

54 % of North Carolinians prefer restaurants that are totally smoke-free.

(NC Behavioral Risk Factor Surveillance System, 2004)



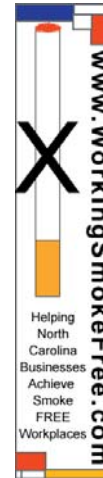
“Overall, it’s probably one of the most positive things we’ve done in our business.”

--Bobby Williams, President,
Lizard’s Thicket Restaurants,
Columbia, SC



ELEMENTS OF A GOOD POLICY

- The best policy is 100% tobacco-free, with no smoking permitted on the premises.
- Smoking should be prohibited indoors and within 50 feet of doors, windows, and air intake vents.
- Smoking should be prohibited in company vehicles and at company events.
- Employees who smoke should be offered cessation resources.
- For more information about developing an effective policy, visit workingsmokefree.com



RESOURCES TO HELP EMPLOYEES QUIT SMOKING

NC Tobacco Use Quitline
1-800-QUIT-NOW

www.americanlegacy.org
1-866-66-START (1-866-667-8278)



For more information, contact:
The EnTER Program
UNC-CH Dept of Family Medicine
CB #7595, Aycock Bldg
Chapel Hill, NC 27599
enter@med.unc.edu
www.fammed.unc.edu/enter

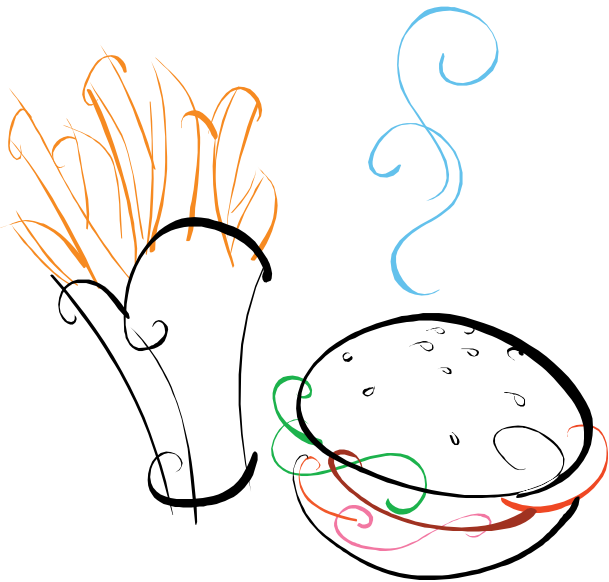


Enter the Clean Air Zone!



Some Facts about Secondhand Smoke

- Anyone with risk factors for heart disease, including high blood pressure and high cholesterol, should avoid being exposed to secondhand smoke in enclosed areas, even for short periods of time.
- Restaurants that allow smoking may violate the Americans with Disabilities Act, because people with respiratory problems are unable to eat in smoking restaurants.
- Owners of restaurants where smoking is allowed could be liable if an employee develops an illness from breathing secondhand smoke, according to attorneys for the National Restaurant Association.



Benefits of the Clean Air Zone

SAVE MONEY!

- Eliminating smoking reduces cleaning and maintenance costs by 10%
- Never buy or clean ashtrays again!
- Furniture lasts longer--no more burn holes in tabletops, carpets, or booths. No more repainting walls yellowed by tobacco smoke.
- Less risk of lawsuits from employees who become ill from being exposed to secondhand smoke, and less risk of disability claims.
- Less frequent cleaning and replacing of draperies, carpets, and air conditioning and heating filters.
- Faster table turnover because smokers won't linger after meals.

A CLEANER, CLASSIER RESTAURANT

- No more tobacco smoke overpowering the aroma of food.
- No markdowns from health inspectors who catch employees smoking in the kitchen.
- No more cigarette butts in potted plants or dishes.

HAPPIER CUSTOMERS

- No more complaints about drifting smoke.
- No waiting for tables when sections are full. Seating and reservations are simpler.
- People with asthma, allergies, and other respiratory problems (including many senior citizens) will become regular customers.
- Parents and pregnant women concerned about protecting the health of their children want to dine in smoke-free restaurants.

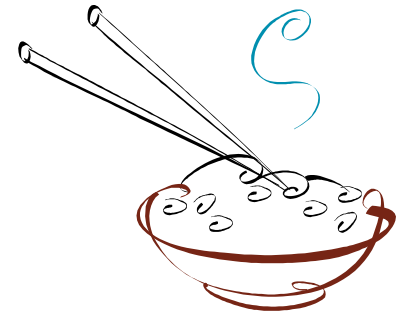
- Fifty-four percent of North Carolinians prefer restaurants that are totally smoke-free. (Behavioral Risk Factor Surveillance System, NC Department of Health and Human Services, 2004)

HEALTHIER, HAPPIER EMPLOYEES

- Less sick leave caused by exposure to secondhand smoke.
- No more complaints from employees about having to work in the smoking section.

HEALTHIER AND SAFER FOR EVERYONE

- Smoke-free policies protect your health, the health of your employees and the health of your customers.
- Fire danger is reduced.



IT'S GOOD BUSINESS

- Sales tax data show that smoke-free policies do not hurt restaurant business, and sometimes improve it!
- If your competitors get more smokers, their restaurants get smokier and more annoying to nonsmokers.
- Happier customers come back more often.
- Happy customers tell their friends.