

**SMOKE-FREE IMPLEMENTATION TOOLKIT**  
**BREATHEND FACT SHEET**

*Feel free to use this information as a resource for writing letters to the editor, calling in to talk shows and educating friends, family and the public about the importance of a smoke-free North Dakota.*

**The Importance of Smoke-Free Workplaces**

*Smoke-free workplaces are the only way to protect the health of workers and the public. Businesses can profit from becoming smoke-free.*

1. Comprehensive smoke-free workplace policies are the only effective way to protect workers (and the public) from secondhand smoke. Other approaches, such as air ventilation systems, or smoking and non-smoking sections, do not eliminate exposure to secondhand smoke.
  - In 1993, when smoking was allowed in most restaurants and bars, the Journal of the American Medical Association reported that restaurant and bar workers were 50 percent more likely to get lung cancer from secondhand smoke than other workers.
  - It is estimated that bar workers inhale the equivalent of a half pack of cigarettes per eight-hour shift.
  - A recent study revealed that the air in a smoky bar is two-and-a-half times more polluted than highways.
2. The tobacco industry tells us why comprehensive smoke-free laws reduce tobacco addiction and save lives:
  - "If smokers can't smoke on the way to work, at work, in stores, banks, restaurants, malls and other public places, they are going to smoke less. Overall cigarette purchases will be reduced and volume decline will accelerate."  
Ellen Merlo, Philip Morris executive (1/14/94)
3. The less you earn, the more likely you are to be exposed to secondhand smoke on the job.
  - 76 percent of white-collar workers are covered by smoke-free policies, just 52 percent of blue-collar workers and only 43 percent of food service workers benefit from these protections.
4. Businesses have nothing to fear. The evidence is clear that smoke-free laws protect health without harming business. Dozens of studies and hard economic data have shown that state, county, and city smoke-free laws do not harm restaurant and bar sales or employment levels, and can have a positive impact.
  - A recent study on the Bismarck city ordinance passed in October 2005 (which applied strong smoking restrictions for restaurant/bar establishments) shows consistently increasing sales in those establishments. The smoking statute had no discernable impact on overall restaurant/bar revenue.
  - The year after New York City's smoke-free law took effect in 2003, business receipts for restaurants and bars increased, employment rose and the number of liquor licenses increased.
  - "The vast majority of scientific evidence indicates that there is no negative economic impact of clean indoor air policies, with many studies finding that there may be some positive effects on local businesses. This is despite the fact that tobacco industry-sponsored research has attempted to create fears to the contrary." -- *The Economic Impact of Clean Indoor Air Laws* © 2007 American Cancer Society
  - According to the 2006 U.S. Surgeon General's Report, *The Health Consequences of Involuntary Exposure to Tobacco Smoke*, adopting smoke-free workplace policies is a wise business decision.

5. Smoke-free workplaces can keep young people from smoking.
  - About 800 young people become new daily smokers in our state every year, but if North Dakota becomes completely smoke-free, we could affect that number.
    - A Massachusetts study suggests that smoke-free laws may play a big role in persuading teens not to become smokers. Youths who lived in towns with such laws were 40 percent less likely to become regular smokers than those in communities where smoking was allowed in public places.

### **The Dangers of Secondhand Smoke**

*Secondhand smoke is more than an annoyance. It's toxic and it kills between 80-140 North Dakotans every year. Everyone has the right to breathe clean air.*

1. Secondhand smoke kills 80 to 140 North Dakotans each year.
2. According to a 2003 study by the U.S. Centers for Disease Control and Prevention, 874 North Dakota adults die prematurely each year due to the effects of smoking. Tobacco use is the leading preventable cause of death and disability in North Dakota.
3. There is no safe amount of secondhand smoke. According to the Surgeon General's 2006 Report on The Health Consequences of Involuntary Exposure to Tobacco Smoke:
  - Breathing a little secondhand smoke can be dangerous.
  - Secondhand smoke is toxic. It contains more than 4,000 chemicals, including formaldehyde, ammonia, lead, chromium, benzene and arsenic. More than 50 of these chemicals can cause cancer in humans.
  - Secondhand smoke causes cancer, heart disease and serious lung ailments.
  - Secondhand smoke is bad for your heart. Even a short time in a smoky room causes your blood platelets to stick together.
4. The U.S. Centers for Disease Control and Prevention issued an advisory warning all people with a heart condition or those predisposed to heart disease to avoid all indoor environments where smoking is allowed.
5. In Great Britain the advent of smoking restrictions has seen a dramatic fall in the number of heart attacks in patients.
  - In Wales there was a 12.5 percent drop in the number of people admitted to the hospital with a heart attack between October and December last year, compared with the same period in 2006, before laws against smoking in enclosed public spaces were enforced.
  - The figures follow claims that hospital admissions for heart attacks in Scotland and Ireland fell by 17 and 14 percent respectively in the year after smoking restrictions were introduced in 2006 and 2004.
6. The past few years have seen North Dakotans become more and more supportive of smoke-free workplaces statewide.

### **Resources:**

<http://www.tobaccofreekids.org>

<http://www.bismarcktobaccofree.com>

<http://www.no-smoke.org>

[http://www.cdc.gov/tobacco/data\\_statistics/Factsheets/SecondhandSmoke.htm](http://www.cdc.gov/tobacco/data_statistics/Factsheets/SecondhandSmoke.htm)

<http://CAonline.AMCancerSoc.org>

### **ND Dept of Health Fact Sheets:**

[http://www.ndhealth.gov/tobacco/Facts/SHS\\_and\\_Children.pdf](http://www.ndhealth.gov/tobacco/Facts/SHS_and_Children.pdf)

<http://www.ndhealth.gov/tobacco/Facts/SHS%20Fact%20Sheet.pdf>

<http://www.ndhealth.gov/tobacco/Facts/TollOfTobacco.pdf>