



Capital District
**TOBACCO-FREE
COALITION**

Good Health is Good Business:

A Tobacco-Free Workplace Policy Guide

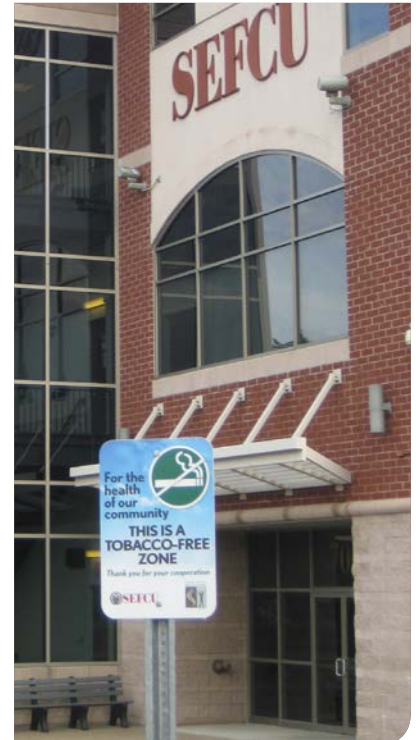
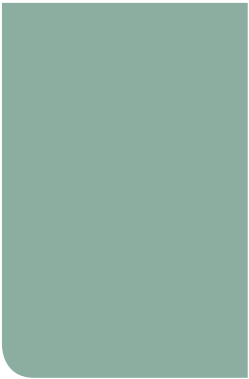


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*Thanks to Crossgates Mall,
Keeler Motor Car Company,
and SEFCU for sharing their
experiences and contributing
to this guide.*

***Improve employee health
and productivity AND your
bottom line by making your worksite
tobacco-free.***

INTRODUCTION



More and more businesses are discovering the benefits of making their worksites tobacco-free, including improvements in employee health and productivity and significant savings to their bottom line.

The costs associated with tobacco use—in both lives and money—are well-established. Each year in the United States, an estimated 443,000 people die prematurely from smoking or exposure to secondhand smoke, and another 8.6 million live with a serious illness caused by smoking.¹ The estimated costs of smoking-related medical expenses and loss of productivity exceed \$167 billion annually.²

Employers incur a considerable share of the overall costs of tobacco use. A recent comprehensive analysis found that employees who smoke cost an employer on average \$5,816 more than a non-smoking employee due to increased absenteeism, loss of productivity related to nicotine addiction, smoke breaks, and extra health care costs.³

Tobacco-free workplaces protect employees, visitors and clients from the harmful effects of secondhand smoke, support the efforts of smokers who want to quit, and increase the number of smokers who are motivated to quit.

Good Health is Good Business: A Tobacco-Free Workplace Policy Guide highlights the benefits of a tobacco-free workplace environment and provides step-by-step guidance to make your business property tobacco-free. This guide can help you put thousands of dollars back into your business and improve the lives of your employees.

IMPACT OF TOBACCO USE

Tobacco use remains the leading preventable **cause of disease and death** in the United States.⁴

- ▶ Tobacco-related illness accounts for about 443,000 deaths each year.⁵
- ▶ In New York State there are 25,500 deaths every year from causes attributable to smoking.⁶
- ▶ Tobacco use can cause chronic lung disease, coronary heart disease, and stroke, in addition to cancer of the lungs, larynx, esophagus, and mouth.⁷



*"There is
no risk-free
to second"*

Cigarette butts are a **major and persistent source of litter**.

- ▶ Despite the fact that 86% of smokers consider cigarette butts litter, three-quarters of them reported disposing of butts on the ground or out of a car window at some point.¹⁹
- ▶ Most cigarette butts are littered on the ground (85%), into bushes/shrubbery (37%), on or around trash receptacles (25%), and into planters (15%).²⁰
- ▶ Cigarette butts, the plastic filters and remnants of smoked cigarettes, are discarded in natural environments, streets, sidewalks, and other public areas. Some of these butts may then be carried as runoff to drains, ultimately polluting rivers, beaches, and oceans.²¹
- ▶ Litter has a number of negative consequences, including substantial costs to business and government, and reduced property values. Estimates for the cost of litter show that \$11.5 billion are spent on abatement and clean-up activities each year, and this number probably underestimates the true costs.²²



"Our property is so much cleaner and neater without cigarette butts littering the ground. In the past when we had a 'designated smoking area,' lots of butts never made it into the provided receptacles."

