The Global Network

"Aiming to deliver safe quality care in relation to tobacco
for every service user, every time and everywhere"

STRATEGIC PLAN 2015–2018

Use of Terms

For the purpose of Global Network the terms used are taken directly or adapted from the terms used in WHO FCTC[1] and specifically in the FCTC Art 14 Guidelines[2]

- "**Tobacco products**": means products entirely (nicotine) or partly made of the leaf tobacco as raw material which are manufactured to be used for smoking, sucking, chewing or snuffing;

- "**Associated devices**": means any device manufactured for the purpose of either delivering nicotine or imitating smoking (ie shisha, nargile hookah, water pipes and E-Cigarettes or electronic nicotine delivery system (ENDS) or personal vaporizer (PV) which is a battery-powered vaporizer that simulates the feeling of smoking, but without tobacco combustion);

- "**Tobacco user**": means a person who uses any tobacco product or associated devises as defined above regardless of frequency of use;

- "**Tobacco industry**": means growers, tobacco manufacturers, wholesale distributors and importers of tobacco products and associated devises;

- "**Tobacco sponsorship**": means any form of contribution to an event, activity, research or individual by or on behalf of the tobacco industry;

- "**Tobacco advertising and promotion**": means any form of commercial communication, recommendation or endorsement by or on behalf of the tobacco industry;

- "**Healthcare services**": means settings in which healthcare professionals deliver health services for the promotion of health, prevention of illness and the treatment of disease and ill health.

- "**Tobacco-free**": means to improve population health within healthcare settings by treating tobacco addiction/dependence as part of routine healthcare, denormalising tobacco use, prohibiting all tobacco products and associated devises and eliminating exposure to second-hand smoke and e-cigarette vapor;

- "**Tobacco control/prevention**": means a range of supply, demand and treatment strategies that aim to improve the health of a population by eliminating or reducing their consumption of tobacco products or the use of associated devices and exposure to secondhand smoke and e-cigarette vapor;

- "**Tobacco management**": means an agreed method of implementing a tobacco-free policy to deliver safe quality care in relation to tobacco;

- "**Tobacco-free policy**": means a set of guidelines or principles adopted by the healthcare organisation to address all matters related to tobacco use;

- "**Tobacco addiction/dependence**": means a cluster of behavioural, cognitive, and physiological phenomena that develop after repeated tobacco use and that typically include a strong desire to use tobacco, difficulties in controlling its use, persistence in tobacco use despite harmful consequences, a higher priority given to tobacco use than to other activities and obligations, increased tolerance, and sometimes a physical withdrawal state;

- "**Tobacco cessation**": means the process of stopping the use of any tobacco product or associate devises with or without assistance and with the intention to remain tobacco free;

- "**Tobacco cessation services**": means the provision of behavioural support or medication, or both, to tobacco users to help them overcome their addiction/dependence and stop their tobacco use;

- "**Promotion of tobacco cessation**": means approaches that contribute to population-wide measures to reduce tobacco prevalence."

[1] Framework for Convention on Tobacco Control; http://www.who.int/fctc/publications/en/
[2] Guidelines for implementation of Article 14; http://www.who.int/fctc/treaty_instruments/adopted/article_14/en/

Introduction

The Global Network for Tobacco Free Health Care Services, commonly called the 'Global Network' is an independent, international, non-profit association constituted under Swiss law with the aim of facilitating action on tobacco control/prevention within healthcare services globally.

The Global Network promotes a proven approach for implementing comprehensive quality tobacco standards in healthcare services. In this document, tobacco management is the agreed term used when referring to this approach. Tobacco management is defined as an agreed method of implementing a tobacco-free policy to deliver safe, quality care in relation to tobacco.

Since its inception in 1999, as a European initiative, the Global Network has worked to develop and provide hospitals and healthcare services with a systematic and comprehensive approach to the implementation of tobacco management. An approach that utilises evidence-based standards with a process of self-audit to support continuous improvement.

The Global Network seeks to recruit, motivate and guide healthcare services globally in the implementation of their tobacco management policies, providing members with a global platform to facilitate information sharing and the exchange of experiences and good practice.

Standard 1: Governance and Commitment The healthcare organisation has clear and strong leadership to systematically implement a tobacco-free policy
Standard 2: Communication The healthcare organization has a comprehensive communication strategy to support awareness and implementation of the tobacco-free policy and tobacco cessation services.
Standard 3: Education and Training The healthcare organisation ensures appropriate education and training for clinical and non-clinical staff.
Standard 4: Identification, Diagnosis and Tobacco Cessation Support The healthcare organisation identifies all tobacco users and provides appropriate care in line with international best practice and national standards.
Standard 5: Tobacco-free environment The healthcare organisation has strategies in place to achieve a tobacco-free campus.
Standard 6: Healthy workplace The healthcare organisation has human resource management policies and support systems that protect and promote the health of all who work in the organisation.
Standard 7: Community Engagement The healthcare organisation contributes to and promotes tobacco control/prevention in the local community according to the WHO FCTC and/or national public health strategy.
Standard 8: Monitoring and Evaluation The healthcare organisation monitors and evaluates the implementation of all the Global Network standards at regular intervals.

