

ENDING TOBACCO USE: Public Policy and Success Stories



Other states surge ahead in creating smokefree environments

SMOKEFREE Environment Movement Growing World Wide

Throughout the nation and the rest of the world, a movement is growing in response to the many health hazards of tobacco, to end the use of tobacco in public places, from restaurants and office buildings to theaters and stadiums. "Tobacco use in enclosed public spaces is much worse for non-smokers than they realize," said Dr. Bruce W. Dixon, director of the Allegheny County Health Department. "Any workplace which allows smoking, a restaurant or a bar for example, can have six times more pollution than a busy highway and subject its non-smoking employees to an amount of tobacco smoke pollution that is equivalent to smoking as much as two packs of cigarettes a day." *Continued on page 3*

What are other states doing? With the exception of a few states such as California and Delaware, which enacted strict prohibitions on smoking in most indoor areas, few states enacted comprehensive restrictions on public place smoking prior to 2003. Another exception was Florida, where in 2002 voters approved a constitutional amendment to the Clean Indoor Air Act that bans smoking in most indoor areas.

Times have changed. Now public place smoking, including smoking in the presence of minors, is a hot topic of legislative interest and activity. According to the National Conference of State Legislators, "41 states have introduced bills pertaining to public place smoking, including 19 bills from Connecticut. Georgia HB 175, New York AB 56 and SB 189 prohibit smoking in motor vehicles when minors are passengers. The bill introduced in the New York State Assembly stipulates civil penalties for violating this restriction. Indiana HB 1379, New Jersey AB 3168 and SB 488 prohibit smoking in school buses."

In addition, tougher legislation to amend existing regulations has also been introduced. SB 35 would repeal the exemption of cabarets from Vermont's 1993 smokefree air law. In April in Delaware, the Senate defeated a bill to establish exemptions that include permitting smoking in up to half of a casino's floor space and in bars with adults over the age of 21.

In 2003, the New York Legislature enacted SB 3292 to prohibit smoking in virtually all indoor workplaces. That includes outdoor seating areas of bars where the food service is incidental to beverage consumption. It also prohibits smoking in public mass transit vehicles and their waiting areas. The only exemptions provided by the bill are for cigar bars, residential healthcare facilities that provide separate enclosed rooms, and enclosed rooms in bars, restaurants, and convention centers used for promoting and sampling tobacco products. ■

Societal shift has turned against smoking

Smokefree environments and the societal shift against tobacco use can be a powerful source of support for those trying to quit or trying to maintain quitting. The movement for smokefree environments is gaining as evident in the following recent headlines throughout this issue:

Corporation bans smoke on premises

On February 27, 2002, the human resources department of the Lozier Company sent an e-mail to every employee in seven offices nationwide, including Pittsburgh. The message? Company executives declared their intention that Lozier would be "Smokefree by '03."

"Tobacco causes more death than all other diseases combined," read the memo that banned smoking on all Lozier properties. The decision to go smokefree everywhere was motivated by two factors: (1) the cost of health hospitalization and (2) developing healthy habits for employees.

To help ensure success, the corporate e-mail was sent well in advance of instituting the new policy and offered to help employees quit. "We gave employees a year's notice and all the assistance we could provide," said Monty Algood, vice president of labor relations for the company. "Since the smokefree policy indoors had been instituted since the late eighties, they knew we were serious," he added. With the "Smokefree by 03" pledge, the industrial shelving manufacturing company took it a few steps further, declaring the outside grounds and any company vehicle off limits for smoking.

Research shows that providing a smokefree atmosphere can be a strong motivating factor to get smokers to quit and "stay quit." Lozier offered to pay upfront half the costs of any tobacco cessation aid or program for those willing to attempt quitting. If the employee quit smoking after three months, Lozier reimbursed for the remaining costs.

Along the way, the company acknowledged those who quit smoking as "Healthy Heroes," hanging their photographs in the hall and publishing them in the company newsletter. Some chose to go this route, said Algood, although others preferred to quit without going public. Those who quit cold turkey were given—what else—a turkey.

When the e-mail memo first arrived in the Pittsburgh office, employee Mark Whelan was initially concerned about how it would go over. "When I read this, I thought, this will be a nightmare," said Whelan who was responsible for administering the campaign and helping smokers to quit. He sought information from a number of sources, including the Allegheny County Department of Health. "The more I educated myself, the more I realized how serious the problem of smoking is."

