

MAKE IT YOUR BUSINESS:

A Tobacco-Free Workplace

EMPLOYER'S TOOL KIT

*January 2005
(Updated June 2009)*



NORTH DAKOTA
DEPARTMENT *of* HEALTH





Make It Your Business: A Tobacco-Free Workplace

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Introduction

Tobacco use is the leading preventable cause of illness and death in North Dakota. It has considerable impact on the balance sheets of large and small businesses, on workplace productivity and on the health and well-being of employees and their families.

The cost of tobacco use, especially smoking, to businesses and industry is enormous. Large employer health claims and life insurance costs attributable to smoking are in the millions of dollars, with self-insured companies hit the hardest. Lost earnings due to absenteeism and decreased productivity also add up to millions. Combine this with other losses traceable to tobacco use – such as workers’ compensation claims, accidents and fires, smoke pollution, illness due to secondhand smoke and disability claims – and the cost for this addiction becomes readily apparent.

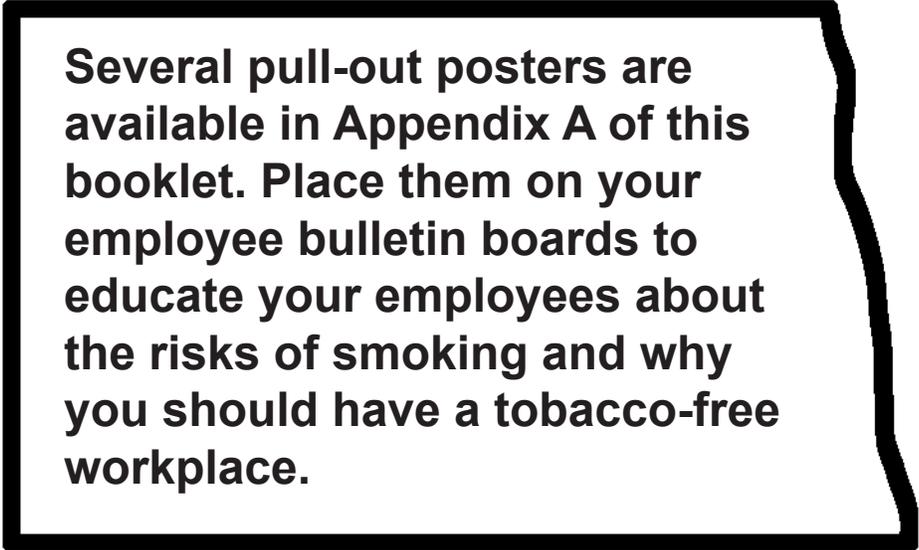
The opportunity exists for employers to reduce the negative impact of tobacco use on their businesses and their employees. All employers have affordable options at their disposal, including creating tobacco-free workplaces, providing tobacco-use cessation counseling and helping employees quit through health plan coverage.

“Make It Your Business: A Tobacco-Free Workplace” provides a practical tool for developing tobacco-free policies and programs in your workplace. This kit is intended to help make the process straightforward and successful.

The Facts About Tobacco

IN NORTH DAKOTA

- Every year, 877 North Dakotans die prematurely because of the effects of smoking. That means 17 of our family members, friends and neighbors die every week in North Dakota.¹
- Smoking-attributable direct medical expenditures in North Dakota are \$250 million and smoking-attributable productivity costs in North Dakota are \$192 million.¹
- Four out of five North Dakota adults do NOT smoke.²



Several pull-out posters are available in Appendix A of this booklet. Place them on your employee bulletin boards to educate your employees about the risks of smoking and why you should have a tobacco-free workplace.

The Facts About Tobacco

IN THE UNITED STATES

- Tobacco use is the leading cause of death in the United States, causing more than 443,000 deaths each year, according to the U.S. Centers for Disease Control and Prevention (CDC).³ Smoking kills more people than AIDS, alcohol, drug abuse, car crashes, murders and fires – combined.⁴
- In April 2004, the CDC issued an advisory warning people with a heart condition or those predisposed to heart disease to avoid all indoor environments where smoking is allowed. As little as 30 minutes of exposure to secondhand smoke can cause an immediate heart attack.⁴
- Exposure to secondhand smoke causes more than 46,000 deaths from heart disease and 3,000 lung cancer deaths in the U.S. annually.⁵
- Annually, \$96 billion is spent in the United States on health care attributed to smoking and secondhand smoke, and \$97 billion is wasted on lost productivity.⁶
- On average, adults who smoke die 13 to 14 years earlier than nonsmokers.⁷

Helena, Montana Study

In March 2004, the British Medical Journal published the results of a study conducted in Helena, Mont., revealing an association between indoor smoke-free laws and a reduction in heart attacks in that community.

