds.

Observational audits carried out by Peninsula Health in 2018 showed that the Frankston Hospital main entrance had the highest rate of entrance smoking (average 9.8 cigarettes per hour) compared to other entrances to the hospital.

Peninsula Health partnered with Frankston Youth Services, who ran anti-smoking education sessions with Grade 6 students at Frankston Primary School.

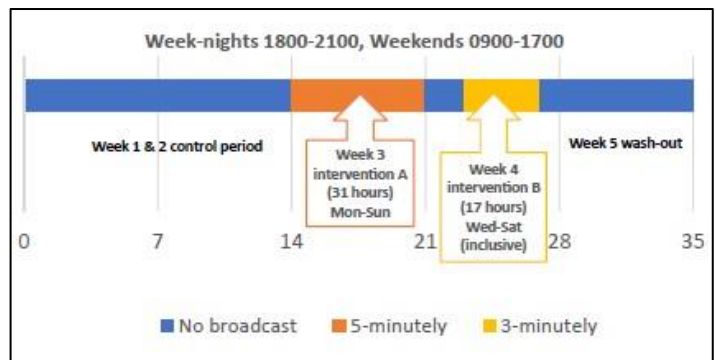


Aim:

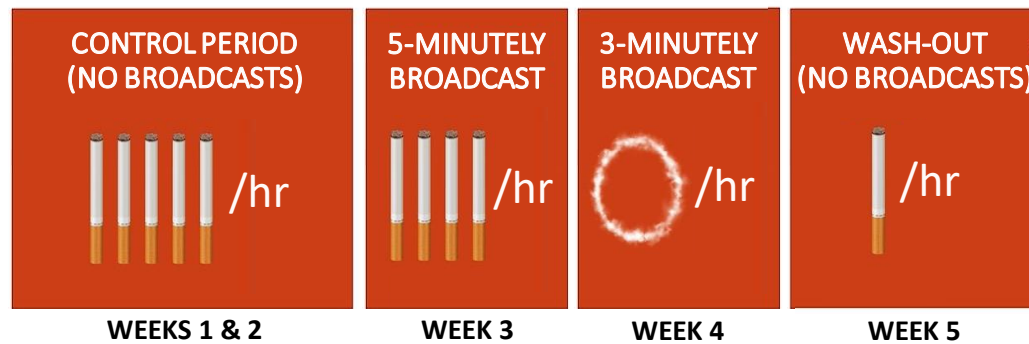
To reduce smoking at the main entrance of Frankston Hospital and reduce secondhand smoke exposure to staff, visitors and patients.

Approach:

Sixteen emotive messages developed and recorded by the Grade 6 students were played over a loudspeaker at different time intervals. Episodes of entrance smoking and total entrance traffic were recorded using a security camera over a 5-week period. Messages versus no messages and different time intervals were compared.



Key Findings:



A lot of silence between messages with the 5-minutely broadcasts, meant people could smoke without hearing a message. 3-minutely broadcasts significantly reduced hospital entrance smoking.

Implications:

Given the success of the broadcasts at the main entrance, 3-minutely broadcasts will be implemented at four additional Peninsula Health entrances found to have a high prevalence of smoking in the 2018 audit.

This project could be adapted for other settings, including other healthcare services, workplaces, universities, and shopping centres.

Key Learnings:

A strength of this intervention was that it was low-cost and local, creating links between a Community Health Promotion Team and a local Primary School situated in an area of high socioeconomic disadvantage where it was easily incorporated into the health curriculum of students on the cusp of transition to high school.