

Working together to educate the public about why smoke-free works



- Adirondack Tobacco-Free Network (Northern Region)
- Adirondack Tobacco-Free Network (Southern Region)
- Broome-Tioga PREVENT Coalition
- Capital District Tobacco-Free Coalition
- Chenango Tobacco Free Coalition
- Erie-Niagara Tobacco-Free Coalition
- Greene County Tobacco Free Coalition
- Healthy Living Partnership of Central NY
- NYC Coalition for a Smoke-Free City
- Livingston County Tobacco Control Coalition
- Oswego County Tobacco Free Network
- POW'R Against Tobacco
- Project Action
- Rip Van Winkle Tobacco-Free Coalition
- Rural Three for Tobacco-Free Communities
- SmokeFree Dutchess

- Smoke Free NOW
- Smoke-Free Mohawk Valley
- Smoking and Health Action Coalition of Monroe County
- Southern Tier Tobacco-Awareness Coalition Chemung, Schuyler, Steuben
- Sullivan County Tobacco-Free Coalition
- Tobacco Action Coalition of the Finger Lakes - Yates, Ontario, Seneca, Wayne
- Tobacco Action Coalition of Long Island
- Tobacco-Free Action Coalition of Ulster County (TFAC)
- Tobacco-Free Onondaga County
- Tobacco Prevention, Awareness & Cessation Coalition (T-PACC)
- Tobacco Prevention, Awareness & Cessation Coalition (T-PACC) North
- Tri-County Tobacco Control Coalition (Allegany, Cattaraugus, Chautauqua)

NEW YORKERS AGREE, SMOKE-FREE WORKS!

New York State is celebrating the six-month anniversary of the enactment of the expanded Clean Indoor Air Act. Employees and patrons have been enjoying the ability to work, eat and play in a cleaner, healthier, smoke-free environment.

The best news is that the elimination of secondhand smoke in the workplace — removing 4,800 toxic chemicals along with it — has reduced the risk of cancer and other health ailments for tens of thousands of New York hospitality workers, managers and patrons.

Three months after the law went into effect, exposure to secondhand smoke has declined markedly in restaurant and bar workers. According to a study conducted by the NYS Department of Health and the American Legacy Foundation, cotinine* levels in the saliva of a sample of restaurant and bar workers declined from 6.6 n/ml to 1.0 n/ml.

The public feedback has been very positive. New Yorkers from county to county are responding in poll after poll that a smoke-free environment works for them.

Tim Zagat, the publisher of restaurant guides, surveyed more than 29,000 of his volunteer reviewers last year and found that **96% said they would eat out as much, if not more, with the smoking ban.** Only 4% said they would eat out less. "I don't care how you cut it," Mr. Zagat said, **"I think it's long-term good for business."**

A Quinnipiac University poll reported that a statewide poll in September 2003 among 1,201 registered voters showed **59% supported the ban.** Campaign for Tobacco Free Kids also conducted a statewide poll in September 2003 among 604 registered voters and found **70% support the new law.** According to the NYS Department of Health, **more than 77% of New Yorkers favor the law (63.6%) or have no opinion about it (14%).**

STATEWIDE

- In the four months following implementation of the law, restaurant and bar industry employment levels increased over last year.
- The number of bars and restaurants licensed to serve liquor increased from 16,126 in October 2002 to 16,315 in October 2003.
- Every regional and statewide poll conducted shows strong support for smoke-free workplaces.

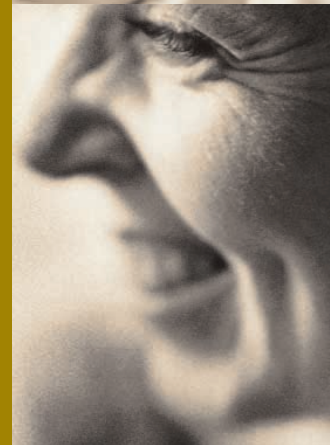
NEW YORK CITY (law enacted 3 months earlier)

- Bars and restaurants paid the city 12% more in business taxes in the six months since the ban took effect than in the same six-month period in 2002.
- Restaurant industry employment is up by 2,800 jobs this year.
- Tourism is up 6% from the same period last year.

WESTERN NEW YORK

Air pollution levels were reduced an average of 93% at 14 bars that were monitored before and after the law took effect.

*Cotinine is a broken down compound of nicotine and is used as an exposure marker to secondhand smoke.



4,800 TOXIC CHEMICALS
(INCLUDING FORMALDEHYDE, ACETONE, HYDROGEN CYANIDE, AND LEAD)
HAVE BEEN REMOVED
FROM NY RESTAURANT AND BAR MENUS.
HERE'S TO A HEALTHY NEW YORK!



I LOVE SMOKEFREE NY!

For more information, visit www.nysmokefree.org

QUOTES, TESTIMONIALS & OTHER SUPPORT

NEW YORK CITY

Employment in New York City's restaurants and bars has increased by about 1,500 seasonally-adjusted jobs, amounting to an absolute gain of nearly 10,000 jobs since the implementation of the Smoke Free Air Act. Data available thus far shows that the Smoke Free Air Act has not had a negative impact on employment in bars and restaurants in New York City.