The city of Helena implemented a law in June 2002 banning people from smoking in workplaces and in public. During the six months the smoke-free law was in effect, there was a 40 percent drop in the number of admissions at the local hospital for acute myocardial infarction, or heart attack. Opponents of the law had it reversed in December 2002. During the same six months in the years before and after the law, the average number of admissions was 40, compared with a total of 24 during the six months while the law was in effect.

Doctors conducting the study also looked at hospital admissions for the surrounding areas during the same time and found no change in heart attack rates for people living outside the Helena area, further revealing the significant effect of the smoke-free law.

Benefits of Being Tobacco-Free

Why be tobacco-free? Because you care. You care about your employees. You care about your customers. You care about the financial well-being of your business. Providing a tobacco-free workplace makes sense. Tobacco use and secondhand smoke can have a devastating effect on your employees, your customers and your business.

Why Your Business Should Be Tobacco-Free

- **Protect your employee's health.**
- **Lower your costs.**
- **Increase productivity and morale.**
- **Reduce absenteeism.**
- **Protect yourself from possible liability.**

Benefits of Being Tobacco-Free

1. Protect your employee's health.

- Employees exposed to secondhand smoke on the job are 34 percent more likely to get lung cancer.⁸
- A smoke-free workplace will attract more employees since four out of five adults in North Dakota do not smoke.²

2. Lower your costs.

- The CDC puts a \$3,383 price tag on each employee who smokes: \$1,760 in lost productivity and \$1,623 in excess medical expenditures.⁹
- The Environmental Protection Agency (EPA) estimates that smoke-free restaurants can expect to save about \$190 per 1,000 square feet each year in lower cleaning and maintenance costs.¹⁰
- Businesses pay an average of \$2,189 in workers' compensation costs for smokers, compared with \$176 for nonsmokers.¹¹
- The National Fire Protection Association found that in 1998 smoking materials caused 8,700 fires in nonresidential structures, resulting in a direct property damage of \$60.5 million.¹²
- Fire insurance is commonly reduced 25 percent to 30 percent in smoke-free businesses.¹³
- The American Cancer Society reports that employees who smoke have an average insured payment for health care of \$1,145, while nonsmoking employees average \$762.¹⁴

“The smoke-free environment benefits our company much more financially than the normal bar and restaurant. We don’t have to provide ashtrays... we’re not going to have to repair any vinyl or repair any burn stains in our carpet or flooring, upholstery. We also realize such a good savings from not having to clean (our) heating and ventilation systems.”

- Mike Delohery, Dagwood's Bar & Grill, Grand Forks, N.D.

Benefits of Being Tobacco-Free

3. Increase productivity and morale.

- Employee morale suffers when nonsmoking employees are forced to be exposed to secondhand smoke.
- Smoking in the workplace causes inefficiency, errors, eye irritation and lower attentiveness.
- Employees who take four 10-minute breaks a day to smoke actually work one month less per year than workers who don't take smoking breaks.¹⁵

4. Reduce absenteeism.

- Smokers, on average, miss 6.16 days of work per year due to sickness (including smoking-related acute and chronic conditions), compared to nonsmokers, who miss 3.86 days of work per year.¹⁶

5. Protect yourself from possible liability.

- Reduce the risk of lawsuits being filed by employees who become ill from working in the smoking section and breathing secondhand smoke.¹⁷
- Eliminate disability claims based on secondhand smoke exposure.¹⁷
- Prevent violations of the Americans With Disabilities Act that result from limiting access by people with respiratory problems who cannot patronize or work in your business due to tobacco smoke pollution.

What's the bottom line? Plain and simple, being tobacco-free adds up. It's the right thing to do – for the health of your employees and customers AND for the wealth of your business.

“The message that you send by having a smoke-free workplace (is) that you care about your employees and you want them to live a long, healthy life.”

- Dave Pinder, Cardinal IG, Fargo, N.D.

What Do the Experts Say?

