

**CLEAN INDOOR AIR FOR EVERYONE:**

**AN EDUCATIONAL TOOLKIT**



Dear Tobacco Control Advocates,

In Arkansas, secondhand smoke is the third-leading cause of preventable death, with more than 500 Arkansans dying from secondhand smoke each year. As a state, we have made great strides in reducing the exposure to secondhand smoke. The Clean Indoor Air Act of 2006 helps to protect individuals from secondhand smoke in the workplace and public places. Also in 2006, Act 13 was passed, which has been helping protect young passengers from smoke exposure in enclosed places where the concentration of toxins is higher. This act specifically applies to vehicles where children under the age of 6 and 60 pounds are present. Additionally, the city of Little Rock passed a smoke-free policy in all public parks. While this isn't a law, it is definitely a step in the right direction.

Unfortunately, there are still some people who are not being protected while at work. Individuals who work in bars and restaurants that cater to patrons 21 and over were excluded from the Clean Indoor Air Act. These people are even more likely to be exposed to secondhand smoke because of the nature of these establishments and the increased tendency for individuals to smoke while in bars and restaurants.

Within this packet are materials that will help you educate your community about the need to protect all Arkansans from secondhand smoke. You'll also learn about the impact of comprehensive smoke-free policies on businesses. Please use these tools, as well as the site [cleartheairarkansas.com](http://cleartheairarkansas.com), to start an educational campaign in your town. Feel free to use the materials as necessary and distribute where needed to help spread the message about the importance of clean air for everyone.

As you can see, much of the foundation has been laid; we simply need to strengthen our efforts, and to help spread the news on the dangers of secondhand smoke. Your collaboration will help save lives by ensuring that everyone in Arkansas can enjoy clean indoor air.

If there is anything that we can do to help, please let us know.

Sincerely,

Cornelya Dorbin, MPA  
Executive Director  
Arkansas Cancer Coalition

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# IMPORTANCE OF A COMPREHENSIVE SMOKE-FREE POLICY

Smoking kills 4,900 adult Arkansans from their own smoking as well as 510 from secondhand smoke.

The U.S. Centers for Disease Control and Prevention estimates that smoking-caused health costs total \$10.47 per pack sold and consumed in the United States. And, each year, smoking-related health care expenses cost Arkansans \$812 million.

There is overwhelming and solid scientific evidence that secondhand smoke is a direct cause of lung cancer, heart disease, and lung and bronchial infections. And yet, there are many restaurant and bar employees who are being exposed to secondhand smoke on a daily basis. Smoke-free laws even help patrons. Seven out of every 10 smokers who want to quit smoking will do so because they will be in public environments free from temptation to smoke.

To effectively address tobacco use, Arkansas is implementing the framework for a comprehensive tobacco prevention and control program. This framework consists of a three-legged stool, which includes environmental restrictions, tobacco taxes and a comprehensive tobacco prevention and cessation program. Arkansas has all three legs, but the environmental restriction leg is still wobbly. There are many loopholes in Arkansas' smoke-free laws that have left some Arkansans without protection from the harm of secondhand smoke.

Smoke-free laws help to protect restaurant and bar employees and patrons from the harm of secondhand smoke.

