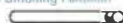


# GASP News

**GASP**  
of Colorado

Group to Alleviate Smoking Pollution



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**www.gaspforair.org**

The Group to Alleviate Smoking Pollution (GASP of Colorado) is a statewide nonprofit 501-C-3 organization formed in 1977 to promote smoke-free policies, educate the public about the dangers of secondhand smoke, and provide assistance for people having problems with tobacco smoke pollution. Subscriptions to *GASP News* are available to donors of \$35 or more (see coupon inside).

**It's not the smoker we mind; it's the smoke.**

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## In This Issue



*For this commemorative issue marking our 25th year, GASP gathered some old articles. These articles are marked with a vault symbol.*

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**Circulation 4,000**

## GASP History, The First Ten Years (1977-1988)

During a visit to California, GASP founder Pete Bialick picks up a newsletter published by California GASP and becomes interested in working to advocate for nonsmokers' rights to breathe clean indoor air. A group is founded called Greeley GASP and is based at the University of Northern Colorado (UNC). Pete donates \$100 to open a bank account. While most other GASP groups were using the acronym to stand for Group Against Smoking Pollution, Pete thought it would be more positive to use Group to Alleviate Smoking Pollution. GASP publishes a brochure and a newsletter and runs it on a ditto machine. The group meets monthly, posts educational flyers on the campus, and writes many

letters to the editor. The group also works on ensuring that the University is complying with the 1977 state Clean Indoor Air Act passed which prohibits smoking in classrooms and campus buildings.

### 1979

GASP establishes membership dues of \$5 and raises money through various film functions and raffles. The newsletter features a "Thumbs Up" section of restaurants that provide nonsmoking areas. GASP establishes "Operation Complain" on campus as part of a successful campaign to end smoking in UNC classrooms. GASP also

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## GASP History, The First Ten Years (1977-1988)

succeeds in eliminating smoking during college concerts and films. GASP works to ensure that local post offices place no-smoking signs as required by postal regulations. GASP attempts to pass the first comprehensive smoking limits through the Greeley city council. While there was a lot of public support for the law, the council had already made its mind up before the hearing because a Tobacco Institute lobbyist had already lobbied them heavily.

### 1980

GASP's membership grows to 30. GASP uses the money to print restaurant stickers and a restaurant guide for Greeley. The GASP newsletter becomes a bi-monthly publication, but most of the news deals

with news outside Colorado.

### 1981

A film raises \$700 for GASP and the money is used to pay for newspaper ads and too counter tobacco-industry ads. GASP publishes a Denver restaurant guide, which generated more than 200 requests and 75 new members. GASP moves to Denver and becomes a statewide organization. The IRS grants GASP a 501-C-3 nonprofit status. The *Denver Post* has a major feature on GASP. The organization begins a supermarket campaign urging members to use prepaid suggestion cards to complain about smoking in grocery stores. The campaign leads to a meeting with Jim Baldwin, the CEO for King Soopers, and to an agreement to post

"We Sincerely Thank You For Not Smoking" signs in all stores.

### 1982

GASP's membership dues increase to \$8 and the membership grows to 350 people. GASP begins a campaign to get restaurants to post signs informing patrons of their smoking policy as required by state law. A survey of 300 restaurants finds only two restaurants posting the appropriate signs. GASP files a \$420,000 lawsuit to force compliance and test the state law. GASP member June Mercer files a suit to clear the smoke at work. King Soopers fails to post

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### JOIN OUR BOARD OF DIRECTORS

GASP of Colorado is accepting applications to the Board of Directors. The Directors meet every three months in Denver in the evening but also communicate via e-mail and phone between meetings. Directors provide advice, help make important organizational decisions, and review finances. Applicants must be dues-paying members of GASP. For an application or more information, call Pete Bialick at 303/444-9799.

## JOIN GASP and together we will all breathe easier

Yes, I want to help clear the air.  
Here's my donation of:

☐ \$100 ☐ \$75 ☐ \$50 ☐ \$35 ☐ Other Amount

**To receive this newsletter and other membership benefits,  
please donate \$35 or more.**

☐ *I support your efforts, but I do not want to become  
a member or receive the GASP newsletter.*

Name

Address

City-State-Zip

Home Phone

Work Phone

Fax

E-Mail (Please Print)

Mail and make checks payable to:

**GASP OF COLORADO**  
2885 Aurora Avenue #37  
Boulder CO 80303-2252



## GASP History, The First Ten Years (1977-1988)

*Continued from page 3*

no-smoking signs in its stores on a consistent basis, so GASP asks members to boycott King Soopers by shopping elsewhere and sending copies of receipts to the management. The company receives more than \$10,000 in receipts from competing grocery stores in just two months and subsequently adds more signs at all store entrances and checkout counters. GASP participates at the People's Fair and the Nine Health Fair for the first time. The *Death in the West* documentary about six cowboys dying due to their smoking is shown for the first time in Colorado. GASP's "Kindly Keep Your Butt Out of Here" poster is mentioned in the "Dear Abby" national column and results in 3,000 orders. GASP sponsors a Nonsmokers' New Year's Eve Ball but only 20 people attended. Pete Bialick begins to work on a 15% commission.