- “According to the Centers for Disease Control and Prevention, as little as 30 minutes in a smoky environment can rapidly increase the formation of blood clots and restrict flow to the heart, causing a heart attack. Doctors nationwide are warning their patients who have heart disease or are at risk for it to avoid secondhand smoke. I encourage all workplaces to institute a smoke-free policy to protect the health of their employees and patrons.”

- Dr. Terry Dwelle, North Dakota State Health Officer

- “Recognizing the differential in mortality rates between smokers and nonsmokers, most North Dakota insurers offer significant discounts on term life coverage premiums for nonsmokers with medical examinations.”

- Jim Poolman, Former North Dakota State Insurance Commissioner

- “Analysis of the six years of sales tax data, five years of data before and one year after implementation, shows there was no economic effect of the smoke-free ordinance on Minot restaurants. In conclusion, this study found no adverse change in restaurant sales because of the smoke-free ordinance.”

- Frank Moseley, Ph.D., Assistant Professor, Minot State University College of Business

- “Studies have consistently shown that ordinances restricting smoking in workplaces have no negative impact on revenues. However, they do have a very beneficial effect on public health.”

- Kelly Buettner Schmidt, Former Director, Healthy Communities International, Minot State University

- “There are more than 4,000 chemicals and more than 60 carcinogens in secondhand smoke. The Environmental Protection Agency reports that there is no safe level of exposure to secondhand smoke. All workers should be protected from secondhand smoke.”

- Kathleen Mangskau, Former Director, North Dakota Division of Tobacco Prevention and Control

How Much Does Tobacco Cost You?

In North Dakota, smoking costs an estimated \$4,900 per smoker per year. The cost is made up of \$2,771 in direct medical expenditures and \$2,129 in lost productivity. Factors considered in estimating these costs include:

- Greater health-care costs.
- Increased absenteeism.
- Work time spent on smoking rituals.
- Higher life insurance premium costs.
- Greater risk of occupational injuries.
- Costlier disability.
- More disciplinary actions.

Do the Math

$$\frac{\text{Total Number of Employees}}{\text{Total Number of Employees}} \times \frac{18.1\%}{2008 \text{ ND Adult Smoking Rate}} = \frac{\text{Number of Smokers (Or, if known, enter number of employees who smoke.)}}{\text{Number of Smokers (Or, if known, enter number of employees who smoke.)}}}$$

$$\frac{\text{Number of Smokers}}{\text{Number of Smokers}} \times \frac{\$2,771}{\text{Estimated Health Costs}} = \frac{\text{Total Health Costs}}{\text{Total Health Costs}}$$

$$\frac{\text{Number of Smokers}}{\text{Number of Smokers}} \times \frac{\$2,129}{\text{Estimated Lost Productivity Costs}} = \frac{\text{Total Lost Productivity Costs}}{\text{Total Lost Productivity Costs}}$$

Your total cost per smoker is:

$$\frac{\text{Total Health Costs}}{\text{Total Health Costs}} + \frac{\text{Total Lost Productivity Costs}}{\text{Total Lost Productivity Costs}} = \frac{\text{Total Cost Per Year}}{\text{Total Cost Per Year}}$$

Sources: North Dakota BRFSS (2008), U.S. Census (2008) and CDC (2008).

What Do Smoke-Free Businesses Say?

- *“Going smoke-free has been extremely successful for us. Keep in mind that most people don’t smoke. It has been a positive experience, I only regret I didn’t do it sooner.”*
- **Representative Mark Dosch, Expressway Inn and Suites, Pony Express Lounge Bismarck, N.D. (December 2004)**
- *“Business is up dramatically. People say they come in more often because we are smoke-free. Our wait staff’s comments are really favorable regarding not having to breathe in secondhand smoke.”*
- **Dean Aberle, Homesteader Restaurant, Minot, N.D. (October 2003)**
- *“We have found that our employees are happier in a smoke-free environment, especially in the breakroom.”*
- **Jerome Peterson, Drug Plastics and Glass, Inc., Valley City, N.D. (November 2004)**
- *“Through the research we did, we found out how really severely young people are impacted by secondhand smoke. There are more than 40 carcinogens in secondhand smoke – and they all cause cancer. Think about a young person working in that environment all day long.”*
- **Scott Otis, The Pizza Ranch, Devils Lake, N.D. (August 2003)**
- *“Rising health-care costs were a big factor in our decision to be smoke-free.”*
- **Martin Belgarde, National Feeding Systems, Valley City, N.D. (November 2004)**
- *“We opened the smoke-free bar to give nonsmokers a place to socialize. We have wonderful clientele from a wide range of occupations and professions. What they have in common is the desire to escape the smoke and enjoy themselves.”*
- **Owner of Blue Rider, a smoke-free bar, Minot, N.D. (September 2003)**
- *“Waggin’ Tails is here to promote good health for your pets – going smoke-free makes good sense.”*
- **Holly Miller, Waggin’ Tails Doggy Daycare & Hotel, Jamestown, N.D. (November 2004)**
- *“Our business is mainly delivery, [but] we went smoke-free about 10 years ago, mainly for the people who work here. It’s a lot easier on our employees; and the people who come in here for breakfast don’t have to worry about the smoke.”*
- **Gordon Troxel, Nite Train Pizza, Minot, N.D. (July 2001)**
- *“We choose to be smoke-free in our building and vehicles because it is healthier and safer for our employees and customers. We also do it out of consideration to the general public. Plus insurance is cheaper.”*
- **Paul Heer, Heer Electronics, Jamestown, N.D. (November 2004)**