Global Network Standards
for the implementation of tobacco control policies in healthcare settings

It promotes data collection for comparison and benchmarking purposes and gives recognition for high level policy implementation. It continuously monitors and updates its concept in order to effectively guide and support tobacco management within healthcare services and settings.

In June 2015, the Global Network Board was mandated by the General Assembly to develop a strategic plan to direct, guide and support:

- the growth and sustainability of the Global Network into the future
- the participation of all members (National/Regional Networks and individual members) in network activities
- the engagement of the Global Network at all levels in relevant tobacco management efforts and programmes.

This strategic framework builds on past developments and achievements, new knowledge and membership inputs. It takes stock of progress made to date and seeks to generate new momentum for action in tobacco management among all health professionals and in healthcare services and settings globally.

It contains actions to progress development around key elements such as:

- **Healthcare services -** as critical settings for the protection and promotion of health.

- **Staff training -** as a vital element in the building of capacity to implement effective tobacco management policies within healthcare settings

- **Pro-active treatment** – as a safety and quality care issue of ICD-10 for tobacco addiction/ dependence

- **Provision of effective cessation services** – that combine behavioural support with pharmacotherapy as the most effective way to assist all tobacco users to quit successfully

- **Healthcare services, professionals and employees** – as good role models and effective advocates of good practice and leaders for tobacco management in civil society

- **Healthcare educational institutions, universities and nursing schools** – as the basic training centres for tobacco management

Background

Tobacco consumption is the single most preventable cause of death and disability in the world. One in every two smokers will die from a tobacco-related disease. Tobacco use is highly addictive and harms every organ in the body.

In response to this burden on population health, the World Health Organization in 2005 developed the Framework Convention on Tobacco Control (FCTC). This Convention signified the importance given to the growing global tobacco epidemic by both political and health leaders.

Tobacco Control is the first public health concern to bring governments and the WHO together with the sole aim of providing global direction on how best to manage the problem in order to protect future generations and reverse the tobacco epidemic. Most countries to date have signed and are Parties to the Convention. FCTC has been translated into many languages, copies of which are available for download on the WHO website. http://www.who.int/fctc/cop/en/

FCTC identifies that concerted efforts are needed from a wide range of sectors and highlights national health systems as being well-placed to take the leading role in implementing measures to prevent and treat tobacco addiction/dependence as outlined in Article 14. Specific guidelines have been developed to direct and support implementation of Article 14. http://www.who.int/fctc/treaty_instruments/adopted/guidel_2011/en/

The Global Network promotes a concept that integrates all the relevant and key aspects of tobacco management within healthcare services, in a practical and systematic approach that is in accordance with the FCTC guidelines. In this way, the Global Network believes that healthcare service will contribute significantly to the realisation of national obligations under FCTC.

Who We Are

A global network of healthcare services and health professionals committed to implementing tobacco-free policies with the aim of delivering safe quality care in relation to tobacco for every service user, every time and everywhere.

VISION

Our vision is to improve population health within healthcare settings by treating tobacco addiction/dependence as part of routine healthcare, denormalising tobacco use, prohibiting use and sale of all tobacco products and associated devises, and eliminating exposure to secondhand smoke and e-cigarette vapor.

MISSION

Our mission is to advocate, recruit and enable healthcare services and professionals globally to implement and sustain effective tobacco management and cessation policies in accordance with the WHO FCTC.

VALUES

- **Responsibility** – Duty of care to curb the tobacco epidemic

- **Diligence** – Pursuit of clinical excellence in tobacco management

- **Integrity** – the highest level of integrity and transparency in its administration and activities

- **Accountability** – independence, value for money and protection against all commercial and vested interests

The Global Network currently has 31 registered members in 19 countries worldwide. Membership is on an individual and network basis.

Strategic Priorities

Coordinate and Communicate: To strengthen capacity within the Global Network to engage with healthcare services globally to promote the Global Network concept as the most effective approach for tobacco management within healthcare services and settings.

> ➢ **Priority Goal:** To create a strong, sustained coordinating mechanism that can facilitate and strengthen the Global Network visibility worldwide and promote awareness of the value and effectiveness of the Global Network concept.

Recruit and Disseminate: To recruit healthcare services globally to implement tobacco-free policies. Promote and support policy implementation by ensuring that the Global Network standards, implementation concept, information materials and website remains relevant and responsive to global changes which have an effect on tobacco management within healthcare settings.

> ➢ **Priority Goal:** To translate and disseminate the Global Network Standards and implementation concept as widely as possible and recruit healthcare services globally to engage in tobacco management and to implement effective and sustainable tobacco-free policies.

Sharing and Learning: To develop an interactive website that can support networking, enable two-way communication, support sharing of information and the exchange of good practice to motivate quality improvement in tobacco management implementation.

