

# Smoke-Free Bars and Restaurants Are Good For Business!

The Health Department of Northwest Michigan and the Tobacco Reduction Coalition would like to encourage you to voluntarily make your restaurant or bar smoke-free. Smoke-free indoor environments are good for the health of our community and provide economic benefits for local businesses. Currently 4000+ Michigan restaurants are enjoying the benefits of being smoke-free.

## ***Economic Benefits***

What about the economic impact of a smoke-free policy on your bar or restaurant? We understand that in difficult economic times, you are paying close attention to your bottom line.

Studies conducted in states and cities that have 100% smoke-free bars and restaurants consistently show no negative economic impact, and often show increased business. 78% of Michigan residents do not smoke. These are your patrons. And the majority of smokers do not mind going outside.

**“Our clientele and staff appreciate smoke-free air, we have not experienced an economic loss going smoke-free.”**

*--Kim of Diana's Delight, Gaylord*

Smoke-free bars and restaurants benefit from

- Reduced cleaning and maintenance costs- Less frequent curtain cleaning and wall painting!
- Decreased insurance costs, including fire.
- Increased employee productivity.
- Better tasting food means more customers!

Patrons, including local residents and tourists, prefer clean healthy air for themselves and their families. Consider making your bar or restaurant 100% smoke-free and reap the economic benefits!

## ***Health Effects***

As a local business owner, we know that you care about the health and well being of your employees. When it comes to smoke-free bars and restaurants, the tobacco industry says that people can choose not to eat at a restaurant that allows smoking. That's true, but what about your employees? No one should have to choose between their health and their job.

**“We haven't lost any customers since going smoke-free and have actually gained new customers...”**

*--Mindy of Short's, Bellaire*

The U.S. Surgeon General states that there is NO safe level of exposure to secondhand smoke and recommends that all worksites including restaurants and bars be smoke-free.

Secondhand smoke causes:

- Heart Disease- Even 30 minutes of exposure increases the risk of heart attack. That risk increases over an 8-hour shift!
- Lung Cancer- Nonsmoking bar and restaurant employees have a greater risk than other nonsmokers.
- Asthma- People exposed to secondhand smoke have more asthma attacks, and are sick more often with bronchitis and other respiratory infections.
- Breast Cancer- Young women exposed to secondhand smoke have an increased risk of breast cancer—this includes waitresses and bartenders!

**“As a mom I know the importance of going to a family restaurant that provides healthy air for kids.”**

*--Missy, Flapjack Shack*

The health risks associated with exposure to secondhand smoke are serious. Please keep the health of your employees in mind when considering going smoke-free!

## ***Recognition***

The Tobacco Reduction Coalition would like to recognize area restaurants and bars that have made the positive decision to go **100% smoke-free** by promoting them through local media outlets Please contact Teresa Sington at (231) 533-1012 or [t.sington@nwhealth.org](mailto:t.sington@nwhealth.org) if you would like recognition for your business, if you need information on smoke-free policies, or if you would like assistance in implementing a policy. Resources are also available at [nwhealth.org](http://nwhealth.org).

**“We receive many calls from patrons calling ahead to make sure that the restaurant is smoke-free.”** *--Scott of Scovie's, Charlevoix*