Implement Your Tobacco-Free Policy

There are many things to keep in mind to make sure implementation of your tobacco-free policy goes smoothly and results in success.

- Seek employee (staff, management) support through proven company communication channels (meetings, newsletters, payroll enclosures, bulletin boards, e-mails).
- Focus on the health and safety of everyone.
- Provide real and visible opportunities for employee participation in the policy planning and implementation.
- Maximize the potential for success by timing the policy implementation with national events such as New Year's Day, World No Tobacco Day on May 31 or the Great American Smokeout in November, or an internal event such as remodeling your facility or getting new carpet.
- Implement incentives that benefit your employees and patrons.

Try These Ideas

- Offer sugar-free gum and candy during the implementation day/week. Offer healthy snack alternatives.
- Offer tobacco cessation information and opportunities.
- Provide a countdown to implementation, sponsoring a different activity every day for the week prior to the implementation of the tobacco-free policy.
- Gradually reduce the number of places that smoking can take place until the entire facility is tobacco-free on your implementation date.
- Gradually reduce the number of hours in the day that employees are allowed to use tobacco until all your employees no longer use tobacco on work hours by your implementation date.
- Recognize those who quit smoking or chewing as a result of the policy in your company newsletter or bulletin board.
- Remember to include all employees in the planning for and celebration of a tobacco-free facility.
- Conduct an Adopt-A-Smoker program. All those who participate are entered into a drawing for a certificate to the mall, restaurant or spa. Provide materials to nonsmokers about how to best help their co-workers cope with the new policy.

Put Your Plan in Place

Here is a quick and easy checklist to follow as you implement your tobacco-free policy.

Four months from the date you want to go tobacco-free:

- Organize a committee to collect background on the impact to the employees.
- Make presentations on the benefits and reasons for this change.
- Begin posting “Why Be Tobacco-Free?” posters to help educate employees about the need to be tobacco-free.
- Gather input from the employees.

Three months from the date you want to go tobacco-free:

- Draft a tobacco-free policy and communicate with employees about the policy (use e-mail, employee meetings, employee bulletin boards, employee newsletters).
- Make any policy revisions needed after employees give their input.

Two months from the date you want to go tobacco-free:

- Print and post the tobacco-free policy, highlighting the implementation date.
- Promote tobacco cessation resources.
- Provide in-service training to management and other key employees.

One month from the date you want to go tobacco-free:

- Put up prominent tobacco-free signage.

On Implementation Day:

- Remove all ashtrays.
- Implement and enforce the policy.
- GO TOBACCO-FREE.

After you have gone tobacco-free:

- Follow-up with employees and evaluate the success of your tobacco-free policy.
- Continue to promote tobacco cessation resources.
- Be positive with all employees.
- Enforce the policy vigorously.

Sample Tobacco-Free Policy

Here is a sample policy to guide you as you create your own tobacco-free policy.

Tobacco-Free Policy

Due to the acknowledged hazards of tobacco use and secondhand smoke, as of _____, it shall be our policy to provide a tobacco-free environment for all employees and visitors. This policy covers any tobacco product and the use of smokeless or “spit” tobacco and applies to both employees and non-employee visitors of our company.