**EVERYONE DESERVES THE RIGHT TO BREATHE CLEAN, SAFE AIR**

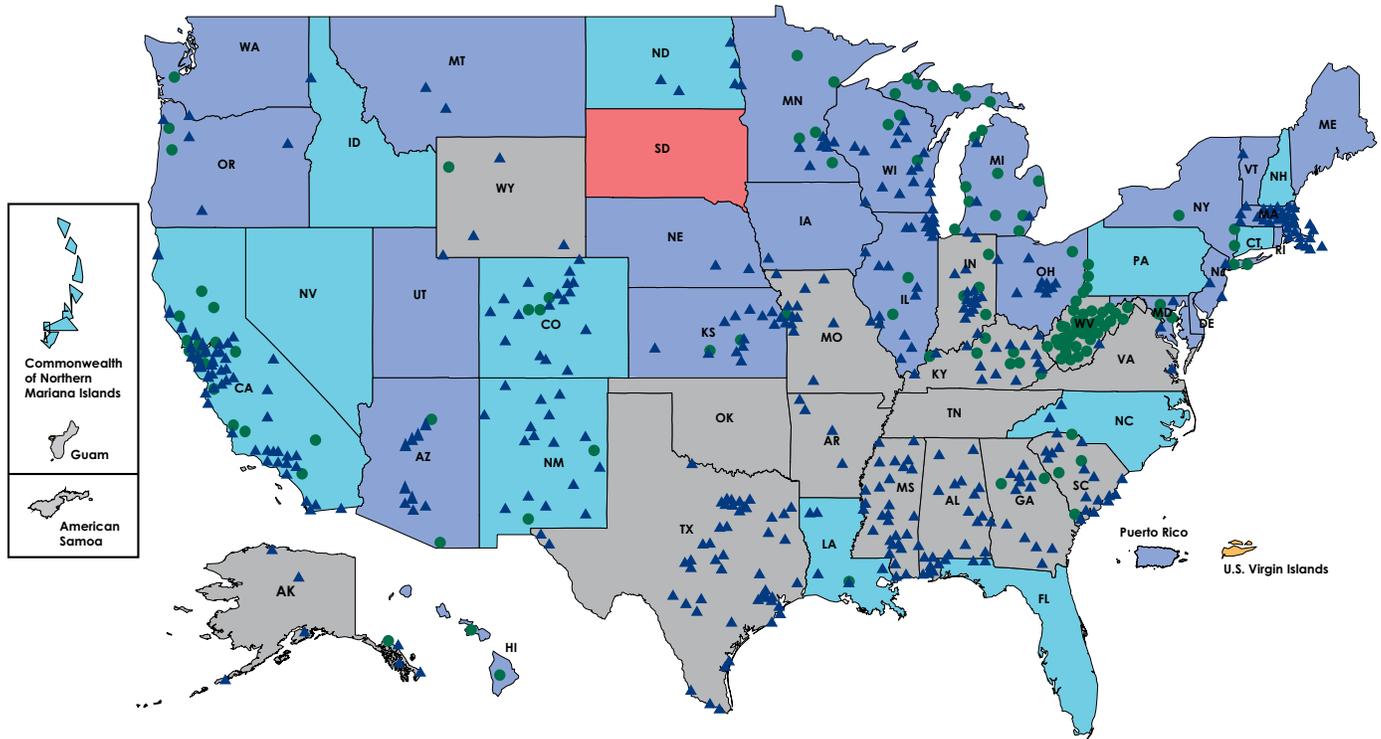


LEVELS OF SECONDHAND SMOKE IN BARS ARE  
**4.5 TIMES HIGHER**

# IMPORTANCE OF A SMOKE-FREE POLICY

When comparing Arkansas to other states, we are lagging behind.

## U.S. 100% SMOKE-FREE LAWS IN WORKPLACES AND RESTAURANTS AND BARS AMERICAN NONSMOKERS' RIGHTS FOUNDATION • AS OF OCTOBER 1, 2010



### STATE AND COMMONWEALTH LAW TYPE/ TERRITORY LAW TYPE

- 100% Smoke-free in workplaces, restaurants and bars
- 100% Smoke-free in one or two of the above
- No 100% Smoke-free state law
- 100% Smoke-free law enacted, not yet in effect
- 100% Smoke-free law enacted, but currently suspended due to ballot challenge

### LOCALITY TYPE WITH A 100% SMOKE-FREE LAW

- ▲ City
- County

**MORE THAN 20 STATES HAVE 100% SMOKE-FREE POLICIES IN ALL WORKPLACES, RESTAURANTS AND BARS**

"Workplace" includes both public and private non-hospitality workplaces, including, but not limited to, offices, factories, and warehouses.

"Restaurant" includes any attached bar in the restaurant.

Note: Native American and Alaska Native sovereign tribal laws are not reflected on this map.

## ARKANSANS WOULD SUPPORT A COMPREHENSIVE SMOKE-FREE LAW

- More than nine out of 10 Arkansas adults believe that all employees should be protected from second-hand smoke in their workplaces.
- More than eight out of 10 Arkansas adults would support a state law banning smoking in all indoor workplaces, including bars and restaurants.

According to the American Nonsmokers' Rights Foundation, as of October 1, 2010, more than 20 states in the United States had 100 percent smoke-free laws in workplaces, restaurants AND bars. Comprehensive smoke-free laws now cover more than 60 percent of the U.S. population or more than 190 million people – a figure that has nearly doubled in size in three years.

# LAWS PROTECT ARKANSANS FROM SECONDHAND SMOKE, BUT NOT COMPLETELY

In 2006, the Clean Indoor Air Act was passed, helping to protect individuals from secondhand smoke in the workplace and public places. This included restaurants, but left a loophole for restaurants and bars that catered to individuals age 21 and over, leaving workers unprotected from the dangers of secondhand smoke.

That same year, Act 13 was also passed. This act states that it is now a primary offense for drivers to smoke with a child who is under 6 and 60 pounds in the vehicle. They can now be pulled over and fined for this. The fine is \$25, and the first offense can be waived if the driver can prove they are currently enrolled in a program to quit tobacco. However, kids older than 6 and weighing more than 60 pounds are left unprotected.

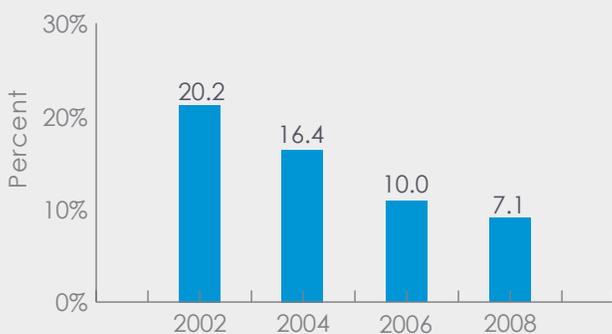
In April 2009, Governor Mike Beebe signed the "Arkansas Clean Air on Campus" Act, making all state-funded college and university campuses smoke-free as of August 1, 2010.

Also passed has been the Tobacco Excise Tax of 2003 and 2009 as well as the Arkansas Cigarette Fire Safety Standard Act of 2009.

