

Smoke-free Implementation Toolkit

Template for Business Brochure

Countdown to a Smoke-free [STATE or CITY]

Preparing Your Business for the [STATE/CITY] [Smoke-free Law/Ordinance]

A Guide for the Hospitality Industry

(IN USING THIS TEMPLATE, MAKE SURE THAT ALL OF THE DETAILS, WHICH ARE TYPICAL OF CURRENT SMOKE-FREE LAWS, MATCH YOUR OWN LAW)

As of [DATE], restaurants and bars in [STATE/CITY] will be smoke-free. The updated law ensures that workers in the hospitality industry will have a safe workplace and that all of us can breathe clean, smoke-free air when we eat out or spend a night on the town.

What does the [NEW/AMENDED] law do?

Effective [DATE], all [STATE/CITY] restaurants, bars and taverns, and other places of employment will be required to be smoke-free to protect employees and the public from secondhand smoke. Smoking will also be prohibited in a buffer zone within [X feet] of all entrances and exits, windows that open, and ventilation intakes.

What is secondhand smoke?

In issuing a groundbreaking report on secondhand smoke in June 2006, Former U.S. Surgeon General Richard Carmona stated, “The debate is over. The science is clear: Secondhand smoke is not a mere annoyance, but a serious health hazard that causes premature death and disease in children and nonsmoking adults.” Secondhand smoke contains more than 4,000 chemicals, including at least 69 carcinogens. The Surgeon General found that secondhand smoke is a proven cause of lung cancer, heart disease, serious respiratory illnesses such as bronchitis and asthma, low birth weight and sudden infant death syndrome. The Surgeon General also found that secondhand smoke is responsible for tens of thousands of deaths in the United States each year. There is no safe level of exposure, and only smoke-free laws provide effective protection from secondhand smoke.

Do I need to post signs?

Yes! Signs prohibiting smoking must be conspicuously posted at each entrance, in prominent locations inside your business, and in outdoor nonsmoking buffer zones. ***Posting signs before the effective date*** of the new law will help make the transition to smoke-free air smooth for both employees and patrons. You may also want to use special smoke-free coasters, napkins or

buttons to help get the word out. Nonsmoking signs may be purchased from local office supply, hardware and home improvement stores. Free, downloadable signs and coasters are available at [LINK to Downloadable Signage].

How will the new law be enforced?

Compliance with the law is the responsibility of the owner, manager or other person in charge of a restaurant or bar. Local health departments will enforce the law, and local law enforcement agencies can issue tickets to individuals violating the law. More information about enforcement is available at: [SMOKE-FREE WEBSITE] or [hotline PHONE #].

How do I deal with customers who want to smoke?

You or your staff must remind your customers of the law and should politely explain that they must step outside to smoke. Train your staff about what to say to customers, for example: *“This is now a smoke-free establishment, you’ll have to put out your cigarette,”* or *“The new smoke-free law prohibits smoking indoors. Thank you for your cooperation.”*

What do I do about a customer who refuses to comply?

Use common sense. If necessary, use your normal protocol for removing a disruptive customer from your premises.

What happens if I don’t ask customers to stop smoking?

If you fail to comply with the new law, an employee or member of the public may file a complaint with the local health department. Ultimately, you may be issued warnings, fines or violations.

What are the penalties?

[THIS SECTION SHOULD REFLECT THE PROVISIONS OF YOUR OWN STATE OR LOCAL LAW]

Am I required to provide a smoking break room for my employees?

No. In fact, the smoke-free law prohibits employers from providing a smoking room. Businesses that currently have a separate room for smoking can no longer allow smoking in these rooms or anywhere else inside. You must simply inform your smoking employees that they must go outside to smoke and that they must do so [X feet] away from an entrance, exit or ventilation intake. Be sure to communicate early and clearly with your employees to ensure they understand how the new smoke-free workplace law applies to both them and your customers.

How do I enforce the “25-Foot Rule”?

The most important thing is to train your staff about the new law and post adequate signage **BEFORE** the effective date of the law. The 25-Foot Rule says that smoking is not allowed within 25 feet of an entrance, exit, or ventilation intake of your establishment. A business owner's responsibility only extends to areas of service under his or her control.

Help Your Business Countdown to Smoke-free Air!

One Month before Effective Date:

- Post signs at entrances, inside, and in outdoor nonsmoking and smoking areas
- Educate employees about the new law
- Distribute pay stub insert or brochure (available from [WEBSITE]) to all employees
- Order "smoke-free" napkins, coasters, buttons, etc.

Effective Date (and one day before):

- Remind employees and smoking patrons about the new law
- Offer special "smoke-free" drinks or dishes

After Effective Date:

- Celebrate the successful transition to healthy air!
- Enjoy the ongoing cost savings from employee wellness and reduced maintenance

Where can I get more information?

For more information go to: [SMOKE-FREE WEBSITE], contact your local health department [PHONE NUMBER], or [Restaurant Association, if applicable].