

Clean Indoor Air is Good for Business!



WHAT IS THE CLEAN INDOOR AIR ACT OF 2007?

The Clean Indoor Air Act of 2007 prohibits smoking in virtually all indoor workplaces as of *February 1, 2008*. The law provides for fair and consistent statewide protection from exposure to secondhand smoke in indoor settings. Workers in the retail and hospitality industries will have healthier workplaces and Marylanders will be able to breathe clean, smoke-free air when patronizing indoor business establishments.

MOST ADULTS IN MARYLAND DON'T SMOKE

Over 82 percent of Maryland adults are non-smokers. Smoking in Maryland declined 21 percent between 1998 and 2006 in adults and 27 percent among 18-24 year olds. The size of the smoking customer base will continue to shrink since 75 percent of current smokers say they are “seriously planning to quit.”

EVEN SMOKERS UNDERSTAND THAT SECONDHAND SMOKE IS HARMFUL

Secondhand smoke is smoke that comes from the burning end of a cigarette, cigar, or pipe – as well as the smoke exhaled by smokers. It contains more than 4,000 chemicals, including at least 69 that are known to cause cancer. Up to 62,000 nonsmokers in the United States die each year from causes related to secondhand smoke. When asked, 80 percent of smokers reported that breathing smoke from other people’s cigarettes was somewhat to very harmful to a person’s health.

MARYLAND’S CLEAN INDOOR AIR ACT CREATES A LEVEL PLAYING FIELD

Smoking will be banned in virtually all indoor public places in every jurisdiction in Maryland. Unlike local county or city specific smoking bans, Maryland’s statewide Clean Indoor Air Act places every community on a level playing field. Even private clubs are treated the same as public clubs and businesses. Small businesses are not disadvantaged by the law in comparison to larger businesses; they must all meet the same requirements.

MARYLAND IS NOT ALONE

By the time the Maryland Clean Indoor Air Act takes effect, at least 24 other states will have enacted laws to create smoke-free restaurants; 18 of those states include smoke-free bars. Additionally, there are over 2,500 local laws that regulate smoking across the country, including over 500 that have created 100 percent smoke-free environments. Even entire countries – such as England, Ireland, Scotland, Uruguay, and New Zealand – have 100 percent smoke-free bars and restaurants. The list continues to grow.

SMOKE-FREE LAWS DON'T HURT BUSINESS

No credible study has found a negative economic impact. In 2006, former U.S. Surgeon General Richard Carmona issued a report that states “The results of all credible peer-reviewed studies show that smoke-free policies and regulations do not have a negative impact on business revenues.” Additionally, an analysis by the Environmental Protection Agency (EPA) found that implementation of smoke-free laws can reduce operating and maintenance costs of businesses that previously permitted smoking.

BEWARE OF TOBACCO INDUSTRY “RESEARCH”

In the early days of smoke-free polices, studies by tobacco companies reported decreases in business profitability related to smoke-free regulation. Researchers who were not connected to tobacco companies have found that quality studies done over the years all disagree with the tobacco industry findings.

When judging the studies, useful questions to ask are: Did the study measure what actually happened, or was it based on predictions or opinions? Did the study include data from an adequate period of time after the law went into effect (at least one year) as well as an adequate period before the law went into effect to establish the underlying trends and seasonal and random fluctuations? Did the funding come from somewhere other than the tobacco industry? Was the study published in a peer-reviewed academic journal?

LOCAL EVIDENCE

The State of Delaware passed a Clean Indoor Air Act in 2002. Delaware residents were surveyed about smoke-free indoor areas a year later. Almost all residents, 91 percent, were as or more likely to go to restaurants, and 89 percent were as or more likely to go to bars than they were before the regulations.

Some counties in Maryland went smoke-free before it was made a state law. Montgomery County passed regulations in 2003 that kept smoking out of restaurants. In 2004, County Council members reported that restaurant sales had gone up by seven percent, or \$2 million, and that 56 new restaurant applications had been received.

TESTIMONIALS

Business owners across the country have welcomed smoke-free laws:

“...[T]he law affects everyone in the state, so it doesn’t take business away from anyone. If anything, it’s helped business.” Nelson, Manager/ The Sportzone/Smyrna, DE

“Once the whole state goes smoke free, it’s a level playing field... Our business wasn’t really affected, and my staff loves it.” Brad, Manager/The Frog, Bear, and Wild Boar/Columbus, OH

“We’re really happy there’s no more smoking in bars here. People can still go outside to smoke, so it hasn’t really hurt business.” Bill, Manager/The Arch Street Tavern/Hartford, CT

NOW IS THE TIME TO QUIT

Maryland smokers are recognizing the very serious health consequences of smoking. Virtually all indoor public places are smoke-free as of February 1, 2008. In addition, there is a tobacco tax increase of an additional \$1.00 on every pack of cigarettes sold in Maryland as of January 1, 2008. There are more resources available to smokers now than ever before. The *Maryland Tobacco Quitline*, **1-800-QUIT NOW**, provides free services for tobacco users, in addition to free cessation services offered at all local health departments. For more information, visit www.SmokingStopsHere.com.

