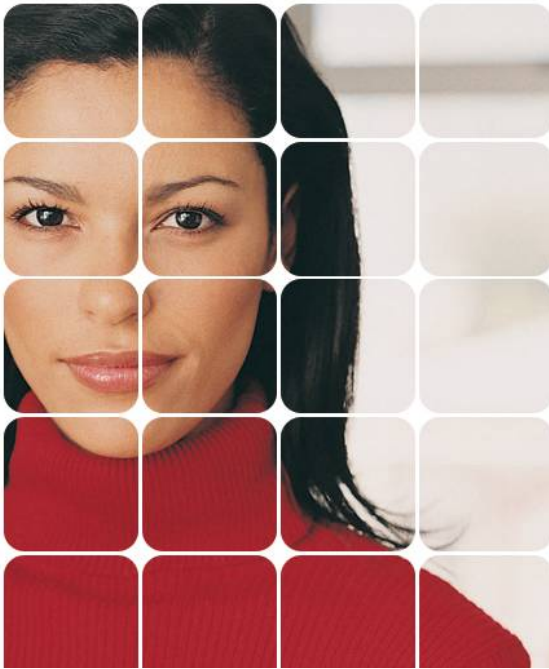


Secondhand Smoke Facts:



Smoke-Free Workplace Laws Don't Hurt Business



Smoke-free workplace laws can help most employers lower business expenses

Numerous, careful scientific and economic analyses show that smoke-free laws do not hurt restaurant and bar patronage, employment, sales, or profits.¹

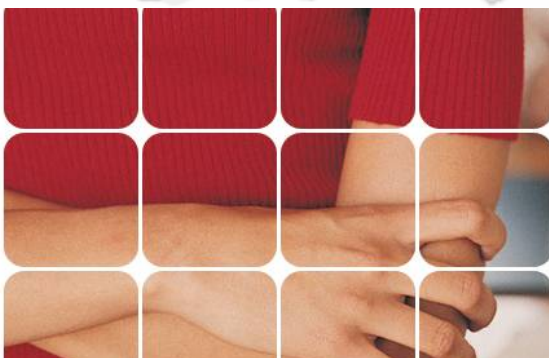
Smoke-free laws add value to establishments by increasing profits and decreasing costs-

- Estimated costs associated with secondhand smoke's effects on nonsmokers can add up to \$490 per smoker per year, (lost productivity & excess medical)²
- The average workers' compensation costs for a smoker was \$2,189 compared to \$176 for a non-smoker³
- Smokers miss 6.16 days of work per year due to sickness, compared to to non-smokers, who miss 3.86 days per year⁴
- The American Cancer Society reports that employees who smoke have an average insured payment for health care of \$1,145, while non-smokers average \$762⁵
- Landlords and restaurants with smoke-free premises have negotiated lower fire and property insurance premiums⁶
- Fire insurance is commonly reduced 25-30% in smoke-free businesses⁷
- The U.S. Environmental Protection Agency (EPA) estimates that smoke-free restaurants can expect to save about \$190 per 1,000 sq.ft. each year in lower cleaning and maintenance costs⁸



"Making your place of business smoke free will decrease clean up costs. Liability may be decreased. Business will see an increase in all the non-smokers who avoided smoke laden air in the past. Remember, non-smokers are still the vast majority."

*~Kathy E. Wide, M.D., Health Officer (2005)~
Mercer County Board of Health*



"All of the best designed studies report no impact or POSITIVE impact of smoke-free restaurant and bar laws on sales or employment. Policymakers can act to protect workers and patrons from the toxins in secondhand smoke, confident in rejecting industry claims that there will be an adverse economic impact."

~Tobacco Control Journal (2003)~

Secondhand smoke is a toxic mixture of the fumes given off by the burning ends of a cigarette, pipe or cigar (sidestream smoke)- and the noxious, deadly cloud that is emitted at the mouthpiece and from the lungs of smokers (mainstream smoke).⁹

Involuntary exposure remains a common & serious public health hazard that is entirely preventable by adopting & enforcing suitable regulatory policies.¹⁰

WARNING: You don't have to smoke to die from it. Secondhand smoke kills.



Secondhand Smoke Facts:

Smoke-Free Workplace Laws Don't Hurt Business

Smoke-free workplace laws can help businesses **INCREASE** revenue

Many businesses are using their smoke-free status as a new marketing tool to appeal to the vast majority of patrons that demand a smoke-free environment.¹¹

Corporate image is important to the consumer and potential employees-¹²

- With nonsmokers accounting for 75% of adult American consumers of goods and services, implementing smoke-free sites to influence opinion makes sense¹³
- Companies that demonstrate concern for the health and well-being of their workforce are more likely to be able to recruit and retain high-quality employees¹⁴
- It is logical to protect the overwhelming majority of people from the negative health impact of secondhand smoke by restricting or banning smoking.¹⁵



*In both Lincoln and Tucker Counties, comprehensive, 100% smoking bans in all public places, (including bars and video gaming parlors), were established in 2004 [Lincoln- 06/01/04 & Tucker- 07/01/04]. Gross video terminal revenue and the number of video lottery machines have significantly **INCREASED** in each county.*

~From a study of smoke-free policies' effect on video lottery revenue. Data provided by West Virginia Lottery Commission (2004)~

As of October 2005, fifty-three of the fifty-five counties in West Virginia have a regulation restricting secondhand smoke. Only Pocahontas and Mingo counties lack these regulations.

- West Virginia has been recognized nationally as a leader in protecting its' citizens from secondhand smoke
- "The Attorney General, Supreme Court, and Legislature of West Virginia all have agreed that it is within the authority of local boards of health to provide for and maintain safe and clean air..." (WV State Code - Chapter 16)

Clean indoor air regulations are necessary to protect the health of West Virginians



Reference and Source Information

1 www.tobaccofreekids.com/research/factsheets/pdf/0144.pdf;

2, 3, 4, 5, 6, 7, 8 & 12

www.no-smoke.org/businesscosts.pdf;

9

www.cdc.gov/tobacco/ETS_Toolkit/index.htm

10

www.cdc.gov/tobacco/research_data/environmental/factsheet_etc.htm

11, 12, 13, 14, 15

www.cdc.gov/tobacco/research_data/environmental/chap2.pdf

16

www.wvdhhr.org/bph/oehp/tobacco/smokefree/county_regs.htm