### 1983

GASP membership dues increase to \$10, and the membership grows to 420 people. Dr. Frank Judson of the Denver Health Department joins GASP's Board of Directors and plays a big role in helping expand the organization. GASP updates the Denver restaurant guide and distributes 13,000 copies. *Sixty Minutes* does the first

segment of nonsmokers' rights movement and GASP groups. *Newsweek* also carries a major article on the movement. GASP's lawsuit fails, but many restaurants put up signs and Round the Corner adds nonsmoking sections in all their restaurants. GASP begins to work on removing cigarette ads from RTD buses, and helps form a statewide Coalition for a Tobacco-Free Colorado to work on the issue. Cigarette ads are dropped from shopping carts after another GASP suggestion-card campaign. An ordinance to ban smoking in Denver grocery stores fails. San Francisco's electorate passes the first comprehensive law limiting smoking and the tobacco industry is beaten at the ballot for the first time. The same techniques would later be used in Fort Collins. GASP's membership grows to 850 by the end of the year.

### 1984

GASP succeeds, with the help of various individuals and groups, in getting a Denver supermarket-smoking ban passed. Governor Lamm joins GASP's Support Committee. GASP sponsors a workplace conference called "Up in Smoke" and 99 people attend. The RTD board of directors agrees to ban tobacco ads on buses. GASP starts a "Turn Kids Off Smoking" campaign — a curriculum program to encourage kids to be smoke-free. The Fort Collins city council passes the first comprehensive ordinance restricting smoking in Colo-

rado, and the tobacco industry then works to force it on to the ballot. The EPA comes out with a study showing that up to 5,000 nonsmokers will die of lung cancer due to secondhand smoke. The tobacco industry is scorched by a two-to-one ballot defeat in Fort Collins. The Fort Collins law becomes the first comprehensive law in Colorado prohibiting smoking in public places, giving people the right to work in a smoke-free environment, and requiring restaurants to have nonsmoking sections. Many other Colorado communities copy the law or use it as a model. Greeley passes a super-market-smoking ban. GASP member June Mercer wins a workplace lawsuit that makes her workplace smoke-free.

### 1985

GASP membership dues increase to \$15. The first attempt to enact comprehensive state legislation limiting smoking in public places and workplaces fails and is killed in committee. The city of Boulder passes a comprehensive ordinance modeled after the Fort Collins law. GASP moves to Boulder. GASP publishes a metro-area dining guide that is used as a model all over the U.S. A Denver Post/Channel 4 poll shows that the majority of smokers and nonsmokers support smoking restrictions at work and in restaurants.

## GASP History, The First Ten Years (1977-1988)

GASP sponsors a special workshop on how to lobby for local laws. Six more comprehensive ordinances pass in Loveland, Colorado Springs, Aspen, Pueblo, Grand Junction, and Longmont. The Longmont and Colorado Springs laws pass two to one on ballot. Aspen passes one of the toughest laws in the country, prohibiting smoking in workplaces and in most restaurants. Restaurants are allowed to have a smoking area only if they are fully enclosed and separately ventilated and the space does not take up more than 50% of the establishment. GASP membership reaches an all-time high of 1,500 and the newsletter becomes a quarterly publication.

### 1986

GASP opens office in Boulder. Previously, the office was located in Pete Bialick's home. Work begins on strengthening the Denver ordinance. Senator Martha Ezzard sponsors a comprehensive statewide bill and it dies in committee again. GASP's newsletter carries articles debunking the effectiveness of ventilation systems. Governor Lamm enacts an executive order limiting smoking in state-owned buildings and workplaces. The Denver ordinance modeled after the Fort Collins law passes, and Mayor

Peña writes an executive order to cover city buildings. GASP publishes an eight-page question-and-answer booklet about no-smoking laws and sends it to 2,000 government leaders in Colorado. GASP polls the candidates for 1986 elections and distributes the results to its members. The 1986 Surgeon General's Report on Involuntary Smoke is published. Thirteen comprehensive ordinances pass, including Aurora, Arvada, Lakewood, Golden, Englewood, and Thornton.