– Maria Dunning,
Vice President,
Keeler Motor Car
Company



Secondhand smoke has been repeatedly identified as a health hazard.

- ▶ The U.S. Surgeon General concluded that there is no risk-free level of exposure to secondhand smoke.⁸
- ▶ Secondhand smoke has been designated as a known human carcinogen by the Environmental Protection Agency and the Public Health Service's National Toxicology Report.⁹
- ▶ Even brief exposures to secondhand smoke may increase the severity of asthma attacks and lower respiratory tract infections and have adverse effects on the heart.¹⁰
- ▶ Exposure to secondhand smoke increases the risk of coronary heart disease by approximately 30 percent.¹¹
- ▶ Secondhand smoke is responsible for approximately 47,400 deaths among nonsmokers each year in the United States.¹²

“No safe level of exposure to secondhand smoke.”

— U.S. Surgeon General



Exposure to secondhand smoke anywhere has negative health impacts, and exposure to **secondhand smoke occurs at significant levels outdoors.**

- ▶ Irritation from secondhand smoke begins at levels as low as 4 micrograms per cubic meter, and in some outdoor situations this level can be found as far away as 13 feet from a burning cigarette.¹³
- ▶ To be completely free from exposure to secondhand smoke in outdoor places, a person may have to move nearly 25 feet away from the source of the smoke, about the width of a two lane road.¹⁴
- ▶ Smoking cigarettes near building entryways can increase air pollution levels by more than two times as compared to background levels, with maximum levels reaching the “hazardous” range on the US EPA’s Air Quality Index.¹⁵



Smokeless tobacco is not a safe alternative to smoking and also causes death and disease.

- ▶ Smokeless tobacco use causes leukoplakia, a disease causing white patches to form in the user’s mouth that can become cancerous.¹⁶
- ▶ Smokeless tobacco products are known to cause lung, laryngeal, esophageal, and oral cancer.¹⁷
- ▶ The regular use of snuff doubles the user’s risk of cardiovascular disease and death.¹⁸



Benefits of a Tobacco-Free Workplace



- ▶ **Protects employees, visitors and clients** from the harmful effects of secondhand smoke exposure.
- ▶ **Lowers absenteeism due to smoking-related illnesses.** People who smoke, on average, miss 6.2 days of work per year due to sickness compared to nonsmokers, who miss 3.9 days of work per year.²³
- ▶ **Increases worker productivity.** Tobacco use is a leading cause of worker lost production time — more than alcohol abuse or family emergencies. Lost production time estimates for workers who report smoking at least one pack of cigarettes per day were 75% higher than for nonsmoking employees or for employees who had previously quit.²⁴
- ▶ **May reduce direct healthcare costs.** Employees exposed to secondhand smoke on the job are 12% to 19% more likely to get lung cancer.²⁵ Exposure to secondhand smoke increases the risk of heart attack by 25% to 35%.²⁶ Tobacco-free policies reduce heart disease and respiratory infections among employees.²⁷
- ▶ **May be basis for negotiating lower health, life, and disability premium costs** as employee tobacco use is reduced.
- ▶ **Reduces the risk of fires.**
- ▶ **Reduces maintenance costs** by eliminating cigarette litter.
- ▶ **Increases the curb appeal of your worksite** and makes a better impression on clients and visitors.
- ▶ **Increases the number of smokers who are motivated to quit** and supports the efforts of smokers who want to quit.
- ▶ **Promotes consistency and equity** in how smoking and non-smoking employees are treated.

"A tobacco-free policy was a natural extension of SEFCU's long-standing commitment to employee health and to creating a culture of wellness."

– Michelle Haney, Employee Engagement Manager, SEFCU

.....

"We recognized that employees who used tobacco were absent more often, sick at work more often and took more frequent breaks. That wasn't fair to non-smoking employees and it was affecting our productivity and bottom line."

