

Protect people from tobacco smoke

The *WHO Framework Convention on Tobacco Control* states:

Article 8

... scientific evidence has unequivocally established that exposure to tobacco smoke causes death, disease and disability.

Each party shall adopt and implement ... measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.

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Clean air – a basic human right

Second-hand smoke exposure is deadly

There is no safe level of exposure to tobacco smoke. Exposure to tobacco smoke is proven to cause heart disease, cancer and many other diseases.

Just 30 minutes of exposure to tobacco smoke changes the way in which blood flows and clots, increasing the risk of heart attack and stroke. Second-hand smoke kills more than 600,000 people each year. In many countries, it causes more than 10% of all tobacco-related deaths.

Only 100% smoke-free environments protect health

All people have a fundamental right to breathe clean air. Completely smoke-free indoor environments – with no exceptions – are the only proven way to protect people.

100% smoke-free environments require the elimination of all smoking and tobacco smoke indoors. Ventilation cannot protect against the health risks of tobacco smoke.

Do not allow exemptions

Protection from tobacco smoke should be universal: all people deserve health protection, all the time.

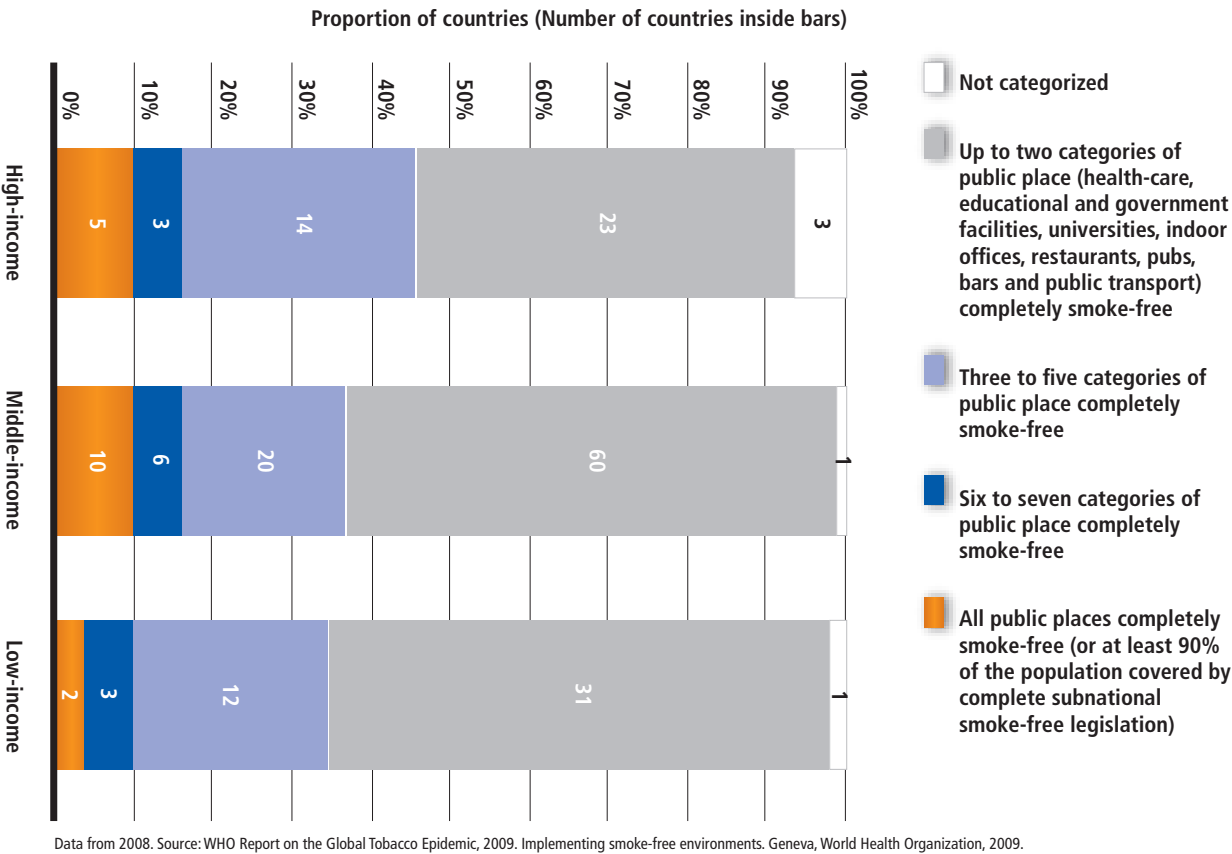
Exceptions to 100% smoke-free indoor environments – such as permitting smoking in designated areas or installing ventilation systems – do not protect health.

The tobacco industry has acknowledged the effectiveness of smoke-free environments. Their data show that exceptions to 100% smoke-free environments undermine the impact of such regulations.

Smoke-free laws are popular

Experience consistently shows that smoke-free laws are practical, popular – even among smokers – and successful, despite industry claims to the contrary.

IN 2008, 114 COUNTRIES LACKED OR HAD MINIMAL SMOKE-FREE LEGISLATIVE PROTECTION



Smoke-free laws do not hurt business

A review of the economic effects of smoke-free environments around the world concludes that they do not have a negative economic impact on businesses. In many cases, smoke-free laws have even had a slight positive economic impact.

