

Wisconsin Residents Want Smoke-Free Air

Everyone deserves the right to breathe smoke-free air

Secondhand Smoke Isn't Just An Annoyance: It's Dangerous

- “The debate is over, the science is clear. Secondhand smoke is a serious health hazard that causes premature death and disease.”
– *U.S. Surgeon General Richard Carmona, 2006*
- Secondhand smoke contains over 4,000 chemicals, 69 of which are known to cause cancer.¹

Data Shows Smoke-Free Laws are Good for Health and for Business

- Wisconsin studies show bartenders are healthier after smoke-free policies are in place.²
- Data indicates indoor air pollutants drop from “hazardous” to virtually non-existent within days of going smoke-free.³
- Studies prove restaurant and bar business stays the same or increases.⁴
- Wisconsin communities experience economic growth after going smoke-free:^{5,6}
 - Increased bar and restaurant employment
 - Increased property value
 - Increased liquor license applications

Voters Say It's Time

- 69% of Wisconsin voters prefer a statewide smoke-free law for all restaurants and bars.
- 78% of Wisconsin voters believe Wisconsin will go smoke-free soon. This includes 70% who oppose the law.

The Mellman Group/Public Opinion Strategies, statewide survey, April 2008.

Wisconsin Communities Demonstrate Support

- Wisconsin communities are leading the charge in protecting workers and residents from secondhand smoke.
- Ordinances recently passed in all corners of Wisconsin have created new standards by providing smoke-free coverage to all workers – including restaurant and bar employees – equally.
- A strong, non-preemptive statewide smoke-free law that covers all workplaces would ensure that all Wisconsinites have a safe, smoke-free working environment.

Local and statewide policies should protect all workers from secondhand smoke.

¹ National Cancer Institute. *Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine*. Smoking and Tobacco Control Monograph No. 13. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute, NIH Pub. No. 02-5074, October 2001.

http://dcccps.nci.nih.gov/tcrb/monographs/13/m13_5.pdf.

² Palmersheim, KA, Remington, PL, Gunderson, DF. *The Impact of a Smoke-free Ordinance on the Health and Attitudes of Bartenders*. Tobacco Surveillance and Evaluation Program, University of Wisconsin Comprehensive Center, Madison, WI: February, 2006.

http://www.medsch.wisc.edu/mep/downloads/Documents/programbriefs/SurvBr_v3n1_final21_4%2013%2007.pdf.

³ College of Public Health, University of Kentucky. *Immediate Impact of Smoke-free Laws on Indoor Air Quality*. Lee K, Hahn EJ, Riker C, Head S, Seithers P. Sept. 2007.

http://www.ncbi.nlm.nih.gov/pubmed/17902288?ordinalpos=1&itool=EntrezSystem2.PEntrez.Pubmed.Pubmed_ResultsPanel.Pubmed_RVDocSum).

⁴ Americans for NonSmokers' Rights. August 2006. *Economic Impact of Smokefree Ordinances: An Overview*. (<http://no-smoke.org/document.php?id=219>).

⁵ Bruce Speight. Wisconsin Public Interest Research Group & WISPIRG Foundation. *Smoke and Mirrors: Tobacco Industry Claims Unfounded, Economic Studies Conclude Smoke Free Laws Do Not Harm Bar and Restaurant Business*. February 2008.

http://www.wispirg.org/uploads/bo/CE/boCE7urGr6gnM3pCix1XKw/Smoke_and_Mirrors.pdf).

⁶ Tobacco Control Resource Center for Wisconsin. *City of Appleton Fact Sheet on Economic and Health Effects*.

<http://www.tobwis.org/uploads/media/SFA-Appleton2YearFactSheet.pdf>).