– Maria Dunning, Vice President, Keeler Motor Car Company

CAPITAL DISTRICT DATA

Tobacco Use and Community Attitudes

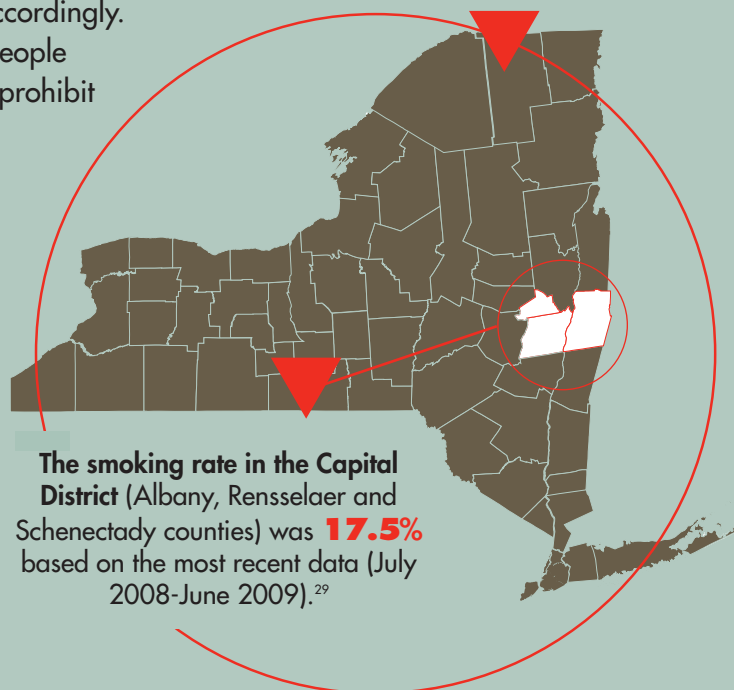
New York State's adult smoking rate is the lowest it's ever been and attitudes about smoking have been changing accordingly. As fewer and fewer adults smoke, more and more people (including smokers themselves) support policies that prohibit smoking in shared spaces.

Since 2001, the prevalence of current smoking among adults in New York State dropped 22%, from 23.2% in 2001 to **18.1%** in 2012, one of the lowest rates in the nation.²⁸

Cigarette Smoking in New York State Reaches Historic Lows

Cigarette smoking among adults is defined as having smoked at least 100 cigarettes in a lifetime and currently smoking some days or every day.

Reductions in smoking across New York State stand in contrast to a reduction of less than 10% throughout the rest of the U.S.

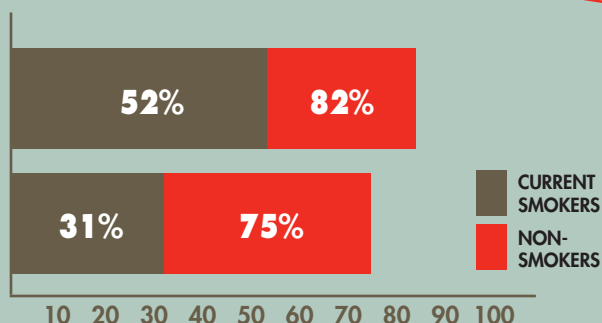


Secondhand Smoke Exposure Findings – Personal Policies³⁰



Capital District residents who prohibit smoking anywhere in their homes

Capital District residents who do not allow smoking in their family vehicle



Secondhand Smoke Exposure Findings – Public Outdoor Locations³¹

Capital District residents' support for tobacco-free public spaces



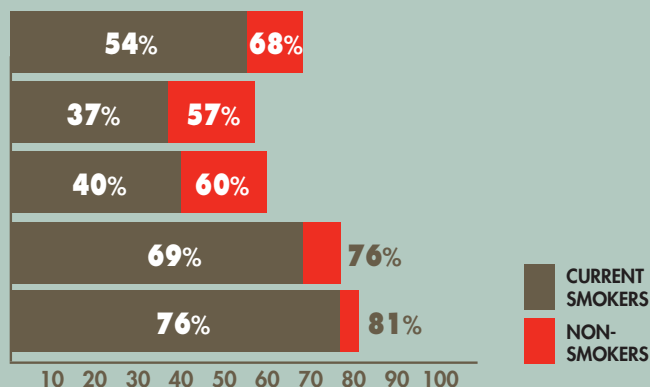
PUBLIC BUILDING ENTRYWAYS

PARKS

BEACHES

POOLS

PLAYGROUNDS



"We were surprised at how much initial support there was for the policy from many smokers. They understood the benefits of a tobacco-free campus."

– Jennifer Smith, Marketing Director, Crossgates Mall

"We were concerned about push back. But I think our employees and members have come to expect and appreciate our wellness policies and programs, so there was actually very little resistance."

– Amanda Russell, Recruiting Manager, SEFCU

Tobacco-Free Workplace Grounds: A Step-by Step Guide

"To achieve our wellness goals, our policy includes all forms of tobacco products and e-cigarettes."

