



Clean Air?

Good for Health,
Good for Business!

Did you know?

- ▶ Children under the age of three exposed to second hand smoke are **twice** as likely to have chronic respiratory conditions like asthma and bronchitis, even if the exposure is short!
- ▶ Cigarette smoke is associated with increased risk for **infertility, preterm delivery, stillbirth, low birth weight, and sudden infant death syndrome-SIDS.**
- ▶ The effects of even brief exposure (minutes to hours) to secondhand smoke are **nearly as large** (averaging 80% to 90%) as chronic active smoking.
- ▶ **Secondhand smoke is the third leading cause of preventable death** in this country, killing **53,000** nonsmokers in the U.S. each year. For every eight smokers the tobacco industry kills, it takes one nonsmoker with them.
- ▶ Food service workers have a **50% greater risk of dying from lung cancer** than the general population.
- ▶ The Society of Actuaries has determined that **secondhand smoke** costs the U.S. economy roughly **\$10 billion a year**: \$5 billion in estimated medical costs associated with secondhand smoke exposure, and another \$4.6 billion in lost wages. This estimate does not include youth exposure to secondhand smoke.
- ▶ Hundreds of economic studies show **no impact or positive impact** on businesses bottom dollar when they go smoke free! Not one well-designed study has ever shown a loss of income in a community that goes smoke free!
- ▶ Smokefree laws add value to establishments. Restaurants in smokefree cities have a **higher market value** at resale (an average of 16% higher) than comparable restaurants located in smoke-filled cities.
- ▶ The U.S. Environmental Protection Agency (EPA) estimates that smokefree restaurants can expect to **save about \$190 per 1,000 square feet** each year in lower cleaning and maintenance costs
- ▶ **Eighty two percent** of restaurant-goers say they wish all restaurants were smoke free, and **twenty six percent** said they would eat out more if they were smoke free!
- ▶ The American Society of Heating, Refrigerating and Air Conditioning Engineers agrees that **ventilation is not a solution** and does not prevent the health impact of second hand smoke.
- ▶ **Over 50 percent of US citizens live and work in smoke free communities.....Isn't it time we protect Kirksville?**

THIS MESSAGE BROUGHT
TO YOU BY:



A company committed to
improving the health of the
community they serve.

Vote YES April 3rd

For the community, for the economy, for a
healthy Kirksville!

What are other Business Leaders and Chambers Saying?

- The business community understands that, ultimately, comprehensive smoke-free laws promote economic growth by reducing the employer health care costs and lost productivity," said Chip Carlisle, Chairman, Greater Houston Partnership.
- "We believe that this piece of legislation ... has reasonable controls and is responsible in terms of really making a difference in the community and ultimately helping us reach our vision of becoming an economic hot spot," Greater Louisville (KY) Inc.'s chamber President Steve Higdon said.
- Michael Maurer, President of the Indiana Economic Development Corporation, said: "I have read and agree with the many studies that show that there is no adverse economic impact on businesses in cities where smokefree ordinances have passed. In fact, studies show an increase in revenue in most situations.... We have enormous potential to lower the healthcare costs that our businesses must pay. There are thousands of cities, many states, Canadian providences and a number of countries that have adopted complete smokefree ordinances with no exemptions. I urge you to do the same."
- Robin Comstock, Greater Manchester Chamber of Commerce (NH), said, "We believe this [smokefree] bill will not adversely impact the business community."
- Jim Rich, President of the Greater Beaumont (TX) Chamber of Commerce said, "A number of cities in Texas have enacted this [smokefree] ordinance. It has not impacted business. We want Beaumont to be at the forefront, not the last community to respond to what has become a significant public health issue."
- The Board of the Greater Seattle Chamber of Commerce unanimously endorsed Washington State's Measure I-901, which would make all workplaces, including restaurants and bars, 100% smokefree indoors. The Chamber noted, "In this case, we can do something to create a truly healthy environment for employees and customers while also helping businesses with their bottom-line." Steve Leahy, President & CEO of the Greater Seattle (WA) Chamber of Commerce.
- "Tempe's hospitality community does not suffer in the least bit from the ban. We are actually encouraged by the fact that so many international destinations have chosen to pass smoking bans in their communities. This makes Tempe a leader on a local level and not simply a follower. That...falls in line with our reputation as a progressive and inclusive city. It is a pleasure going into restaurants and bars without smelling like a cigarette afterward. Our residents and visitors feel the same and there has not been any negative 'backlash' for the ban," wrote Stephanie Nowack, President and CEO of Tempe Convention and Visitors Bureau.⁸
- "The facts prove that banning smoking in public places will not adversely affect business. In fact, one year after New York City enacted its smoking ban, business activity actually increased in restaurants and bars and 10,000 jobs were added. We truly believe that this will be positive for businesses in Philadelphia, both in terms of bottom-line performance and the related health benefits to patrons and employees. This is both a sound business position and a serious public health concern. From the Chamber's standpoint, it makes sense to support a smoking ban. I applaud the Mayor and the Councilman Nutter for their farsighted leadership on this matter," Mark Schweiker, President & CEO, Greater Philadelphia (PA) Chamber of Commerce.
- Dan Allen, President of Muncie-Delaware County (IN) Chamber of Commerce, stated: "The time has come; there is plenty of evidence that second-hand smoke causes lung cancer, especially in young people. It is a trend across the nation, and a ban would give us an opportunity to differentiate ourselves from other communities that are dragging their feet."
- "[Restaurant] and bar business is so vital that I think it [Boulder, Colorado's smokefree law] actually made it [business] stronger," said Stan Zemler, President of the Boulder (CO) Chamber of Commerce.
- "Secondhand smoke is a real danger... I know some of us in the business community were given pause by this new [100% smokefree] ordinance. After all, new mandates too often can raise costs, interfere with productivity and intrude unnecessarily on the private sector. But I want to suggest that stopping smoking and demanding clean air are business issues. Nothing is better for business than a healthy, productive work force.... In business, we recognize that it is essential today to create a workplace culture that values employees. We ought to be clear that we also value the health of our employees.... We should be proud that we live in a community that is leading the way in the push for a better, healthier quality of life. Together we are creating the workplace we all want for the future," said Jim Hinton, Chairman of the Albuquerque (NM) Chamber of Commerce.
- "[A]t the time the ordinance was presented, we [the Chamber of Commerce] were extremely wary of it. We feared that the ban on smoking would cost the community revenue, jobs, tax dollars, tourists and tourist-generated income. We ended up coming out in support of the ordinance, seeing it as a leap of faith that wouldn't hurt business. Suffice it to say, our initial fears were unfounded and today, I'm pleased to report that the effects have been extremely positive," wrote David Garth, President/CEO of San Luis Obispo (CA) Chamber of Commerce.
- "Everybody knows it's coming, it's a non-issue to a great extent," said Scott McCammon, Executive Director of the Burlington (Ontario, Canada) Chamber of Commerce. The article in which MccCammon was quoted added, "A recent survey showed 85 percent of Chamber members responding support a complete ban."

Vote Yes for Clean Air on April 3rd!