

Compelling Reasons Smoke-Free Policies Make Good Business Sense

Start benefiting from a smoke-free environment today!

Contact GASP at 303/444-9799, info@gaspforair.org, or gaspforair.com

Sources:

American Medical Association, Centers for Disease Control, Colorado Department of Health and Environment, *Consumer Reports*, *Journal of the American Medical Society*, National Cancer Institute, National Fire Protection Association, National Restaurant Association, *New England Journal of Medicine*, *Science Magazine*, University of Colorado.

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Did You Know?

1. More than 5,600 restaurants (or 60%) and a growing number of bars in Colorado are now smoke-free.
2. Contrary to tobacco-industry claims, smoke-free policies do not adversely affect restaurant business and can sometimes even boost it, according to studies that use sales-tax data and sound research methods. Overall sales-tax revenues remain stable in places with smoke-free laws like Aspen, Boulder, Louisville, Montrose, Snowmass, and Telluride. Studies also show that hotel revenue and tourist volume remain stable.
3. Eighty percent of the adult population in Colorado does not smoke.
4. Most smokers accept smoke-free policies, have little difficulty refraining from smoking for an hour or two, and continue patronizing smoke-free restaurants. In addition, 85% of all Coloradans who smoke want to quit smoking.
5. More than half of all Americans choose smoke-free restaurants over ones that allow smoking.

Save Money

6. Furniture lasts longer. Avoid burn holes in tablecloths, carpets, and booths. Repainting walls and window coverings yellowed by tobacco smoke is eliminated. You will never have to buy or clean ashtrays again!
7. Clean and replace furnishings, air-cleaning systems and filters less frequently. No need to invest in ineffective ventilation systems.
8. Insurance costs may be lower because more insurance companies now provide lower rates for businesses with smoke-free policies.

9. Free publicity on GASP's Web site, free advertising, and community support from local tobacco settlement programs.
10. Get free signs that announce your smoke-free policy.

A Cleaner, Fresher-Smelling Establishment

11. Tobacco smoke no longer interferes with the aroma of the food.
12. Plants, floors, carpet, and furniture are no longer used as ashtrays. No more cigarette butts sticking to dishes.
13. No more markdowns from health inspectors who catch employees smoking in the kitchen.

Happier Customers and Smoother Operations

14. Complaints about tobacco smoke are eliminated. Restaurant smoking annoys more than 70% of Coloradans. Remember, 80% of all Coloradans do not smoke and many will not patronize a place that allows smoking.
15. Reservations and seating are simplified, leading to less waiting time for customers.
16. Faster table turnover means quicker seating, happy customers, and greater profits. Smokers will not linger after meals or just come in for a smoke.
17. Seniors and people with asthma, allergies, and other respiratory problems will become more loyal patrons. People who have avoided your establishment due to the smoke return or become new patrons.

18. Parents and expectant moms concerned about protecting the health and safety of their children are more likely to patronize your establishment.

19. Happier customers come back more often and tell their friends.

Guard Your Employees' Health

20. Protect your most important assets—your health, the health of your employees, and the health of your customers.
21. Food-service workers exposed to tobacco smoke have an increased risk of respiratory infections, lung cancer, and heart disease.
22. Just 30 minutes of exposure to secondhand smoke can compromise a nonsmoker's cardiovascular system by reducing blood flow to the heart.
23. Reduce sick leave caused by exposure to secondhand smoke.
24. Attract healthier employees who do not smoke.
25. End complaints from employees about having to work in the smoking section.

Protect Yourself From Liability

26. Reduce the risk of lawsuits filed by employees who become ill by being forced to breathe secondhand tobacco smoke at work.
27. Eliminate disability claims based on secondhand-smoke exposure.
28. Prevent violations of the Americans With Disabilities Act. Smoking limits access to your establishment by people with respiratory illness.

Keep Your Business Safe

29. Restaurants that allow smoking can have six times the pollution of a busy highway.
30. Reduce the incidence of fires. Smoking caused 4.6% of the 500 restaurant fires from 1994 to 1998—resulting in \$6.9 million in property damage, and four injuries per year.

It Pays to Be Smoke-Free.

GASP of Colorado can help you adopt a smoke-free policy by providing a FREE information packet and FREE positive no-smoking signs. GASP's Web site (gaspforair.org) is currently averaging about 1,000 hits a day, so take advantage of the following:

- A free listing on the *Colorado Guide to Smoke-Free Dining* Web site, with a free link to your Web site.
- A listing in available local print guides.

Smoke-Free Listing Guidelines

1. The inside area of the restaurant (or bar) must be 100% smoke-free at all times.
2. We list all sit-down food and drink establishments.

To Register: (please print)

- Yes, my establishment meets the GASP smoke-free guidelines listed above. Please add me to your smoke-free list.
- Please send me my FREE positive no-smoking signs (limit 3):
- ___ x For use on clear glass
- ___ x For use on solid surface

Owner _____

Restaurant _____

Address _____

P.O. Box _____

City/State/Zip _____

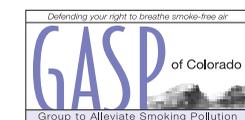
Phone _____

Web site _____

E-mail _____



Visit GASP at www.gaspforair.org



Detach this form and drop in mail to:
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RETURN SERVICE REQUESTED



**Inside:
Find Out Why Smoke-Free
Policies Make Good
Business Sense.**



**There are
30
great
reasons
to be
smoke-free!**



www.gaspforair.org



Secondhand Smoke is No Joke

Secondhand smoke causes an estimated 53,000 deaths annually in the United States alone, including 3,000 lung cancer deaths, more than 2,000 SIDS deaths, and more than 35,000 deaths from coronary heart disease.

Something Else to Chew On

Tobacco smoke circulates through ventilation systems and drifts into other areas. No available ventilation system will remove all the cancer-causing chemicals in tobacco smoke.

Restaurant Association Opposition to Clean Indoor Air

The Colorado Restaurant Association (CRA) continues to oppose regulations on smoking in restaurants even though more than 60% of all Colorado restaurants are smoke-free. Did you know that Philip Morris was the top sponsor of CRA's annual restaurant conference? CRA also employs tobacco lobbyists to work on state and local legislation.

What is GASP of Colorado?

GASP is a statewide nonprofit organization that promotes smoke-free policies, educates the public about the dangers of secondhand smoke, and provides assistance for people having problems with tobacco-smoke pollution.

For more information:

Visit GASP at www.gaspforair.org, or call 303/444-9799 for a free brochure.