– Maria Dunning, Vice President,
Keeler Motor Car Company

Recommended Steps at a Glance:

- ▶ Convene a work group.
- ▶ Develop your policy.
- ▶ Identify available cessation resources for employees.
- ▶ Announce the tobacco-free policy.
- ▶ Communicate the policy to employees, clients, customers and visitors.
- ▶ Post positive and prominent tobacco-free signage.
- ▶ Monitor and evaluate the policy.



Convene a Work Group

Convening a work group with diverse employee representation is the best way to identify and address concerns upfront and to secure organizational buy-in for the long-term. Members should include stakeholders from all areas of your business including, but not limited to: human resources, senior administrators, grounds/facilities management, section/departmental heads, labor groups, security staff, and smokers as well as non-smokers. Work group members should be appointed or solicited as necessary. An employee skilled at facilitating workgroups and managing projects should lead the group to ensure the process is moving along.

Develop your policy

The policy should be clear, concise and consistent. At a minimum, the policy should include the following sections: Rationale & Goal, Definitions, Scope, Compliance, and Effective Date. A sample policy template is included (Appendix A).

Rationale & Goal

The rationale should state simply, clearly and concisely, your company's reasons for adopting a tobacco-free policy. If possible, the rationale should be aligned with your company mission statement. Common reasons for a tobacco-free policy include improving employee health and promoting respect for others and the environment.

Definitions

Include definition(s) of key terms included in the policy such as "smoking" and "tobacco products." (See Appendix A for details.)

Considerations that may arise when preparing the "definition" section of your policy:

- ▶ Will the definition of "tobacco products" include non-combustible forms of tobacco (chewing tobacco and snuff)?
- ▶ Will "smoking" include other nicotine delivery products that are not approved by the FDA for cessation purposes such as e-cigarettes?

“Before we went 100% tobacco-free, we had designated smoking areas, but came to realize that it undermined our commitment to employee health.” – Michelle Haney, Employee Engagement Manager, SEFCU

Scope

The policy should clearly state the prohibited behaviors and the areas of the property to which the policy applies. Policies that make the workplace property 100% tobacco-free are the most effective in eliminating unwanted exposure to secondhand smoke. Because property lines are usually easier to define, 100% tobacco-free policies also facilitate voluntary compliance and enforcement.

Designating a particular area for tobacco use or allowing tobacco use inside personal vehicles may seem like reasonable accommodations for employees who smoke—however there are good reasons to avoid these allowances.

- ▶ Designated smoking areas do not eliminate unwanted exposure to secondhand smoke.
- ▶ Designated smoking areas are likely to undermine a smoker’s motivation to quit and their ability to quit and stay quit.
- ▶ Designated smoking areas are often more difficult to define, undermining voluntary compliance and making enforcement more challenging.

For these reasons, many businesses that initially developed a policy with designated smoking areas have since eliminated them.

If you decide to make your property 100% tobacco-free and your property borders other populated properties, consider the impact of the new policy on your neighbors and the surrounding neighborhood. Then take steps to prevent problems with tobacco use on neighboring properties before they arise. Informing your neighbors of your plans and soliciting their input can also help to prevent future problems.

Compliance

In general, tobacco-free policies tend to be self-enforcing, with high compliance rates. If possible, use existing disciplinary procedures to respond to non-compliance. Otherwise, be clear and specific about how violations will be handled.

Ensure that all employees understand the policy and their responsibilities. For example, employees that

smoke and want to quit should be provided with information and access to cessation services. Security staff should know how to address non-compliance and to whom it should be reported. Supervisors should understand how to deal with a non-compliant employee and also know what help they can receive from Human Resources. Finally, let employees know who to contact if they have a complaint about smoking in unauthorized areas and/or to report a violation.

Effective Date

Allow between three to six months from the date of announcing the policy to the date the policy takes effect. This lead time is necessary to allow employees to develop personal plans for how they will comply with the new policy and for other employees to understand their respective role(s) in implementing the policy. Some employees may choose to reduce their tobacco use or make quit attempts and other employees may need training to ensure that they are prepared to fulfill their responsibilities to the new policy. There are also logistical considerations such as the preparation and installation of signage, dismantling of existing smoking huts and removal of butt receptacles, if needed.

If the time frame works, consider making the effective date the same as an internal milestone such as the company anniversary or a national observance such as the Great American Smoke-Out, World No Tobacco Day, or Kick Butts Day.

Crossgates Mall’s policy kick-off was held on Kick Butts Day in May 2012. Shoppers and employees stopped by to sign a banner thanking Crossgates for going tobacco-free!