### 1987

GASP's membership dues increase to \$20 and GASP publishes a nice two-colored brochure about the organization and its mission. GASP succeeds in a campaign for more announcements and more no-smoking signs at Stapleton International airport. Seven more ordinances pass, including a Littleton initiative that passes by a wide margin. Two unincorporated counties pass comprehensive laws. Representative Elwood Gillis kills a proposed statewide Clean Indoor Air Act through a pocket veto, which meant the committee never got to vote on the bill. Colorado State University epidemiologist Dr. John Reif publishes a paper estimating that 67 Coloradans die of second-hand smoke from lung cancer each year.

### 1988

GASP joins the Citizens for Legislative Reform to work toward ending legislative abuses such as the pocket veto. Gillis's action of killing a bill that would have passed committee is mentioned in the campaign brochure as an example of legislative abuse. The law, titled the GAVEL amendment (Give a Vote to Every Legislator), is passed on a statewide ballot. The tobacco industry starts organizing smokers and publishing a smokers' rights newsletter. GASP establishes a counter-advertising campaign to use paid media for education and advocacy, and to expose the tobacco industry. GASP conducts a poll on smoking policies in schools.



### GASP's First Annual Budget

**GASP generated \$300 in donations from 1977-1978 but spent \$400.** Today, with the assistance of two grants, GASP's annual revenue exceeds \$100,000. However, that could change if the governor's recommended cuts affect settlement grants. (see p. 4-5)





## GASP Invitation

*UNC Mirror, October 5, 1977*

Letter to the Editor:

Nonsmokers are becoming more and more concerned about the health hazards they have to endure from smokers. Mounting scientific evidence shows that cigarette smoke contains ingredients that assault and cause bodily trouble. Even when a smoker inhales, researchers calculate that two-thirds of the smoke from the burning cigarette goes into the environment and contains twice as much nicotine, five times as much carbon monoxide, and 46 times as much ammonia. Secondhand smoke increases carbon monoxide in the blood, forces up blood pressure, and makes the heart beat faster. It is known to cause nonsmokers irritating effects of eye irritation (69 per cent), nose problems (29 per cent), headaches (31 percent), and coughing (25 per cent).

Statistics show that nonsmokers make up two-thirds of the American population. Groups are being formed all over the nation to do something about the problem. It is time for nonsmokers to get together and DO something about the problem, which is very serious, here in Greeley and at the University of Northern Colorado.

Such a group is now being formed called G.A.S.P. (Group to Alleviate Smoking Pollution). The goals of the group are: to educate smokers and nonsmokers about the hazards of secondhand smoke - to encourage local restaurants, businesses, and all other places open to the public to provide nonsmoking sections - to seek enforcement of classroom nonsmoking signs on campus - to encourage placement of nonsmoking sections in other heavily used campus areas.

GASP has no quarrel with smokers considerate enough to confine their habit to places where it will not bother nonsmokers who find it offensive, irritating, and unhealthy. People foolish enough to puff away to an early grave have a right to do so, but they have no right to assault others with the harmful waste products of their habit.

The first scheduled meeting of the Greeley GASP will occur October 6th at 7:30 pm in Room 248 B in the University Center. All concerned are invited to attend.

Peter Bialick 1434 11th Street  
Greeley 356-3186 (after 5 pm)

## A Word to the Tobacco Industry About how stupid do you think we are?

Your recent series of institutional ads are an insult to the intelligence of even your own copywriters. They must shudder to think they have been reduced to this kind of drivel.

Imagine trying to compare smoking to jazz music to try and cover up the truth. Why not tell us to try heroin, "If you've never tried it don't knock it."

On trying to equate smoking with carrot juice, bottled water and chewing gum. We notice those products do not have a warning label on the package. "Gee whiz, Lenny, cigarettes are just another health food."

In the last ten years, 30 million Americans who have tried it decided to quit and it had nothing to do with jazz.

What you and your little cartoon musicians are doing is trying to sell sickness and death and call it just a cutesy little habit...just a pleasant diversion to while away the time. The time you have left before surgery.

What you are trying to do is sick!

Your light-hearted cartoon style ads can't cover this up. You guys are getting rich off sickness and suffering caused by an addictive drug. People don't smoke for pleasure. People smoke to relieve the nervous tension caused by the addiction. The body reacts to the lack of the drug. The programmed memory sends out a demand for more tobacco. The smoker gives in and lights up for temporary relief of the addictive craving.