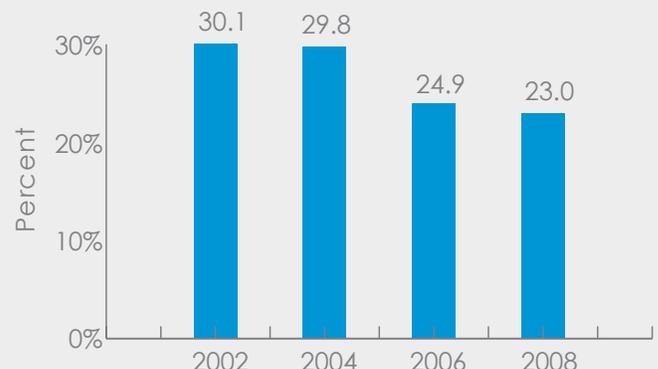
## SMOKE EXPOSURE IN THE WORKPLACE AND VEHICLE STILL CONTINUES:

- **Even though** the percentage of adults who reported exposure to secondhand smoke at work has dropped from 20.2 percent in 2002, there is still 7.1 percent of employed Arkansans who reported exposure in 2008.
- **Even though** the percentage of adults who reported exposure to secondhand smoke in the vehicle dropped from 30.1 percent in 2002, there is still 23 percent of Arkansas adults who reported exposure in 2008.

Percentage of employed adults who reported exposure to secondhand smoke in indoor work areas, AR ATS 2002, 2004, 2006 & 2008



Percentage of adults who reported exposure to secondhand smoke in the vehicle, AR ATS 2002, 2004, 2006 & 2008



## PROTECTION FROM SECONDHAND SMOKE

How have these laws impacted business in Arkansas so far?  
Read about Juanita's Café and Bar's experience below.

### Business Perspective: **Joey Reed, Little Rock** Manager, Juanita's Café and Bar



Initially, we encountered a bit of hostility about the passage of the Clean Indoor Air Act, but once everyone knew it was a state law, things improved. Let's face it, most people prefer not to have smoke present while they are eating. From a business standpoint, going smoke-free helps us to serve and seat customers faster, not having to segregate smokers from nonsmokers. And the waiters have actually been able to make more money because the flow is more predictable now.

**“ALL AROUND, THIS HAS BEEN A POSITIVE CHANGE FOR BOTH THE CUSTOMERS AND US.”**

# SUMMARY OF MEDIA CAMPAIGN

A media campaign was created using the power of testimony. Each ad features real people who battle, or have battled, secondhand smoke in their workplaces on a daily basis. A waitress (Kate), a bartender (Veo) and a musician (Cody), are highlighted in the campaign. Each story presents a different look at how secondhand smoke affects them. The campaign consists of television, print and radio ads.



[cleartheairarkansas.com](http://cleartheairarkansas.com)



**“EVERYONE DESERVES  
A SMOKE-FREE  
WORKPLACE, EVEN  
BARTENDERS.”**

**VEO TYSON, Bartender**  
*To read more of my story visit [ClearTheAirArkansas.com](http://ClearTheAirArkansas.com)*

### LET'S CLEAR THE AIR

Going smoke-free will not hurt businesses or sales. A 2010 study conducted by the University of Arkansas found cities in the Southeastern Conference that implemented comprehensive smoke-free policies in bars had an average 25 percent increase in sales, relative to those that did not. Going smoke-free makes for healthier businesses and healthier employees. Everyone deserves a smoke-free workplace.

**CLEARTHEAIRARKANSAS.COM**

## PRINT ADS

The print ads feature beautifully stylized photography with an attention-grabbing headline. The body copy hits to the core of what many businesses fear will happen – a reduction in sales. It's followed up with statistics that prove that not only will sales not decrease, they can increase. The call to action is to read more about Veo's story on the microsite. Veo has a unique perspective, in that he previously worked in a smoking environment but now works in a voluntarily nonsmoking establishment.

### TELEVISION ADS

The television portion of the campaign consists of three 30-second spots, each featuring one of the three people previously mentioned. The image shown below is from Kate's spot. Kate's story is about how she feels smokers don't think about what they're doing to nonsmokers who are around them. She knows the smoke is damaging her body; it makes her cough and has even resulted in upper respiratory infections.



### RADIO ADS

Since radio relies solely on hearing the story alone, we chose to use voice talent rather than real people. The stories told are based on the interviews conducted. So while the “Musician” spot does not actually feature Cody’s voice, it is his story. He talks about how he is a musician and the smoke affects his voice, but he doesn’t really have a choice when choosing a venue. He can’t turn down a gig because of the smoke. He has to go where the money is, and his health comes second.



**“MY VOICE IS MY  
INSTRUMENT. I  
CAN’T LET IT BE  
DAMAGED BY  
SMOKE.”**

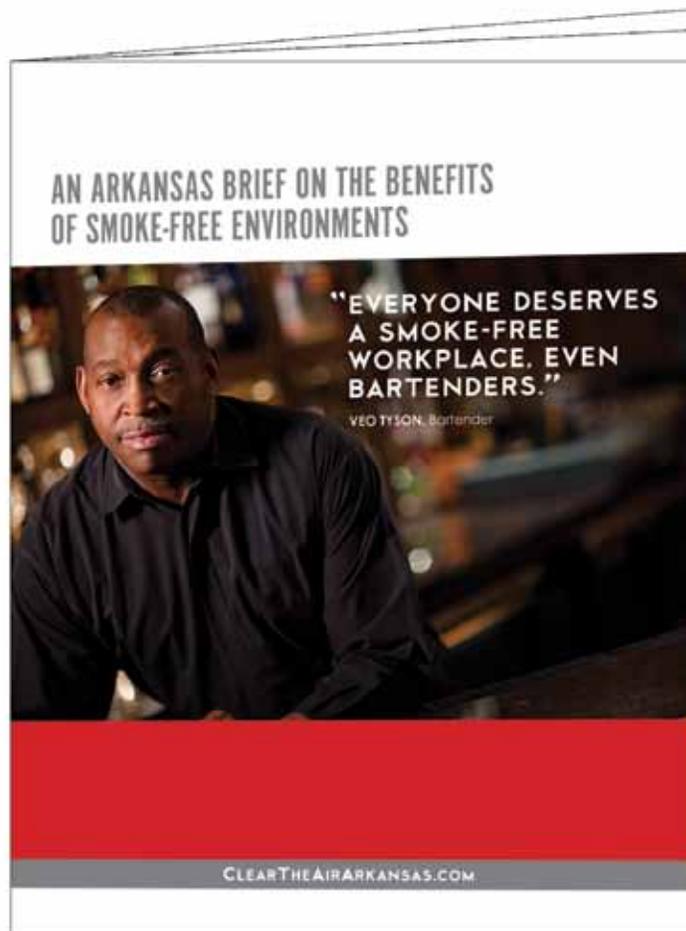
**CODY BELEW**, Singer  
*To read more of my story visit [ClearTheAirArkansas.com](http://ClearTheAirArkansas.com)*