Definition

1. Tobacco use will be strictly prohibited within company buildings, including offices, hallways, waiting rooms, restrooms, lunchrooms, elevators, meeting rooms and all community work areas. This policy applies to all employees, contractors and visitors.
2. There will be no tobacco use in any company vehicle at any time.
3. Tobacco use shall be permitted only at a reasonable distance (e.g. 50 to 100 feet or more) outside any enclosed area to ensure that secondhand smoke does not enter the area through entrances, windows, ventilation systems or any other means.
4. Supervisors will discuss the issue of tobacco breaks with their staff. They will develop effective solutions that do not interfere with the productivity of staff.

Procedure

1. This policy is being announced three months in advance in order to facilitate a smooth transition.
2. Employees will be informed about this policy through the policy manual, orientation and training, and signs posted at our facilities and in our vehicles.
3. Visitors will be informed about this policy through signs and it will be explained by their host.
4. Our company will assist employees who wish to quit using tobacco by facilitating access to recommended tobacco cessation programs and/or materials.
5. Any violations of this policy will be handled through standard disciplinary procedures.
6. If employees have questions, they can contact our human resources representative.

Sources: CDC and Americans for Nonsmokers Rights.

Tobacco-Free Signs

Here is a sample of a tobacco-free sign that can be posted at your business. Please see the back of this book for a color sample. Tobacco-free signs are available from your local public health unit or the North Dakota Department of Health.



Why Offer Cessation Assistance?

The impact of implementing a tobacco-free policy will be most immediate for employees who use tobacco. You can help them adjust to the tobacco-free policy by:

- Informing them in advance of the new policy and its implementation date.
- Letting tobacco users know you appreciate their efforts to comply with the policy.
- Offering tobacco use cessation assistance and providing employees with information about local cessation programs, websites and quitlines. Place the cessation poster from Appendix A on your employee bulletin board.
- Offering to pay for tobacco cessation programs for employees and their covered dependents.
- Including treatment for tobacco use and dependence as a covered health benefit.

THE FACTS

- Providing support is important because a new policy will encourage tobacco users to quit.
- More than 50 percent of North Dakota adult smokers have tried to quit in the past year.²
- Businesses that have included a tobacco cessation benefit report that this coverage has reduced total tobacco consumption, increased the number of smokers willing to undergo treatment and increased the percentage who successfully quit.

“I believe it’s definitely the best thing we can do. If they can cut back a pack a day, it’s still something that we’ve contributed to their life.”

- Colette Gross, JLG Industries, Oakes, N.D.

Are Cessation Benefits Cost-Effective?

- Cost analysis has shown tobacco cessation benefits to be either cost-saving or cost-neutral. Overall, cost/expenditure to employers equalizes at three years and benefits exceed costs by five years.^{18, 19}
- Tobacco cessation is more cost-effective than most other common and covered disease prevention interventions, such as treatment of hypertension and high blood cholesterol.²⁰
- It costs between 10 and 40 cents per member per month to provide a comprehensive tobacco cessation benefit (costs vary based on utilization and dependent coverage).^{21, 22}
- Neonatal health-care costs related to smoking are equivalent to \$704 for each maternal smoker. Studies indicate that a smoking cessation program for pregnant women can save as much as \$6 for each \$1 spent.²³

“Well, it’s definitely safer for our customers. It’s much better for their health. It’s much better for our employees’ health. There are so many dangers of secondhand smoke, so even if you’re not a smoker, just the danger of being around second-hand smoke for a short period of time is significant.”

- Rhonda Loberg, Littlefield’s, Fargo, N.D.

Additional Resources

North Dakota Department of Health Division of Tobacco Prevention and Control

600 E. Boulevard Avenue, Dept. 301
Bismarck, N.D. 58505-0200
Phone: 701.328.3138
Fax: 701.328.2036
N.D. toll-free: 800.280.5512
www.ndhealth.gov/tobacco

American Lung Association of North Dakota

P.O. Box 5004
Bismarck, N.D. 58502-5004
Phone: 701.223.5613
Fax: 701.223.5727
N.D. toll-free: 800.252.6325
www.lungusa.org

American Cancer Society

4646 Amber Valley Parkway
Fargo, N.D. 58104
Phone: 701.232.1385
Fax: 701.232.1109
N.D. toll-free: 1.800.342.4535
www.cancer.org

American Heart Association

Greater Midwest Affiliate
1005 12th Avenue S.E.
P.O. Box 1287
Jamestown, N.D. 58401
Phone: 701.252.5122
Fax: 701.251.2092
N.D. toll-free: 800.437.9710
www.americanheart.org

Tobacco Scam

A website that reveals how the tobacco industry scams the restaurant and bar industry about smoke-free policy. Includes good research information.
University of California San Francisco School of Medicine
Box 0130
San Francisco, Calif. 94143-0130
www.tobaccoscam.ucsf.edu

Endnotes

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23. Marks J.S.; Koplan J.P.; Hogue C.J.R.; Dalmat M.E.; “A cost-benefit/cost-effectiveness analysis of smoking cessation for pregnant women.” *American Journal of Preventive Medicine*. 6(5):282-9, 1990.

