

# SMOKEFREE IMPLEMENTATION PLAN EXAMPLE LARGE MANUFACTURER

<b>Organisation</b>	
<b>Sites/Locations</b>	
<b>Policy Reference</b>	Non-Smoking and Non-Vaping Policy
<b>Plan Owner</b>	
<b>Date Created</b>	10 April 2026
<b>Version</b>	V1.0
<b>Review Date</b>	Biannually

## 1) Executive Summary

**Purpose:** Help employees stop smoking while creating a healthier, more productive working environment. At its core, it aims to make quitting easier, more supported, and more successful by providing access to Smokefree Somerset expertise within the workplace.

**Sites/ locations:**

**Timeline:** See attached Action Plan

**Top 3 Outcomes:**

1. **Support employees who want to quit**  
Provide guidance, encouragement, and access to tools like counselling, information sessions, or stop-smoking services via Smokefree Somerset
2. **Reduce smoking-related health risks**  
Helping staff quit lowers the likelihood of illness, absenteeism, and long-term health problems.
3. **Create a healthier workplace culture**  
Encourages a smoke-free environment that benefits everyone, including non-smokers with the number of employees smoking reduced by 10%.

**Named Leads:**

## 2) Vision & Outcomes (Three-Year Horizon)

### Vision (by Year 3):

Our vision is to reduce smoking across our workforce year on year by providing compassionate support that helps colleagues cut down or quit—creating a healthier, more productive and inclusive workplace while respecting personal choice.

In addition, we also hope to reduce the number of employees who vape, thus further boosting the health and wellbeing of our workforce.

### SMART Outcomes

1. Reduce the % of smoking staff by 10%
2. Review and update the smoking policy to align with national laws and best practices.
3. Offer smoking cessation programme through SMOKEFREE SOMERSET partnership with easy access to individualised support/resources.
4. Environment & Cultural changes - Populate smoking areas and Wellbeing Information boards with Smokefree Somerset resources.

## 3) Context & Scope

**Policy Link:** Attached

**Legal/Compliance:** The Health Act 2006 was implemented in England on 1st July 2007. It is now a criminal offence to smoke in virtually all enclosed public places, workplaces and in public and company vehicles.

Managers of smoke-free premises and vehicles have legal responsibilities to prevent smoking and to ensure that 'no smoking' signs are displayed as required by law.

**Sites in Scope:** All shifts as location are a twenty-four-hour operation.

**Exemptions/Adjustments:** N/A

## 4) Stakeholders & Governance

Role	Name	Responsibilities
Project Lead (Implementation)	Health & Wellbeing Lead	Day-to-day delivery
Monitoring & Data Lead	Health & Wellbeing Lead	Manages KPIs/data
HR Lead	HR Director	Policy, training, wellbeing integration
H&S Lead	H&S Manager	Signage, site compliance
Stop Smoking Support Liaison	Practitioner	Smokefree Somerset

## 5) Implementation Plan

### Phases & Milestones

**Phase 1 – Pilot & Baseline (Months 0–6):** *Baseline assessment, quick wins, signage, staff comms, training, support referral pathways, early KPIs.*

**Phase 2 – Scale & Embed (Months 6–18):** *Extend to all sites/teams, refine processes, strengthen management capability, monitor compliance.*

**Phase 3 – Sustain & Optimise (Months 18–36):** *Embed in BAU (business-as-usual), policy refresh, continuous improvement, long-term monitoring.*

### Activities & Timeline (Workplan)

Area of work	Main tasks	Start date	End date	Who's responsible	What needs to be in place first	Success Measures
See attached Action Plan						

## 6) Resources & Budget

As Numatic have a full-time Wellbeing Officer, any resourcing would come under their remit so no additional costing would be incurred.

### Budget Summary

Cost Item	Description	One-Off	Ongoing (p.a.)	Who's responsible	Notes
Again, as <i>Company</i> has a full-time Wellbeing Officer and a Media Dept, they already have the resources in-house to service this project.					

**In-Kind/Partner Support:** SmokeFree Somerset service, Somerset Chamber guidance, existing wellbeing budget.

## 7) Risk & Issues Management

Risk/Issue	Likelihood	Impact	Mitigation/Response	Owner	Status/ Review Date
Staff resistance	High		Strong comms; manager training; support pathways	Health & Wellbeing Lead	Ongoing
Signage vandalism	Low		Durable signage; quick replacement	Health & Wellbeing Lead	Ongoing
Shift-based workforce	Medium		Tailored comms; out-of-hours access to support	Health & Wellbeing Lead	Ongoing

## 8) Communications & Engagement Plan

**Objectives:** Awareness, support, confidence in managers, culture change

Audience	Key Message(s)	Channel(s)	Frequency/Timing	Owner
All staff	Policies exist; why they matter; support available	Email, posters, intranet, toolbox talks	Launch & monthly	Health & Wellbeing Lead Media Team
Line managers	How to handle conversations; signposting	Briefings, toolkit	Pre-launch & quarterly	Health & Wellbeing Lead
Visitors/ Contractors	Site rules	Reception signage, inductions	On arrival	Security

**Materials:** Poster pack, slides, FAQs, intranet page, manager notes

## 9) KPIs & Targets

Indicator	Baseline	Target (Pilot)	Target (Year 3)	Data Source	Frequency	Owner
Staff smoking prevalence (%)	20%	15%	10%	Anonymous survey/OH	Quarterly	Health & Wellbeing Lead
Staff aware of support (%)	0%	60%	100%	Newsletter/ Internal Comms	Quarterly	Health & Wellbeing Lead
Sites with full signage coverage (%)	0%	80%	100%	Audit checklist	Quarterly	Health & Wellbeing Lead
Referrals to SmokeFree service	0%	12%	20%	Referral log	Monthly	Health & Wellbeing Lead

## 10) Equality, Diversity & Inclusion (EDI) & Health Inequalities

- EIA Summary: Any reasonable adjustments made as required but no identified EIA issues.
- Adjustments: language materials, support during shifts]
- Accessibility: Easy-read materials, clear signage, varied channels

## 11) Data Protection & Confidentiality

- Data types: Anonymous survey data; minimal identifiable data if any
- Legality: Employment/legitimate interests; confirmed with HR and SMT
- Storage & Retention: Internal database – 3 years
- Staff Communication: Personal data collected on behalf of Smokefree Somerset for their own confidential use and to ensure clear communication with participants.

**12) Sign-off**

<b>Role</b>	<b>Name</b>	<b>Signature</b>	<b>Date</b>
<b>Project Lead</b>	Health & Wellbeing Lead		10.04.2026
<b>HR Lead</b>	HR Director		10.04.2026
<b>Management/ Board</b>	HR Director		

**Appendix A: Policy Link**

**Appendix B: Action Plan Link**