### LET’S CLEAR THE AIR

Going smoke-free will not hurt businesses or sales. A 2010 study conducted by the University of Arkansas found cities in the Southeastern Conference that implemented comprehensive smoke-free policies in bars had an average 2.5 percent increase in sales, relative to those that did not. Going smoke-free makes for healthier businesses and healthier employees. Everyone deserves a smoke-free workplace.

**CLEARTHEAIRARKANSAS.COM**

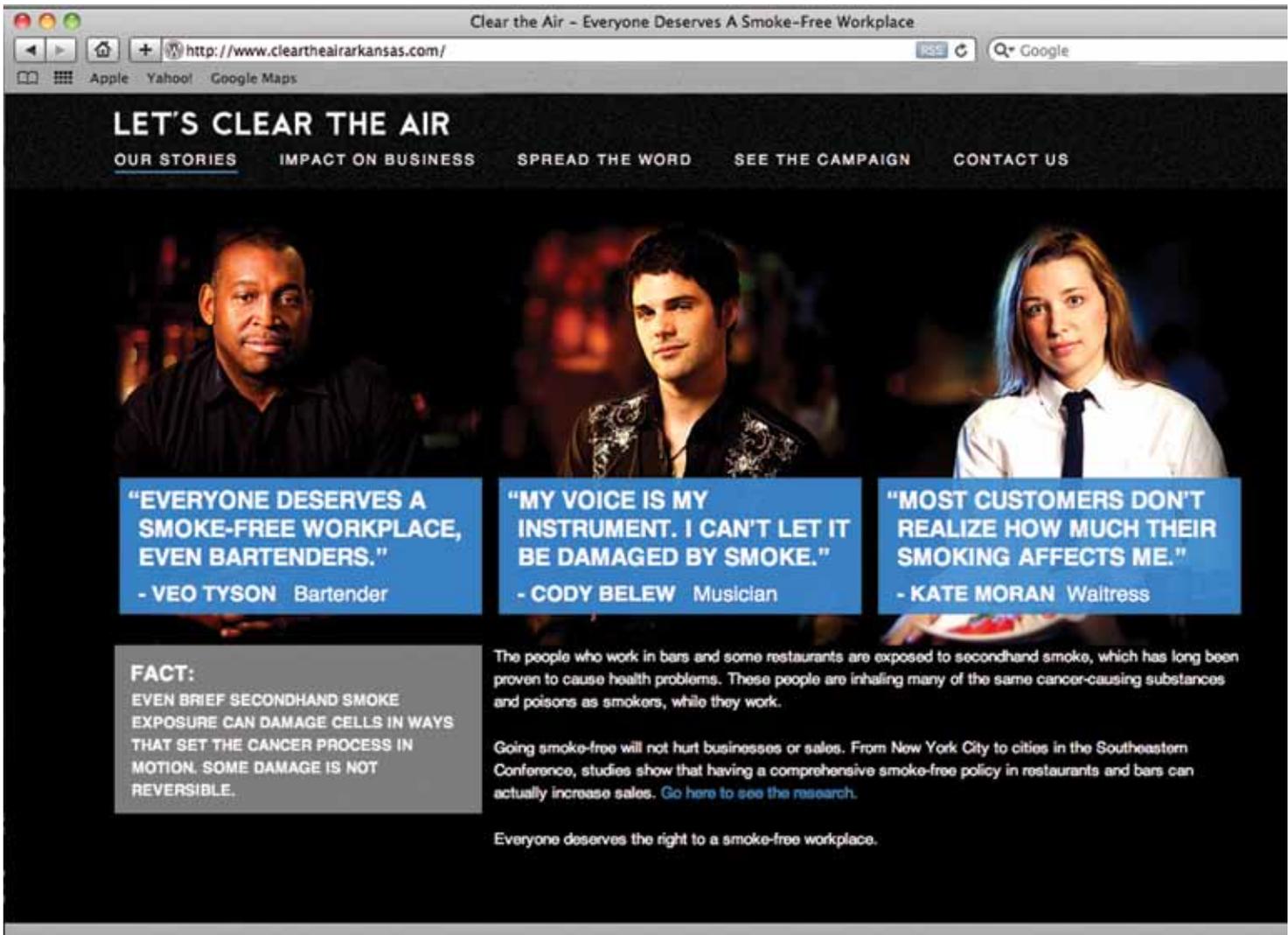
# SUMMARY OF OTHER CAMPAIGN ELEMENTS



## SMOKE-FREE EDUCATIONAL BRIEF

The educational brief is a 12-page booklet that was created to inform individuals about the damaging effects of secondhand smoke, where people are being exposed to it, and what Arkansas is doing to help minimize exposure. This piece includes facts about universities, vehicles and homes, as well as addressing exposure within the hospitality industry.

