



Creating a Supportive Environment with Tobacco-Free Signage



Tobacco Cessation Clinic Enhancement Program
Toolkit Series

THE UNIVERSITY OF TEXAS
MD Anderson
~~Cancer~~ Center
Making Cancer History®

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Signage can increase awareness of the tobacco-free policy inside and outside the clinic. The type of material your sign is made of is just as important as the message on it. The material used will determine how far away your message can be seen and how long your sign lasts through weather as well as general wear and tear. The following signage examples include recommended materials and dimensions. Check with your approved vendor to determine what is available.



Exterior Signage

Below are general best practices for exterior signage:

- Communicate your message concisely.
- Before sending a document to print, ask for a proof.
- Place signage in prominent clinic areas for maximal exposure.
- Place signs at eye level for maximum visibility or at other locations to which the eye is naturally drawn.
- Make sure obstacles like trees or street poles are not blocking any signage.

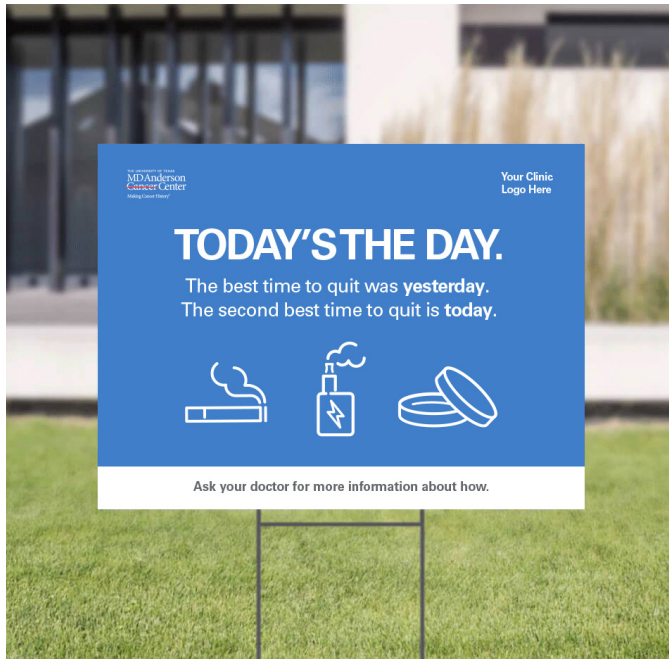
Types of Exterior Signage



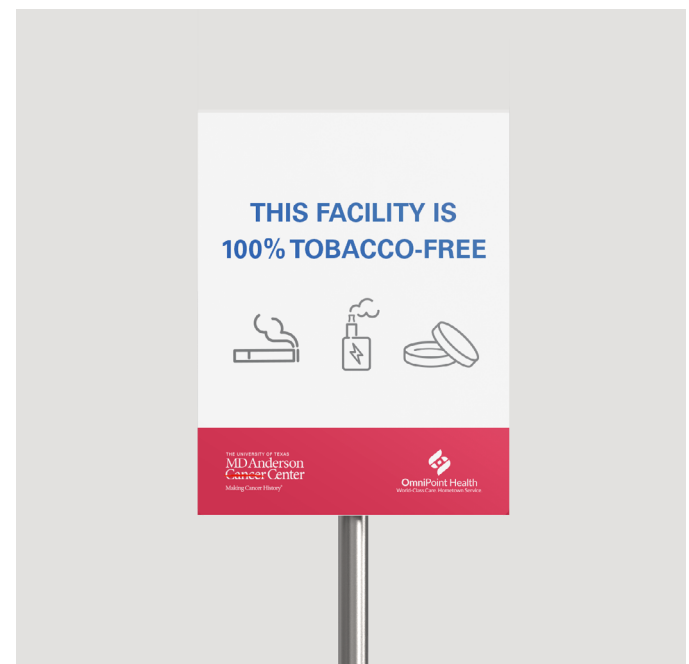
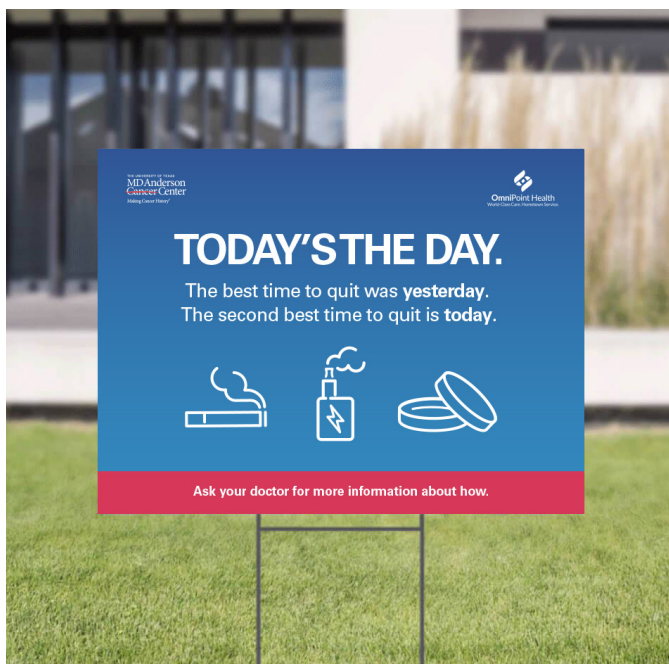
ADDITIONAL TYPES OF EXTERIOR SIGNAGE