Don't try to equate anti-smoking with "intolerance." It makes more sense to equate the Tobacco industry with crime.

In our society we try to control all the dangerous elements. Murderers are imprisoned because they constitute a threat to our welfare. We don't allow people to poison our water if we can avoid it, and the same goes for our air. So come off it, you greedy "fun-loving" hypocrites.

The only good thing about those silly ads is that they show how much you're beginning to sweat...and that's no jazz!

THE SCHICK INSTITUTE  
1901 Ave of the Stars CA 90067



*In November 1979, GASP sponsored and placed this as in the Greeley Tribune and the UNC Mirror. It was one of GASP's first newspaper ads.*



## Nonsmokers Assert Selves Through GASP

*Greeley Tribune* 1977  
By DOUG ENDLY  
Tribune-UNC Intern

Attendance was sparse, yet Peter Bialick talked enthusiastically.

Bialick is a nonsmoker and a concerned one at that. He says other nonsmokers are just as concerned. And concern rests chiefly with their having to endure "secondhand smoke" and accompanying health hazards associated with the habit of inconsiderate smokers.

But nonsmokers, like Bialick, are asserting themselves. The 27-year-old UNC graduate student is organizing the Group to Alleviate Smoking Pollution (GASP) as a springboard for education and advocacy.

"We're concerned about our health and we're concerned about others' lack of consideration," Bialick emphasized.

He is serious when he says nonsmokers should get together to try to do something about what he considers is a serious problem.

Bialick is quick to point out that mounting evidence — evidence backed by The American Lung Association, the American Cancer Society, and other groups — indicates cigarette smoke is a health problem.

Based on evidence, Bialick claims exposure to tobacco smoke increases respiratory infections, aggravates lung disease and heart disease, impairs breathing and causes eye, nose and throat irritation.

He adds that smoke drifting from the burning end of a cigarette contains more toxic substances than smoke inhaled directly by the smoker. Linger-ing smoke in the air increases the carbon monoxide causing blood pressure to go up and placing a strain on the heart.

Apart from the health hazards involved, Bialick points out that tobacco smoke causes contamination and unpleasant odor that is offensive and irritating to nonsmokers.

**"Nonsmokers have a  
right to breathe  
clean indoor air."**

*Pete Bialick,  
President of GASP of Colorado*

"I don't care if people smoke at all as long as they're considerate. If you know the evidence, you can get so much more support there," Bialick said.

And yet, Bialick maintains that nonsmokers — who he says outnumber smokers three to one — have the right to breathe clean air. With that in mind, Bialick is becoming more vocal.

"I've, in the past, been rather shy about telling people I'm bothered by cigarette smoke," Bialick admitted.

Reinforcing his own feeling, Bialick looked over a newspaper column and read, "The air belongs to all of us and no one has a right to pollute it."

Something can be done, Bialick maintains. Those who are concerned should let people know they mind if someone smokes. He also asserts that nonsmokers should request seating in no-smoking areas in public transport and accommodations.

"From now on, when you go into a restaurant, ask for a no-smoking section just to make them aware it's wanted" Bialick says.

Pointing out, for example, that the food service area in UNC's University Center was recently provided with a no-smoking section described as "tiny," it is expanding.

"Already things are beginning to happen. Today (Thursday) I noticed they moved the sign further back so I guess they're getting people in there."

"Many smokers are inconsiderate of nonsmokers. We need to present more people with the facts and maybe they'd be more considerate," Bialick concluded.



*GASP's first  
business  
card.*

**If Cigarette Smoke  
Bothers YOU  
DO SOMETHING!**

**JOIN G.A.S.P.**

(GROUP TO ALLEVIATE SMOKING POLLUTION)

GREELEY GASP  
BOX 744  
GREELEY CO 80634





## Eateries Sued Over Smoking Law

*Rocky Mountain News*  
Tuesday, July 27, 1982

By JANE HULSE News Staff

An anti-smoking group called GASP filed a \$420,000 lawsuit Monday against 19 Denver area restaurant chains that allegedly violate the state law concerning nonsmoking sections.

The Group to Alleviate Smoking Pollution contends in the Denver District Court lawsuit that the restaurants have failed to post conspicuous signs near their entrances stating the existence or absence of nonsmoking areas, as required by law since 1977.

Named as defendants in the suit are: Burger King Corp., International House of Pancakes Inc., International Dairy Queen Inc., Kentucky Fried Chicken Corp., Taco Bell Inc., Godfather's Pizza Inc., Round the Corner Restaurants Inc., Wendy's International, Arby's Inc., All V's Inc., Church's Fried Chicken Inc., Joyce's Submarine Sandwiches Inc., Holiday Inn Inc., Mr. Steak Inc., Pizza Hut Inc., Sand-

wich Chef Inc., Shakey's Inc., Stuart Anderson's, Black Angus Restaurant Enterprises and Wienerschnitzel Inc.