To encourage employees to quit, Whelan also gathered informational brochures from several sources, including the American Lung Association, on the dangers of smoking and how to quit. He hung motivating posters on the walls and stacked brochures near employee entrances. He also scheduled presentations. Nancy Joyce from **Tobacco Free**

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10/28/03

Ireland Goes Smokefree Beginning January 26; Other European countries likely to follow

1/28/04

*Three More Massachusetts Towns Go Smokefree
New York Adapting Well to Smokefree Workplace Law*

2/08/04

Talbot County (MD) Votes 4-1 for Smokefree Workplace Law

02/04/04

Burlington (VT) Votes 12-0 to Go Smokefree; Vermont's largest city joins a nationwide trend

01/05/04

Bar/Restaurant Business Soars in Smokefree New York

12/23/03

Sweden to Become World's 5th Smokefree Country

12/16/03

If Maryland passes smokefree workplace legislation, it will become the nation's 7th smokefree workplace state joining California, Delaware, New York, Connecticut, Maine, and Massachusetts.

12/04/03

New Zealand Becomes Fourth Smokefree Country

11/19/03

MA to Become 6th Smokefree Workplace State

11/26/03

Delaware Celebrates First Anniversary of Smokefree Workplace Law

11/13/03

Wilmette (IL) Goes Smokefree; Illinois' First 100% Smokefree Workplace Law

11/24/03

Bainbridge (GA) Goes Smokefree

11/04/03

Newton (MA) Goes 100% Smokefree, No More Waivers

“Lost cause” becomes great success story

SMOKEFREE Environment Movement Growing World Wide *(continued from page 1)*

Donald Trent Sr. thought he was a lost cause, having smoked from his early teen years through his early 50s. He surprised himself when he finally quit two and a half years ago through the Healthy Hearts and Souls program in Pittsburgh. “I’m proof that it’s never too late,” he said.

What convinced him to fully commit to quitting? “I was ready,” he said. “I’m a religious person and used a lot of prayer and determination and I got a lot of help through Healthy Hearts. They really encouraged me and told me this was something I could really do if I got serious and honest with myself,” said the 55-year-old.

“The people in the program were motivating and the instructors were really good. They told me, ‘If you give it a chance to work, it’s the most important decision you’ll ever make.’ They just kept drilling it home. ‘All you have to do is come back next Monday. Don’t feel bad if you slip,’ they told us. I got a lot of fruitful information about eating healthy meals and exercising more.”

It’s never easy but for Trent, it was a process that proved successful. “Once I started, I really felt like I could do this. I think I could have quit on my own but I don’t know how easy it would have been or how long it might have taken.”

Seeing others achieve success helped. “There was a pregnant woman in our group—seven months pregnant—and she quit. After she had the little boy, she still wasn’t smoking and she felt really good about it. That really motivated me a lot. I thought, if she can do this, I certainly can make a good conscious effort. **And the instructors reassured me that no matter how long I’ve been smoking I would start to feel better as soon as I quit.**”

He’s the first to say they were right. “There are so many good benefits to quitting. I feel excellent. A hundred and 99 percent better than I ever did. I breathe better, exercise, walk, jog, I do it all because I now have the energy to do it.” ■

Studies show that workers exposed to secondhand smoke on the job are 34 percent more likely to get lung cancer. (Fontham, et al. Cancer Epidemiology, Biomarkers and Prevention, 1991) Secondhand smoke has been classified as a known carcinogen, a cause of lung cancer, in humans. It also causes irritation of the eyes, nose, throat, and lungs, leading to various health complications, including difficulty breathing.

Everyone is at risk with secondhand smoke, but children are the most vulnerable and at a higher risk of infections, colds, bronchitis, and pneumonia. To protect children and others from the many dangers of secondhand smoke, many private and public policy makers continue to find ways to discourage tobacco use and make our environments healthier. This publication highlights recent developments in Pennsylvania and across the country to encourage others to take action. ■

SMOKE FREE ZONES

In Pittsburgh, along with cities across the country, entrances to buildings are being declared smokefree as pictured here. Smokers are relegated to areas such as the one pictured at left. The message is clear: secondhand smoke is deadly and will no longer be tolerated, says Allegheny County Health Dept. Director Dr. Bruce Dixon.

With smokefree zones, people are no longer bothered by secondhand smoke as they enter and exit buildings.

Pennsylvania Cigarette Tax Revenue

Fiscal Year	Amount
1990-91	\$213,418,078
1991-92	\$336,244,498
1992-93	\$341,405,061
1993-94	\$340,634,824
1994-95	\$343,085,863
1995-96	\$341,641,496
1996-97	\$335,529,687
1997-98	\$332,504,783
1998-99	\$330,418,796
1999-00	\$324,318,908
2000-01	\$321,089,143
2001-02	\$318,004,181
*2002-03.....	\$801,233,739

*As of May 31, 2003

Editor’s note: The huge jump in Pennsylvania cigarette tax revenue followed a July 2002 increase in the tobacco excise tax from 31 cents a pack to \$1.00 a pack. On December 23, 2003, Pennsylvania again increased the tax, by 35 cents to a total of \$1.35 per pack. Experts testified that the increase would increase revenue, decrease tobacco usage and decrease future health care costs.