- **Yard signs or H frame signage:** These are primarily used as temporary signage and can be placed in a grassy area and can be moved to different locations based on your needs.
- **Post signs:** A metal permanent signs on poles; i.e. handicap parking signs
- **Wayfinding signs:** signage that gives direction and guide patients to a destination easily.

Examples of Exterior Signage



Clinic-Branded Signage

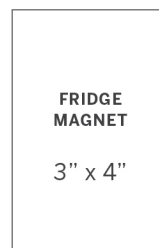
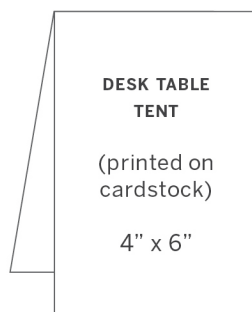
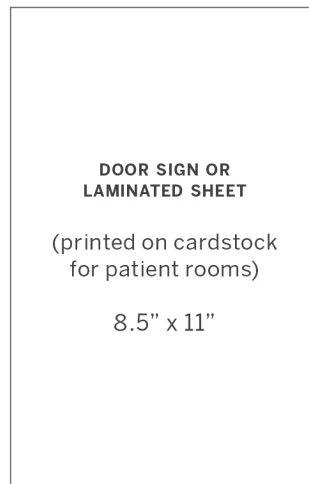
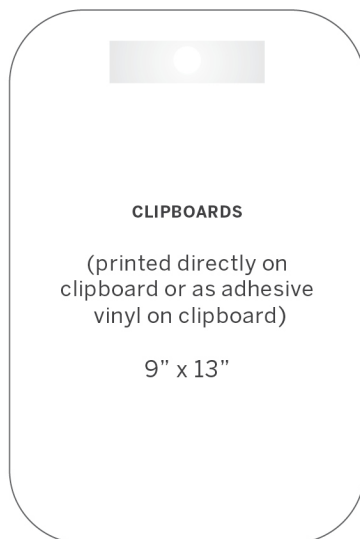


Interior Signage

Below are general best practices for interior signage:

- Place signage in well-lit high traffic areas.
- Utilize unconventional places that will be in view of the patients.
- If digital, ensure resolution of the image is high for clear reading. Take into consideration the screen size.
- Signs should ideally face the opposite direction of traffic, so it is facing them when they enter or exit hallway or room.

Types of Interior Signage



ADDITIONAL TYPES OF INTERIOR SIGNAGE

- Window clings
- Digital/TV screen
- Posters or print materials
- Table tents

Examples of Interior Signage



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Other Communication Items



OTHER COMMUNICATION ITEMS

- Pens
- Lapel/enamel pins
- Badge reels/lanyards
- Email signatures