# SUMMARY OF OTHER CAMPAIGN ELEMENTS



## MICROSITE & POCKET CARDS

The microsite serves as the landing page for the entire campaign. It houses all of the creative elements produced for this campaign, including the television, print and radio spots, a sharable version of the educational brief and even the contents of this toolkit. It is also a place where the research supporting this movement can be referenced.

For the general public, it's a place where they can read the stories above and learn more about secondhand smoke, its health effects, and how a change could impact business positively.

For coalition members and tobacco control supporters, it's a place to gather all the tools needed to help change the air we breathe while enjoying our local restaurants and bars.

Pocket cards were designed featuring the images and headlines from the print campaign. These are intended to be distributed to make individuals aware of the microsite and drive them to learn more.

# WHAT CAN YOU DO?

There are many things you can do to help educate your local community about the dangers of secondhand smoke and the benefits of clean indoor air. Some items are really simple, like adding the microsite link to your website. Others are more time intensive, like hosting a community discussion, but can be very effective.

Over the next few pages, you will find other ways to help. Included are a sample letter to the editor, press release, instructions for hosting a panel discussion in your community, and fact sheets that can be distributed. All of these items can be downloaded from the microsite [cleartheairarkansas.com](http://cleartheairarkansas.com).

Lastly, stay up to date with information about tobacco control in Arkansas by signing up for the SOS e-newsletter at [stampoutsmoking.com](http://stampoutsmoking.com).



## WHAT CAN YOU DO?

### SAMPLE LETTER TO THE EDITOR

This is an example of a letter that can be sent to the editor of your local paper; simply customize it with your contact information.

#### Letter to the Editor

The Arkansas Clean Indoor Air Act passed in July 2006. Although the law protects some workers in Arkansas from secondhand smoke in the workplace and public places, many are still exposed to the deadly chemicals found in smoke while at work.

Bartenders, wait staff and musicians who work in smoking establishments experience the negative health effects of working in smoking environments. According to the American Cancer Society, food service workers have a 50 percent greater risk than the general public of dying from lung cancer, in part, because of their ongoing exposure to secondhand smoke in the workplace. Why should they suffer the consequences of secondhand smoke exposure?

Secondhand smoke causes heart disease and lung cancer. It can cause coughing, wheezing, shortness of breath, red or teary eyes, runny nose, sneezing and sore throat. Every year, more than 53,000 people in the United States die from the effects of secondhand smoke exposure, with more than 500 adults dying annually in Arkansas alone.

While people may be concerned that prohibiting smoking in currently exempted establishments might hurt business or sales, research shows there has been an increase in sales when smoke-free laws are implemented comprehensively. A 2010 study conducted by the University of Arkansas Sam M. Walton College of Business Center for Business and Economic Research shows cities in the Southeastern Conference that implemented comprehensive smoke-free policies in bars, on average, had a 25 percent positive impact on sales tax revenues relative to those that did not. Cities that implemented comprehensive smoke-free policies in restaurants, on average, had an almost 18 percent positive impact on sales tax revenues relative to those that did not.

If research shows that comprehensive smoke-free policies do not hurt bars and restaurants, and that, in fact, these policies can increase sales, then why do we continue to expose Arkansans to deadly secondhand smoke?

The Arkansas Clean Indoor Air Act of 2006 was a great step for Arkansas, but it wasn't enough. We still have much more to do to protect ALL Arkansans from secondhand smoke, regardless of age, gender, ethnicity or occupation.

Sincerely,

First and Last Name  
Organization/Coalition Name

## NEWS RELEASE TEMPLATE

Since there are many misconceptions about how smoking affects business, a good way to get the accurate information out is to issue a press release. Update the information in red with your name and coalition information and send it to your local newspaper.

### For More Information

Contact Name

Title

Organization

Phone Number

E-mail Address

### FOR IMMEDIATE RELEASE

## Arkansas Study Shows Comprehensive Smoke-free Policies Do Not Hurt Restaurants and Bars

CITY, Ark. (Month Day, Year) – A 2010 study conducted by the University of Arkansas shows cities in the Southeastern Conference that implemented comprehensive smoke-free policies in bars had, on average, a 25 percent positive impact on sales tax revenues, relative to those that did not. Cities that implemented comprehensive smoke-free policies in restaurants had, on average, an almost 18 percent positive impact on sales tax revenues, relative to those that did not. These findings from the University of Arkansas Sam M. Walton College of Business Center for Business and Economic Research are similar to other results from studies conducted across the country.

"We were delighted to find comprehensive smoke-free policies implemented in Southeastern Conference cities had such a positive impact on business because it may encourage more cities and states to protect all residents from secondhand smoke at work," said **First and Last Name, Title and Organization**. "Business owners may have feared the economic impact of prohibiting smoking, but this research dispels those fears."

The Arkansas Clean Indoor Air Act, passed in July 2006, prohibits smoking in workplaces and public places, but it allows exemptions for establishments that choose not to serve people under 21. Bartenders, wait staff and musicians who work in smoking establishments have to suffer the health consequences of secondhand smoke.