New Organization Fights Tobacco Use

Tobacco Free Allegheny is a nonprofit organization formed in 2002 with funding by tobacco settlement money through the Allegheny County Department of Health. Their mission is to change the social norm of tobacco use and greatly reduce rates of adult and youth smoking in the county. In 2003, Tobacco Free Allegheny awarded over \$6 million to 31 agencies, including the Allegheny Intermediate Unit, University of Pittsburgh Graduate School of Public Health, Turtle Creek Valley MH/MR, and the Family Health Council. The bulk of the money goes to areas with the highest mortality rate due to tobacco-related illnesses. The contracts will be monitored for program effectiveness and continue through March 2005 pending satisfactory performance and fiscal management.

Tobacco Free Allegheny
3901 Penn Avenue, Building #1
Pittsburgh, PA 15224
412-578-7910

Corporation bans smoke on premises (cont.)

Allegheny presented a demonstration showing the damage smoking causes by comparing pig lungs that had been smoked through alongside a healthy set of lungs. For inspiration, an ex-smoker talked to the group about how he finally quit after 30 years. In addition, Whelan publicized the number of the Pennsylvania Quit Line. He credits the counselors there in offering great encouragement and support, which helped several employees succeed in quitting.

Now, more than a year after the announcement e-mail was issued, Whelan said, "It's a success story. It's been a great opportunity for people to kick a nasty habit. Even some of the people who resented it at first have quit smoking."

Of the approximately 15 (out of 70) employees who smoked in the Pittsburgh office, four have quit smoking thus far. One quit cold turkey, while three others used devices to quit successfully. Of those four, three have remained quitters, while one started smoking again. It's an ongoing process, one the company is committed to support for the long run, said Whelan. While some Lozier employees continue the challenging battle to quit smoking for good, they'll be more motivated in an atmosphere where tobacco use is not permitted anywhere on the property. ■



University of Pittsburgh

University of Pittsburgh
Office of Child Development
400 North Lexington Avenue
Pittsburgh, PA 15208

www.pitt.edu/~ocdweb

Greater Pittsburgh International Airport a "SMOKEFREE" Facility

Since opening 10 years ago, visitors to the new Pittsburgh International Airport hear the repeated message: "This is a smokefree facility."

When the time came for a new airport, the decision was made in the early '80s to make it smokefree. The decision, which was considered dramatic at the time, was based on two factors: cost and health issues. There were too many complaints in the suggestion box about smoking in the old airport, for one, said airport officials. For another, providing ventilation for smoking areas is very costly, as is the damage incurred by smoking stains and cigarette burns.

The 2.2 million-square-foot building allows smoking only in designated areas of bars and restaurants, which account for 15,000 square feet, says Hugh Hackmeister, an airport official. Less than one percent of the building space, it's a far cry from the old airport, where smoking was allowed in every terminal, he added.

Pittsburgh is not alone, although at the time, the city was in the forefront of a nonsmoking movement in airports and other public places that eventually spread throughout the country. Currently, many major airports now prohibit smoking.

The reaction from passengers was better than expected. "The number of passengers who were grateful far exceeded the number of complaints," said Hackmeister. Although there were some complaints initially from smokers, they died out pretty quickly, he added.

"Now the facility is much healthier and it stays cleaner longer. It's a win-win situation," he said. To accommodate the smoking areas in restaurants, the airport,

which opened in 1992, installed state-of-the-art ventilation equipment to lessen the secondhand smoke.

As a benchmark of how times have changed, new buildings in Pittsburgh today are almost all smokefree. Pittsburgh leads the nation in the number of "green" or environmentally friendlier buildings where the focus is on promoting health and well-being. One of the tenets of green design? A ban on smoking anywhere on the premises. (Green Building Council, 2002) Recent examples of model green building are the new David L. Lawrence Convention Center and PNC Firstside. ■

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Robert Nelkin, director of policy Initiatives; Janet Fromkin, MD, coordinator of Smoke Free Mothers/Smoke Free Families Coalition; Tracy Certo, editor.

For more information and references on material in this publication, please contact the University of Pittsburgh, Office of Child Development, 400 N. Lexington Avenue, Pittsburgh, PA 15208, 412-244-7092.

www.pitt.edu/~ocdweb