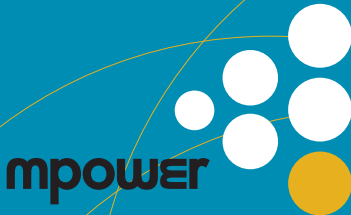
Economic impact studies of smoke-free laws have shown no adverse effect on bar and restaurant businesses or tourism. Evidence of this type can be used to counter false tobacco industry claims.

Smoke-free laws protect worker health

The primary purpose of establishing smoke-free workplaces is to protect workers' health.

Framing the debate about smoke-free workplaces as a worker safety issue can help build support.

The International Covenant on Economic, Social and Cultural Rights recognizes the right of all people to safe and healthy working conditions. Workers have the right to earn a living without endangering their health by breathing second-hand smoke.



- Monitor** Monitor tobacco use and prevention policies
- Protect** **Protect people from tobacco smoke**
- Offer** Offer help to quit tobacco use
- Warn** Warn about the dangers of tobacco
- Enforce** Enforce bans on tobacco advertising, promotion and sponsorship
- Raise** Raise taxes on tobacco

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the pre-eminent global tobacco control instrument, which contains legally binding obligations for its Parties and provides a comprehensive direction for tobacco control policy at all levels. WHO introduced the MPOWER package of measures to assist in the country-level implementation of effective measures to reduce the demand for tobacco, contained in the WHO FCTC.

Additional resources on this topic are available at www.who.int/tobacco/mpower/publications



Smoke-free laws help smokers quit

Smoke-free environments help smokers who want to quit.

Cigarette consumption in the United States is between 5% and 20% lower per capita in states with comprehensive smoke-free laws.

In a review of smoke-free workplaces, the average consumption of cigarettes fell by 3.1 cigarettes per day per smoker compared to workplaces that were not smoke-free.



Protect children, the sick and all workers

Smoke-free regulations can be easily enacted in facilities under direct government control or regulation.

It is relatively easy to gain support for protecting children and the sick through smoke-free schools and health-care facilities.

However, the vast majority of people in most countries are employed by the private sector. It is therefore important to make all indoor workplaces smoke-free to protect the largest number of people.

Make restaurants and bars smoke-free

Restaurants, bars and other hospitality venues are also workplaces and should be covered by smoke-free workplace policies.

It is important to counter the perception that smoking is integral to restaurants, bars and other hospitality venues.

Public opinion polls showing strong support for making restaurants and bars 100% smoke-free are important in securing support for legislation among businesses and policy makers.

Smoke-free laws lead to smoke-free homes

For children and adults who do not work elsewhere, most exposure to second-hand smoke takes place at home.

Establishing smoke-free public places encourages families to make their homes smoke-free. This protects children and other family members from the dangers of second-hand smoke.

Teenagers who live in homes where smoking is allowed are nearly twice as likely to start smoking than those in homes where smoking is prohibited.



Smoke-free laws change social norms

Smoke-free environments contribute to changing the social norm to make smoking less acceptable. This helps to further reduce both smoking and exposure to tobacco smoke.

Counter tobacco industry myths

The tobacco industry and its allies have tried to stop, delay and weaken 100% smoke-free policies by interfering and misinforming at different stages of smoke-free development and implementation.

Myths, such as the threat of economic loss, continue to be spread by the tobacco industry. These myths and opposition can be anticipated and countered.

Any country can implement smoke-free laws

Any country, regardless of income level, can develop and introduce smoke-free laws effectively by following the Article 8 Guidelines for implementation of the WHO FCTC.

Experience in a growing number of countries and sub-national areas shows it is possible to enact and enforce effective smoking bans, and that doing so:

- is popular with the public
- improves health
- does not harm businesses

Too often, smoke-free laws cover only some indoor spaces, are weakly written or are poorly enforced.



Gain support for smoke-free laws

Public support is critical to the success of smoke-free laws. Support can be gained through effective education about the harms of second-hand smoke exposure and a clear explanation of the purpose of the law.

Health-care professionals and non-governmental organizations involved with health, education, child protection, women’s issues and human rights are important allies in gaining support from both the public and political leaders. Support of trade unions and other worker groups is critical to implementing workplace smoking bans.

Effective smoke-free legislation

Smoke-free legislation should be clearly written and comprehensive. There should be no exemptions and there should be clear responsibility for enforcement.

The law should clearly define the act of smoking, specify all indoor areas covered, and mandate posting of clear and conspicuous signage.

The government agency responsible for enforcement should be clearly defined, as should penalties for violations.



Enforcement is necessary

Once enacted, laws establishing smoke-free places must be well enforced.

Administrators, managers or proprietors, rather than individual smokers, should bear primary responsibility for ensuring enforcement.

Although maintenance of smoke-free places is largely self-enforced in the long-term, it may be necessary to increase the level of enforcement immediately after smoke-free laws are enacted.

Once there is a high level of compliance, it is usually possible to reduce enforcement measures, with regular monitoring.

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