Identify available cessation resources for employees

Provide detailed information to employees about cessation resources available to help them quit successfully, including the benefits provided to employees through the company's existing health plan, if applicable. Inform your employees of any additional support the company will offer such as on-site cessation groups. Two resources that can be made available are the NYS Smokers' Quitline and The Butt Stops Here program provided by the Center for Smoking Cessation at St. Peter's Health Partners.

The New York State Smokers' Quitline (1-800-NY-QUITS) is a free and confidential service that provides help to New Yorkers who want to stop smoking. Coupled with cessation coverage available through your company's health plan, employees who utilize the New York State Smokers' Quitline are more likely to be successful in their quit attempts. The Quitline offers:

- ▶ Telephone coaching in English and Spanish. Translations through Language Line Services are available for other languages.
- ▶ A starter kit of FREE nicotine replacement medications for eligible smokers.
- ▶ Access to an online community of other smokers trying to quit, cessation advice from Quit Coaches, and individualized quit smoking plans.
- ▶ Coaching and NRT coverage for at least two quit smoking attempts per year.

"Thanks to the wealth of cessation support and resources available through my employer, I just celebrated two years smoke-free!"

– Miranda DeLisa, SEFCU Branch Manager



The Center for Smoking Cessation at St. Peter's Health Partners offers community-based cessation programs in several locations throughout the Capital District and arrangements can also be made for the program to be provided on-site for employees. "The Butt Stops Here" is a unique seven week program consisting of one hour sessions each week. The program provides nicotine replacement therapy (patches or gum), a workbook, relaxation CD, and a "survival kit." Created in 2001, the program has a staff of highly skilled and experienced facilitators who have helped more than 7,000 Capital District residents quit smoking. Success rates are high because the program is grounded in evidence-based research and includes best practices for treating tobacco use. The program fee is covered by some health plans.

Announce the tobacco-free policy

Administrative support for the policy is crucial to its success. For this reason, it's recommended that the policy be announced through a formal written communication from the company owner/president/or CEO.

Tobacco-free policies also provide opportunities for media coverage that puts your business in a positive light. Consider issuing a press release or hosting a press conference to publicly announce your policy and your reasons for going tobacco-free.

Consider a kick-off date for the policy surrounding an internal milestone such as the company anniversary or a national observance such as the Great American Smoke-Out or Kick Butts Day.

Communicate the policy to employees, customers/clients, and visitors

Communicating your policy well in advance of the effective date will help build support, give you the opportunity to fully address questions and concerns, and will likely increase compliance later on.



"Our business succeeds because we respect and value our employees. Before the policy went into effect, we reached out to employees to talk face-to-face, one-on-one about its impact on them. I think the open relationship we enjoy with our employees is a huge reason we have such a high rate of employee compliance and support for the policy."

— Maria Dunning, Vice President, Keeler Motor Car Company

From Jennifer Smith, Marketing Director, Crossgates Mall

"Of course we were prepared for some resistance, but it was far outweighed by the overwhelming support we've received from shoppers and even from prospective tenants."

"We loved the signs available from the Tobacco-Free Coalition; they were aesthetic and communicated a positive message. We put them everywhere. We wanted to make sure that the 20 million annual visitors to our mall knew we cared about their health and invited their cooperation in keeping our campus tobacco-free."

Be sure to communicate expectations to supervisors about their specific responsibilities to implementation and compliance. Encourage them to have discussions with their staff and prepare them to field questions and concerns.

Keep employees informed about the details of the company policy, changes to health plan coverage, and the availability of services to help them quit tobacco use. Use your company's standard communication channels such as the intranet, payroll stuffers, company newsletter, company website, posters, displays, presentations, information kits, brown bag lunches, employee orientation/handbook, and staff/management meetings.

Informational materials prominently located in the reception area(s) can help inform non-employees (visitors, vendors, customers/clients) that the policy change is forthcoming and that it applies to them.

Post positive and prominent tobacco-free signage

Signs that communicate a positive message (ex: "This property is tobacco-free, thank you for your cooperation") may foster better compliance than signs that simply state "No Smoking on premises."

Signage should be strategically located to best ensure that all those visiting your campus will be informed that the property is tobacco-free. It is also a good idea to place signage, at least temporarily, where tobacco users currently congregate.

"Smokers no longer congregate at entryways in inclement weather. Complaints from shoppers about having to navigate through a 'gauntlet of smoke' to enter the mall are nearly non-existent. And while compliance isn't perfect, there has been a significant decrease in the amount of tobacco use on premises. To us, that's a 'win'."