Secondhand smoke causes heart disease and lung cancer. It can cause coughing, wheezing, shortness of breath, red or teary eyes, runny nose, sneezing and sore throat. Every year, more than 53,000 people in the United States die from the effects of secondhand smoke exposure, with more than 500 adults dying annually in Arkansas alone. Food service workers have an even greater risk of dying from lung cancer, in part, because of their ongoing exposure to secondhand smoke at work.

"Exposure to secondhand smoke is deadly, and all Arkansans deserve the right to breathe clean, safe air, regardless of their age, gender, ethnicity or occupation," said Dr. Carolyn Dresler, program director for the Arkansas Tobacco Prevention and Cessation Program.

For more information, visit [cleartheairarkansas.com](http://cleartheairarkansas.com).

# # #

### ROUND TABLE COMMUNITY DISCUSSIONS

## HOST A PANEL DISCUSSION IN YOUR COMMUNITY

Leadership and residents in your city may have questions about how a comprehensive smoke-free policy in Arkansas could impact them. Communities can benefit from hearing all sides of an argument, and panel or round table discussions can allow for civil debate, as well as serve as a platform for questions and answers.

Here are some steps to coordinate a panel discussion in your community:

1. Identify a date, time and location for the discussion.
2. Request participation from local experts, such as:
  - a. Doctors – preferably a cardiologist or pulmonologist
  - b. Business owners – preferably restaurant or bar owners
  - c. Workers – preferably bartenders, wait staff or musicians who often work in smoking environments
  - d. Arkansas Department of Health representative – the Arkansas Tobacco Prevention and Cessation Program will do its best to have a representative present at as many community discussions as possible
  - e. Local county health unit representative
  - f. Local tobacco control coalition representative, if applicable
3. Identify a moderator.
4. Develop a list of potential topics or questions to be covered at the discussion. (A sample discussion guide is included in this toolkit.) Share this list with your panelists to help prepare them. Also be sure they review the University of Arkansas and New York City studies found on [cleartheairarkansas.com](http://cleartheairarkansas.com).
5. Publicize the event:
  - a. Contact your local news media, such as newspapers, television stations and appropriate radio stations.
  - b. Create posters or flyers to distribute around town. Make sure your panelists promote the discussion at their places of employment.
  - c. Distribute an e-blast or e-mail to your friends, family and co-workers with the date, time, location and purpose of the discussion.
  - d. Invite your city officials to attend or to make opening or closing comments for the discussion.
6. Set up for the event. Be sure there is a table and chairs for the panelists, as well as seating for the media and other attendees. It would also be a good idea to have water available and ensure restrooms are nearby.
7. Allow the panelists to speak first, guided by the moderator. Ensure each panelist receives equal speaking time, if possible.
8. Follow the panelist discussion with an open question and answer session to allow the media and attendees an opportunity to speak.
9. Thank everyone for attending, especially your panelists for participating.

If you would like to request assistance developing the topics/questions for your discussion or to schedule a Tobacco Prevention and Cessation Program representative's attendance, please contact Miriam Karanja at [miriam.karanja@arkansas.gov](mailto:miriam.karanja@arkansas.gov) or call (501) 661-2362.

## DISCUSSION GUIDE

## DISCUSSION GUIDE

## QUESTIONS TO BE ASKED OF VARIOUS PANELISTS BY MODERATOR

- What are the long-term and short-term health effects of secondhand smoke?
- How does working in a smoking environment affect you? (Encourage workers to tell the story of their own experiences.)
- What effect does secondhand smoke have on Arkansans in terms of the number of lives lost or health care expenses incurred?
- What protections for Arkansas workers exist in the current Arkansas Clean Indoor Air Act?
- What exemptions are allowed in the Arkansas Clean Indoor Air Act (i.e., for bars and restaurants, for hotels, etc.)?
- Who should be protected from exposure to secondhand smoke?
- What changes to the current law would help protect more Arkansans from secondhand smoke?
- How do you think a comprehensive smoke-free law in the state of Arkansas would affect our town?
- How would a comprehensive smoke-free law affect your business?
- What are the benefits of a comprehensive smoke-free law?
- What has research shown about the impact of comprehensive smoke-free laws on businesses such as bars and restaurants?
- How would a comprehensive smoke-free law in Arkansas contribute to tobacco control efforts in the state?
- How would a comprehensive smoke-free law in Arkansas affect tobacco users?
- What resources are available in Arkansas to help tobacco users quit?

# WHAT CAN YOU DO?

## PLACE PRINT ADS IN YOUR LOCAL NEWSPAPER

### USING LET'S CLEAR THE AIR PRINT ADS

We have developed materials for this campaign so that they may be used in communities across Arkansas. We encourage you to place the print ads in your local newspaper, and add your logo if desired. However, we request that you adhere to some guidelines for placement of your logo and allow us to view the revised ad before it is placed. Please read the following guidelines carefully.

#### Graphic Standards for Consistent Coalition Logo Use

##### Introduction

Proper brand recognition and strict visual standards are important to maintain a uniform campaign to positively impact the delivery of the message. This manual provides guidelines for projecting the coalition logo in a consistent, attractive, and professional manner through correct placement.

