



The effects of a policy of tobacco - an organizational approach

50 percent of the employees were
exposed to tobacco at work

Non-smokers had a significant
better self-reported health



■ The programme 2008-2010

The date of follow-up was set at start of the project.

The HR-manager was responsible for the process, chosen from and included in the board of Social Administration.

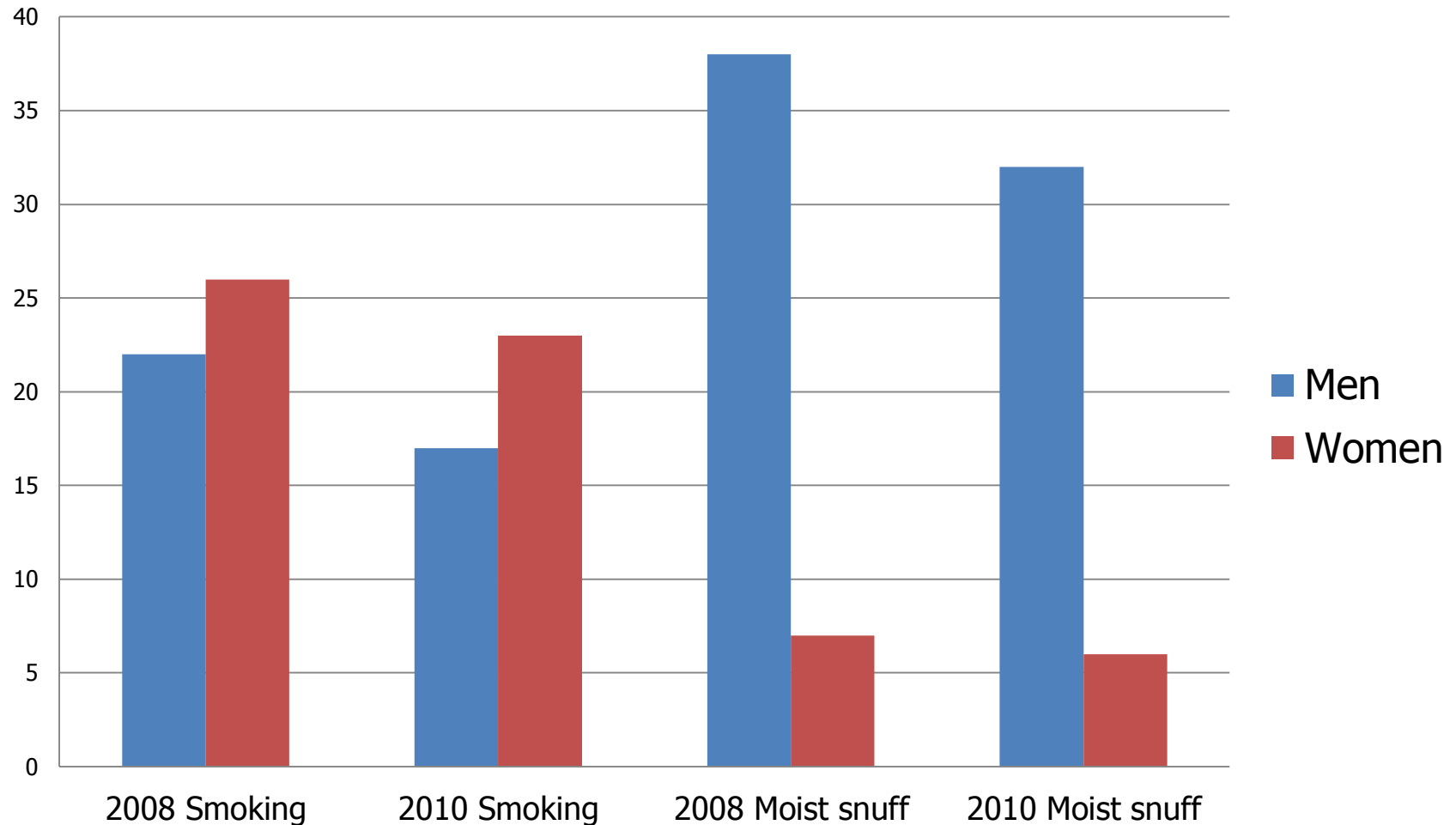
The public information officer was included in the work from start.

A material was made to use in a dialogue every year at ordinary workplace meetings.

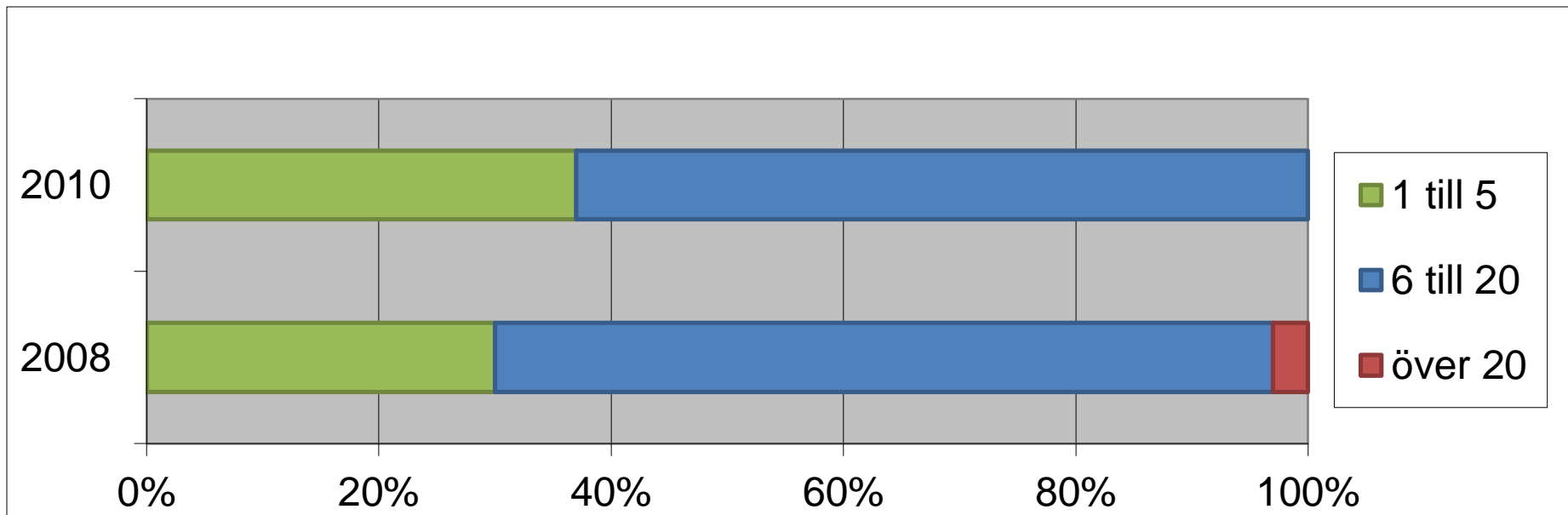
Employees were offered nicotine replacement up to 70 Euro.

Employees were offered free participation in group and individual nicotine cessation programmes.

Daily use of tobacco, Social Administration



Number of cigarettes



Three years later

1,3 million Euro
Users of Social Administration
Co-operation with Health and
Medical Care Committee
Policy of the Region of Gotland
98 % are familiar with the policy
89 % are positive
50 % positive to a tobacco-free
working hours and environment