“Going smoke-free has been a plus. In addition to eliminating the health risks of secondhand smoke, maintenance on ceiling and walls of the restaurant has been a lot less since we went smoke-free.”

***- Vern Korgel, Royal Fork Restaurant,
Minot, N.D.***

Appendix A

Posters



WHY?

Be Tobacco-Free

- Every year, 877 North Dakotans die prematurely because of the effects of smoking. That means 17 of our family members, friends and neighbors die every week in North Dakota.

- U.S. Centers for Disease Control and Prevention (CDC) Smoking Attributable Mortality, Morbidity and Economic Costs (SAMMEC) report, 2008



NORTH DAKOTA
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North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- Tobacco use is the leading cause of death in North Dakota. Smoking kills more people than AIDS, alcohol, drug abuse, car crashes, murders and fires – combined.

- *U.S. Centers for Disease Control and Prevention (CDC)*



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North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- In April 2004, the CDC issued an advisory warning people with a heart condition or those predisposed to heart disease to avoid all indoor environments where smoking is allowed. As little as 30 minutes of exposure to secondhand smoke can cause an immediate heart attack.

- U.S. Centers for Disease Control and Prevention (CDC)



NORTH DAKOTA
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Q North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- Exposure to secondhand smoke causes more than 46,000 deaths from heart disease and 3,000 lung cancer deaths annually in the U.S.

- 2006 Surgeon General's Report, "The Health Consequences of Involuntary Exposure to Tobacco Smoke"



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North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- Each year in North Dakota, \$250 million is spent on health care attributed to smoking, and \$192 million is wasted on lost productivity.

- U.S. Centers for Disease Control and Prevention (CDC), Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC) report, 2008



NORTH DAKOTA
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North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- Four out of five North Dakota adults do NOT smoke.

- North Dakota Behavioral Risk Factor Surveillance System (BRFSS), 2007



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Q North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- Smoking causes diseases in nearly every organ of the body. Among other things, smoking causes:
 - Many forms of cancer.
 - Lung disease.
 - Heart disease.
 - Cataracts.
 - Reproductive problems.

- 2004 Surgeon General's Report, "The Health Consequences of Smoking"



NORTH DAKOTA
DEPARTMENT *of* HEALTH

North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



WHY?

Be Tobacco-Free

- On average, adults who smoke die 13 to 14 years earlier than nonsmokers.

- 2004 Surgeon General's Report, "The Health Consequences of Smoking"



NORTH DAKOTA
DEPARTMENT *of* HEALTH

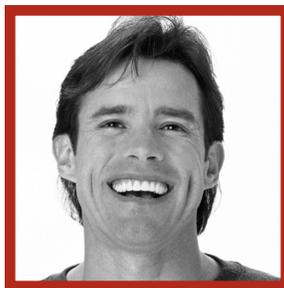
North Dakota Tobacco
QUITLINE
1•800•QUIT•NOW



Want to Quit Smoking or Chewing Tobacco?

Help Is Available

- The North Dakota Tobacco Quitline, a tobacco cessation telephone service, is available toll-free at **1.800.QUIT.NOW**. The Quitline offers telephone counseling designed to help smokers and spit tobacco users quit. It is free to all North Dakota residents. Free nicotine patches, gum or lozenges are also available to qualified Quitline enrollees.
- Go to **www.ndhealth.gov/tobacco** for a listing of local public health units and for information about community tobacco cessation programs. Or, you can call the North Dakota Department of Health, Division of Tobacco Prevention and Control at 701.328.3138 or 800.280.5512 (toll-free) to receive this information. Your local public health unit will assist you in finding local cessation programs and resources.
- Self-help materials, such as booklets, audiotapes, video tapes, etc., are available from your local public health unit or your local public library.



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