##### Logo Usage

Consistent and correct use of the coalition logo as outlined is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, all requests must go through TPCP. Please contact:

Miriam Karanja  
Tobacco Prevention and Cessation Program  
Arkansas Department of Health  
Phone: 501.661.2362  
Fax: 501.280.4040  
Email: [miriam.karanja@arkansas.gov](mailto:miriam.karanja@arkansas.gov)

#### General Rules

1. The print advertisement must not be modified in any way other than size. The images, font type, font placement and overall graphics should remain as provided by TPCP.
2. The only additional information that can be added to the print ad is the coalition logo.
3. The coalition logo should be placed in the lower righthand corner, next to the text.
4. The coalition logo shouldn't be larger than 1.8" x 0.8" for the full-page ad.
5. The coalition logo should remain white to contrast the dark background.
6. **Do not use these materials to lobby or to ask for law changes.**



##### Incorrect Usage

If the logo is used improperly, the print ad will lose its effectiveness as a powerful communication tool. Please follow these rules:

1. Do not use the coalition logo as background.
2. Never print the coalition logo at an angle.
3. Never expand the coalition logo.
4. Never condense the coalition logo.

##### Inquiries

Any inquiries outside from these general rules should be addressed to TPCP.

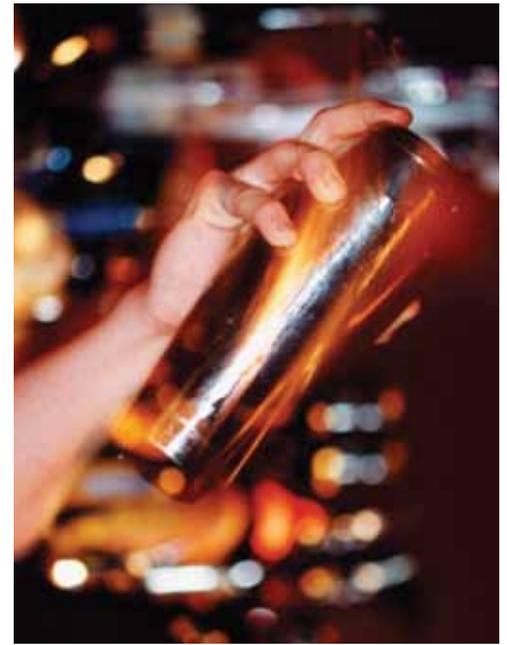
## PUT A FACE TO A CAUSE

Every town has someone who works at a restaurant or bar that encounters unwanted smoke while they're just trying to do their jobs. We found some of these individuals and highlighted them for our media campaign. Who says you can't do the same thing, but on a local level?

Whether it's a bartender, bar stocker, waiter, waitress, even a cook or a manager, these people are the faces and voices of change. Let them become an advocate for change in your town. Sometimes we forget that once a meal is over, or a night has come to an end, there are people still working in smoke-filled conditions day in and day out.

These individuals could accompany you to community discussions, provide quotes for newspaper stories, or participate in radio interviews.

Start by talking to people who work at any smoking establishments you frequent. Ask friends and family to help as well. There very well may be a powerful story working in your local bar.



## WHAT CAN YOU DO?

### DISTRIBUTE FACT SHEETS

Fact sheets are a great way to educate the public. The next three pages are examples of fact sheets, one focused on the impact on business, effects of secondhand smoke, and the impact on other hospitality-related industries like hotels/motels.

## SECONDHAND SMOKE FACTS

- Secondhand smoke causes lung cancer in adults who themselves have never smoked.
- Even brief secondhand smoke exposure can damage cells in ways that set the cancer process in motion. Some damage is not reversible.
- In 1986, the Surgeon General showed a casual link between secondhand smoke and lung cancer.
- The Surgeon General has concluded that there is no risk-free level of exposure to secondhand smoke. Breathing even a little secondhand smoke can be harmful.
- Secondhand smoke contains more than 250 chemicals known to be toxic or carcinogenic (cancer-causing), including formaldehyde, benzene, vinyl chloride, arsenic, ammonia, and hydrogen cyanide.
- Nonsmokers who are exposed to secondhand smoke at home or at work increase their risk of developing lung cancer by 20–30%.
- According to the American Cancer Society, food service workers have a 50 percent greater risk than the general public of dying from lung cancer.
- Employees who work in smoke-filled businesses suffer a 25-50% higher risk of heart attack and higher rates of death from cardiovascular disease and cancer, as well as increased acute respiratory disease and measurable decreases in lung function.
- For each cigarette smoked, a nonsmoking employee inhales: as much benzene as one who has smoked **six** cigarettes; as much 4-aminobiphenyl as one who has smoked **17** cigarettes; and as much N-nitrosodimethylamine as one who has smoked **75** cigarettes.
- Secondhand smoke exposure has immediate adverse effects on the cardiovascular system, causes coronary heart disease and increases the risk of having a heart attack.
- People who already have heart disease are at especially high risk of suffering adverse effects from secondhand smoke and should take special precautions to avoid even brief exposures.
- Over 53,000 people die every year in this country from secondhand smoke exposure.
- In Arkansas alone, more than 500 adults die every year from secondhand smoke exposure.