– Jennifer Smith, Marketing Director, Crossgates Mall



Monitor and Evaluate the Policy

The best policy in the world is only as good as its enforcement and it doesn't take long for people to recognize when a policy is all bark and no bite. If you're serious about improving the health of your employees and maximizing compliance, it's essential to have mechanisms in place by which to monitor and evaluate the policy.

A good monitoring plan should include mechanisms for gathering information about compliance/non-compliance rates and how consistently employees are fulfilling their responsibilities to the policy (security, supervisors, administration, etc.), including how disciplinary procedures are being carried out. Data collected from ongoing monitoring will help you identify and respond to problems quickly and decisively.

The problems will not go away and they are likely to worsen without administrative intervention.

Evaluations can also help identify strengths and weaknesses of your facility's tobacco-free policy. It is recommended that at least during the first year of implementation, you establish a process to review your policy periodically through employee surveys, regular staff meetings, etc.

Through ongoing monitoring and periodic evaluation, you should have the information you need to ensure the policy's success.

How the Capital District Tobacco-Free Coalition can help

The Capital District Tobacco-Free Coalition (CDTFC) is available to help you every step of the way. To augment the information provided in this guide, CDTFC will provide:

- ▶ Telephone, email or in-person technical assistance, including presentations or informational sessions
- ▶ Sample policies, sample employee outreach materials, FAQs, and timelines
- ▶ Help in planning a policy kick-off event or press conference, including issuing a press release, securing speakers, etc.
- ▶ Assistance identifying and accessing local cessation services for your employees
- ▶ No-cost tobacco-free signage for your property

We've led both large and small local businesses through a smooth and simple process to reach their tobacco-free policy goals.

We have the tools and experience to help you, too!

CONTACT US

Capital District Tobacco-Free Coalition
24 Aviation Road, Suite 204 Albany, NY 12205
518-459-2388 fax 518-459-2633 www.SmokeFreeCapital.org

"We were in full support of corporate's decision to go tobacco-free, but we had no idea where to start. One call to the Tobacco-Free Coalition and we got the support, tools and information we needed to guide us through a smooth and successful implementation."

– Jennifer Smith, Marketing Director,
Crossgates Mall



APPENDIX A: SAMPLE POLICY

RATIONALE & GOAL

Tobacco use is the leading cause of preventable death and disability in the United States. The U.S. Surgeon General has stated that there is no risk-free level of exposure to secondhand smoke; even brief exposure can be dangerous. The Environmental Protection Agency classifies secondhand smoke as a Class A carcinogen, the most dangerous category of cancer-causing agents.

Company Name desires to protect the health, comfort, and safe working environment for employees, vendors and visitors. The goal of this tobacco-free policy is to create a healthy and respectful environment by reducing exposure to secondhand smoke and promoting tobacco cessation.

DEFINITIONS

"Tobacco products" includes cigarettes, pipes, cigars, spit tobacco, electronic cigarettes, hookah, and other products containing tobacco.

"Tobacco use" is the act of using any tobacco product in any company facility or outdoor area, including chewing tobacco, and the act of smoking or carrying a lighted cigar, cigarette, pipe or any other smoking material or device.

"*Company Name* property" shall be all buildings, grounds or vehicles owned, leased, operated, controlled or supervised by the Company.

SCOPE

The use of any Tobacco Product is prohibited on Company Property and in all vehicles on Company Property.

This policy applies to all *Company Name* employees, contractors and visitors.

COMPLIANCE

Adherence to the tobacco-free policy is the responsibility of all *Company Name* employees, clients, and visitors. Employees who do not conform to this policy are subject to disciplinary action.

Employees observing individuals not employed by *Company Name* violating this policy should courteously inform them of this policy and request their compliance.

Employee complaints of violations or questions regarding the interpretation or enforcement of this policy can be directed to Human Resources.

EFFECTIVE DATE

This policy will go into effect on DATE.

ENDNOTES

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The Capital District Tobacco-Free Coalition is a non-profit organization and Community Partner of the New York State Tobacco Control Program, funded by a grant from the New York State Department of Health. Our mission is to reduce tobacco use, prevent adolescent initiation of tobacco use, and reduce exposure to secondhand smoke through community action.



Capital District
**TOBACCO-FREE
COALITION**

BUILDING HEALTHIER COMMUNITIES
WHERE WE LIVE, LEARN, WORK AND PLAY.

24 Aviation Road, Suite 204 • Albany, NY 12205
518-459-2388 Fax 518-459-2633
www.SmokeFreeCapital.org
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