> ➢ **Priority Goal:** To provide respectful networking activities that will engage and facilitate members in sharing information and data and exchanging experiences on implementation that will contribute to the monitoring and review of the effectiveness of the Global Network concept for tobacco management in healthcare services.

Advocate and Collaborate: To engage with international partners in advocating that tobacco addiction/dependency be placed as a key priority within all care programmes and collaborate with relevant partners for the integration of tobacco management as an integral element of all quality improvement initiatives within healthcare services.

> ➢ **Priority Goal:** To identify relevant partners to engage with in advocacy and collaborate activities that will actively promote tobacco management, improve the provision of tobacco cessation services and treatment of tobacco addiction/dependence in line with Article 14 of FCTC

Our plan for the next three years

ACTION PRIORITIES	GLOBAL NETWORK BOARD	NATIONAL/REGIONAL NETWORKS	INDIVIDUAL MEMBERS	COORDINATING CENTRE
	ACTIVITIES	ACTIVITIES	ACTIVITIES	ACTIVITIES
Coordinate and Communicate	**Transfer of coordination** and administration functions **Website redesign**, SAQ database upgrade **Working group** to explore pathways to share communication responsibilities among members	Contribute to website redesign, Provide content for the website Pilot website and provide feedback	Contribute to website redesign, Provide content for the website Pilot website and provide feedback	**Provide administration** functions to the Board and Membership Review and refresh **website content** Support **Board working group**
SUCCESS CRITERIA	**Clear roles and responsibilities, Interactive website with up-to-date, easily accessible information, up-coming events and current topics, identified models of good practice and online platform for the exchange of evidence based practice in relation to policy implementation, tobacco prevention, treatment and cessation support for users of tobacco in all its forms**			
Recruit and Disseminate	**Working group** to complete concept and standards review, promote translation and dissemination **Working group** to review membership criteria, process and obligations	Support translation and dissemination of materials Guide and monitor implementation of updated Standards Return updated membership data	Guide and monitor implementation of updated Standards Return updated membership data	Support the **Board working groups** **Disseminate and monitor** implementation of updated Standards Review and update **membership data**
SUCCESS CRITERIA	**Increased membership, Increased members active on website , Improved membership process, Gather evidence of improved quality of implementation among members**			

Sharing and Learning	**Working group** to review core network activity (SAQ, GOLD Process) **Develop new activities** to motivate and support lower implementation levels and identify existing tools for sharing in online training	Disseminate information on core network activities, Promote participation and contribute to the development of strategies	Participate in sharing and learning activities. Contribute when relevant to the development of global network strategies	**Support work group**, prepare and disseminate materials, update the website, **Administration and organisation** of core network activities, **Promote and support** online training
SUCCESS CRITERIA	**Wider participation in sharing and learning activities , A greater variety of initiatives to motivate information exchange and an online training support programme**			
Advocate and Collaborate	**Advocate** for incorporation of Global Network membership in tobacco management plans **regionally, nationally & internationally** **Working group** to collaborate with all relevant partners (i.e. HPH, Educational institutions) on a joint action plan.	Advocate regionally or nationally for the Global Network concept Recruit member participation in HPH collaboration	Advocate locally for the implementation of the Global Network concept Participation in HPH collaboration activity	**Support Board** advocacy activities, **Support HPH collaboration** working group, **Disseminate information** on HPH collaboration action plan, **Recruit participation** in the HPH Action Plan
SUCCESS CRITERIA	**Improved engagement with HPH, New partnerships and increased collaboration and visibility internationally**			
Funding and Sustainability	**Review and Use** existing funding to the best advantage **Working group** to assess all potential funding sources and d**evelop a strategic plan** to gain sustainable funding	Provide in kind contributions Support the working group with information on potential funding sources Participate and support strategic plan	Provide in kind contributions Support the working group with information on potential funding sources Participate and support strategic plan	**Administration of existing** funding, Prepare **financial updates** for the Board, Ensure **best use** and value for money **Support the working group**
SUCCESS CRITERIA	**A sustainable funding Action Plan and funding secured for 2018-2021**			

KEY ANNUAL TARGETS

CONSOLIDATION   **TARGETS - YEAR 1**

➢ Complete revision of standards, implementation criteria and self-audit questionnaire tool
➢ Engage Board members in actioning of the strategic plan
➢ Collaborate with national/regional coordinators in implementing the strategic plan
➢ Improve website management to improve communication

EXPANSION   **TARGETS – YEAR 2**

➢ Increase Global Network membership at all levels
➢ Develop comprehensive toolkit building on existing resources
➢ Identify training needs and organise information exchange activities
➢ Greater international collaboration through advocacy

REVIEW & EVALUATION   **TARGETS – YEAR 3**

➢ Review delivery on the success criteria of the Strategic Plan 2015-2018
➢ Strengthen key criteria for future sustainability
➢ Consider key components for inclusion in the next Strategic Plan