## ARKANSAN OPINIONS ON SECONDHAND SMOKE

- More than nine out of 10 Arkansas adults believe that restaurants and bars would be healthier for employees if they were all smoke-free.
- More than nine out of 10 Arkansas adults believe that all employees should be protected from secondhand smoke in their workplaces.
- More than eight out of 10 Arkansas adults would support a state law banning smoking in all indoor workplaces including bars and restaurants.
- 24 percent of Arkansas adults would eat out more if restaurants were completely smoke-free.
- 45 percent of Arkansans who have visited a bar during the last 30 days, have been exposed to secondhand smoke inside the bar.
- One-fourth of Arkansas adults said that when visiting a bar, they might stay longer if bars were completely smoke-free.
- Eight out of 10 Arkansas adults would choose to stay in smoke-free hotel/motel rooms if they needed to make a reservation today. This number includes more than one-fourth of all Arkansas smokers.
- Two-thirds of Arkansas adults would support laws that made all hotels and motels completely smoke-free. One-third of Arkansas smokers would also support such a law.
- More than nine out of 10 Arkansas adults believe that exposure to secondhand smoke inside a vehicle is as dangerous or more dangerous than secondhand exposure inside a restaurant or bar. Also, eight out of 10 Arkansas smokers believe the same.
- Almost four out of five Arkansas adults would support a law to ban smoking in cars when children under 18 are present. Moreover, 63 percent of Arkansas smokers would support such a ban.
- 10 percent of all Arkansas adults report they have been exposed to secondhand smoke at their workplace during the last 30 days, with 5 percent reporting exposure to secondhand smoke in at least 26 of the last 30 workdays.

### IMPACT ON BUSINESS FACTS

- Going smoke-free will not hurt businesses or sales. Studies across the country, from New York City to cities in the Southeastern Conference, show that having a comprehensive smoke-free policy in restaurants and bars can actually increase sales anywhere from 8 to 25 percent.
- Fayetteville, Arkansas chose to enact a more comprehensive smoke-free ordinance prior to the one passed in Arkansas. After the ordinance took effect on March 11, 2004, employment increased, and 69 percent of Fayetteville restaurants reported higher sales after the smoke-free law went into effect.
- Cities in the Southeastern Conference that implemented comprehensive smoke-free policies in restaurants had, on average, an almost 18 percent increase in sales tax revenues, relative to those that did not.
- Cities in the Southeastern Conference that implemented comprehensive smoke-free policies in bars had an average 25 percent increase in sales tax revenues, relative to those that did not.
- A study out of New York found New York City experienced an almost 9 percent increase in revenue at bars and restaurants just one year after passing a comprehensive smoke-free law.
- Another study from the *American Journal of Public Health* found that restaurant profits increased by 16 percent when smoke-free legislation was enacted.

[Read the full research studies on cleartheairarkansas.com.](http://cleartheairarkansas.com)

## SMOKE-FREE HOTEL/MOTEL FACTS

In July 2010, Stamp Out Smoking conducted an online survey polling hotel and motel operators across central Arkansas. The main objective of the study was to gain insight and perspectives on each of the facilities' smoking conditions and its impact on patrons' overnight stays.

- The survey was completed by a total of 60 hotel/motel operators; 77 percent of which responded they belong to a hotel/motel chain, and 23 percent do not.
- 67 percent of hotels/motels in the study said they have a written smoke-free policy, compared to 33 percent of them who do not.
- Based on the perception of the hotel/motel managers, 50 percent said smoke-free accommodations are "extremely popular." Eighteen percent said their smoke-free accommodations are "popular," and only seven percent considered the current accommodations "unpopular."
- If the hotel/motel were to implement a smoke-free policy throughout the entire facility, 72 percent of the managers said it would be "extremely positive," "very positive" or "positive."
- When asked how many of the hotel/motel managers have decided to voluntarily provide smoke-free accommodations in their facilities' rooms, 58 percent said they had, and 40 percent said they had not.
- For the hotel/motel managers who have voluntarily decided to provide smoke-free accommodations in all of their hotel/motel rooms, the majority of them claim that the policy has been, overall, a positive one. Some of their feedback includes:
  - o "Everyone seems to like the change. The rooms smell cleaner."
  - o "Mostly positive. We charge \$250 if guests smoke in room."
  - o "No problems."
  - o "We have a lot of guests who do not like the smell of cigar smoke. Even the ones who smoke don't want to stay in a room that smells like smoke."

**"THE VAST MAJORITY OF TRAVELERS WILL NOT STAY IN A ROOM THAT HAS HAD A SMOKER."**



## BUSINESS SIGNS

These posters print on standard 8 ½" by 11" paper and can be printed professionally or off a home printer as well. Posting these signs shows support for completely smoke-free environments and shows that the town is ready for change and will help support this movement.

- Hand out posters to friends, family or co-workers
- Ask to hang them at local businesses that agree with a comprehensive clean indoor air policy
- Place them on public areas like community bulletin boards
- Hang them at your place of work

**If you have questions, please contact:**

**Miriam Karanja, M.B.A.**  
**Section Chief, Media and Health Communications**  
**Tobacco Prevention and Cessation Program**  
**Arkansas Department of Health**  
**Miriam.Karanja@arkansas.gov**  
**(501) 661-2362**

**Rosa Pippin, M.D.**  
**Health Program Analyst, Secondhand Smoke**  
**Tobacco Prevention and Cessation Program**  
**Arkansas Department of Health**  
**Rosa.Pippin@arkansas.gov**  
**(501) 280-4141**

**For more information, visit [ClearTheAirArkansas.com](http://ClearTheAirArkansas.com) or the resources listed below:**

**[cdc.gov/tobacco](http://cdc.gov/tobacco)**  
**[tobaccofreekids.org](http://tobaccofreekids.org)**  
**[no-smoke.org](http://no-smoke.org)**