Source: New York State Department of Labor

"The Smoke Free Air Act is about workers. It's about workers not having to risk cancer and heart disease to hold a job. Thousands of lives will be saved because of this legislation."

— Health Commissioner Thomas R. Frieden, MD, MPH

"The Smoke Free Air Act benefits both me and my customers. My tips have remained steady, and I no longer come home each night from work with puffy eyes and a sore throat. Just about all of my customers love a smoke-free bar, and now they stay even longer."

— Jerry Cuozzo, Bartender

- **3 to 1**, New York City voters favor comprehensive smokefree workplace legislation.
- **86%** report they would patronize smoke-free bars the same or more.
- **89%** report they would patronize smoke-free restaurants the same or more.

Source: Zogby International Poll, June 2003

ERIE COUNTY

"I welcome the opportunity of providing a smoke-free environment to provide my employees, patrons, family and friends with a mature adult atmosphere without being exposed to secondhand smoke. I no longer worry that someone I care about will develop respiratory problems as a result of someone else's addictive habit. I believe that I am supporting a civic action that benefits the quality of life for others."

— Stan Martin, President and Owner of Le Club Rendezvous

JEFFERSON COUNTY

73% of residents support or have no objection to the new smokefree worksite law. Support on behalf of regular smokers nearly doubled, while smokers' opposition to the law plummeted once the law took effect.

Source: Global Strategy Group Telephone Survey, Aug. 2003

"The greatest impact that the Clean Indoor Act had on my business is demonstrated through my non-smoking employees. They are rejoicing! We have seen an increase in customers who love the smoke-free atmosphere. And we've definitely seen more families in our restaurant than ever before."

— Jean Downs, Restaurant/Bar Owner

ADIRONDACK REGION

When asked about favoring or opposing the new law, a clear majority in each county favors; in five counties, support is more than twice as great as opposition. When asked "do you personally favor or oppose the recently enacted New York State law?" responses by county in support are as follows:

CLINTON: 61.8%	SARATOGA: 70.3%
ESSEX: 68.7%	WARREN: 67.9%
FRANKLIN: 65.6%	WASHINGTON: 54.5%

Source: Syracuse University Telephone Survey, Dec. 2003

"It's a breath of fresh air. Customers are appreciative, they can see from the bar to the dining room. The cloud of smoke has cleared! We have had no problems, not a bit. The repercussions just didn't happen. My staff and I are here for many hours, now my eyes don't water, my clothes and hair don't smell. I feel better, I'm not coughing. It's better for my business and better for my health. It's win/win."

— Davis Meade, Restaurant Owner

"Workers were thrilled to know we no longer have to work in smoky places to keep our jobs. We no longer have to endure irritated eyes, throats and breathing problems to make a living...The smoke-free law has given workers back our power to work in healthy places."

— Fekkak Mamdouh, waiter of 15 years and Co-Founder of New York Restaurant Opportunities Center

ORANGE COUNTY

Tariso Lanes in Newburgh hosted smoke-free family bowling days before the new law took effect in order to attract business. Once the new law was in place, "the lanes were filled every night, and business has increased by 30 percent."

— Tony Tariso Jr., Owner

BINGO PROFITS UNEFFECTED BY SMOKE-FREE LAWS

Following a profit analysis of state-licensed bingo and other charitable gaming organizations, UCSF researchers found that while bingo profits were falling over the 11-year period studied, this trend was well established before passage of smoke-free laws in the early 1990s, and was unaffected by these laws.

"The tobacco industry has long claimed that smoke-free laws hurt restaurants and bars, but as these claims have been discredited, the industry has increasingly emphasized claims that smoke-free policies would hurt gaming...the data shows that policy makers can enact smoke-free policies without concern that they will affect charitable gaming."

— Stanton Glantz, PhD, Professor of Medicine at UCSF and Director of the UCSF Center for Tobacco Control Research and Education



Larry has reason to CELEBRATE!

- No more exposure to deadly toxins in secondhand smoke
- Less risk of cancer, heart attack and lung disease
- A cleaner, healthier place to work!

I LOVE SMOKEFREE NY!

SMOKE-FREE city

AMERICAN LUNG ASSOCIATION

AMERICAN HEART ASSOCIATION

AMERICAN MEDICAL ASSOCIATION

"We can sing clearly now...
the SMOKE is gone."

-Nik & The Nice Guys

Nik & The Nice Guys

I LOVE SMOKEFREE NY!

SMOKE-FREE AIR:
Good for Health
Good for Business

Tobacco Control Coalitions of Monroe County and Finger Lakes.

NOW YOU CAN
WORK, EAT AND PLAY
SMOKE-FREE IN NEW YORK

TOBACCO ACTION COALITION
OF LONG ISLAND

To learn more, visit...
www.breathefreely.org