The Colorado Department of Health also was named as a defendant in the suit, which claims the department is responsible for enforcing the law.

GASP wants the court to order the department to make the sign requirement part of its regular inspection procedure, treating the absence of signs as it does any other violation of sanitation laws, the suit states.

The suit also wants compliance of the nonsmoking law a condition when licenses or permits are requested. When a non-smoker complains about the lack of a sign in a restaurant, GASP wants the establishment to be subjected to an inspection.

"The reason for the suit is that we'd like people to know there is a law," said GASP spokesman Peter Bialick.

The group, which has 365 members, was formed to spotlight the hazards of secondhand smoke, he said. "We're trying to protect the nonsmoker." Bialick said the lawsuit is only

the beginning of a legal campaign the group is planning. "We're going after the major chains first," he said. Eventually the group's goal is passage of a law similar to Minnesota's law which requires every restaurant to provide a nonsmoking section.

According to Bialick, the penalty for violating the Colorado law is a fine of up to \$1,000 and a year in jail.

GASP has put together a restaurant guide to the Denver metropolitan area which lists more than 200 restaurants that have nonsmoking sections. The figure represents about 15 percent of all area restaurants.

He said the lawsuit is the outgrowth of a survey GASP conducted to find out what restaurants are complying with the law. The figure is extremely low, he said.

Six members of GASP also are listed as plaintiffs in the lawsuit. According to the suit, "they have suffered physical harm and emotional trauma" because of the defendants' neglect.



*Ed Stein of the Rocky Mountain News  
drew these cartoons in 1985.*



# Tobacco Lobby all Choked up Over Fort Collins No-Smoking Law

Election 84 FORT COLLINS  
November 7, 1984

By JOHN C. ENSSLIN  
*Rocky Mountain News*  
Northern Bureau

Nonsmokers breathed easier Wednesday, but the Tobacco Institute was huffing and puffing over passage of an ordinance to segregate smokers in public places.

The final tally showed 21,075 or 63.7 percent in favor of the ordinance and 12,012 or 36.3 percent against. In addition, 11,570 city residents cast ballots in the Tuesday election but did not vote on the ordinance.

The Tobacco Institute spent at least \$30,000 to defeat the ordinance, said attorney Frank Hays Sr. He said the institute was surprised by the results.

"Fort Collins is a little bit more like Boulder than I thought," said Hays, noting that similar ordinances tend to come from liberal communities like San Francisco.

Peter Bialick, president of the Broomfield-based Group Against Smoking Pollution, said the impressive margin will encourage other cities to draft ordinances and fight campaigns backed

by the Tobacco Institute, a national tobacco lobby based in Washington, D.C.

**"It's the largest margin of victory that's ever happened against the Tobacco Institute," said Bialick.** Five other Colorado communities have contacted his organization about no-smoking ordinances.

The measure requires that businesses create no-smoking areas or ban smoking on the premises. Employers must provide no-smoking areas for workers.

Restaurants that seat more than 30 customers must provide a no-smoking area and accommodate all requests for no-smoking seating.

Fort Collins officials fielded calls Wednesday from businesses inquiring about complying with the rules, said City Manager John E. Arnold.

Although the ordinance goes into effect immediately, the city will not enforce the regulation until Dec. 10 to give businesses a chance to buy signs, rearrange seating and acquaint themselves with the terms.

However, a small conference room in city hall already has been designated as a smokers' lounge for city workers and visitors, he said.

John Dowd, owner of the Wine Cellar restaurant, opposed the ordinance although he created a no-smoking section in his restaurant nine months ago.

"We've had a 3 to 5 percent increase in labor costs, and it cuts down on efficiency," said Dowd. "We are going to go along with it. The majority wants it. But it does create problems."

Russell Phipps, the owner of Cuisine, Cuisine restaurant, which doesn't allow smoking, said he supported the ordinance after finding out he would not be required to open a smoking section.

Hewlett-Packard, one of the city's largest employers with 2,300 workers, already has no-smoking bathrooms, meeting rooms and areas in the cafeteria, spokesman John Monaghan said.

"We are larger than most businesses, so it is easier to find places for smokers and have the signs made," he said.

"We knew it was coming, so we are like the Boy Scouts, and we are prepared."

*Deborah Frazier of the Rocky Mountain News also contributed to this story.*