

EXPOSED!



How Big Tobacco exploits the global hospitality industry to block smokefree measures and protect its own profits.

INSIDE: The facts to fight back.

Threats, lies and
ventilation systems.

Big Tobacco calls it
"accommodation" or
"courtesy of choice."

We call it a scam.

TOBACCO Big
scam Tobacco
is lying.
Again.

Worldwide, smokefree public spaces and workplaces protect the public and employees alike.

Why are restaurants and bars too often the only exception? After all, the public overwhelmingly supports smokefree hospitality.

The reason is simple. Multinational tobacco companies have pursued a long-term, multimillion-dollar strategy to stop restaurants and bars from going smokefree — and use the hospitality industry as a front to oppose smokefree measures.

The stakes for the tobacco industry are huge. Secret company documents show that Big Tobacco considers smokefree measures the greatest threats to its bottom-line, restaurants essential to smoking's social acceptability, and bars the key to recruiting a new generation of smokers.

Result? Behind the scenes, from the mid-1980s right up to the present, Big Tobacco has invested tremendous resources to hijack the hospitality industry, subvert ventilation standards, and set up false political fronts.

This so-called “accommodation” strategy (marketed in some countries as “courtesy of choice”) specifically aims to block smokefree measures and shift secondhand smoke’s risks and costs onto hospitality businesses around the world — without ever addressing the health dangers of secondhand smoke exposure.

Now, on the web and in advertisements launched in U.S. hospitality trade magazines, the TobaccoScam counter-campaign details how Big Tobacco:

- ▶ **Threatens** economic ruin if communities pass smokefree measures...
- ▶ **Plays down** the real health dangers of secondhand smoke...
- ▶ **Scams** hospitality businesses into costly remodels and ineffective ventilation systems touted by “experts” linked to Big Tobacco...

www.TobaccoScam.ucsf.edu exposes Big Tobacco's use and abuse of the hospitality industry.



Read TobaccoScam fact sheets from the website ▶

VENTILATION HOAX

Why does Big Tobacco unleash its ventilation “consultants” on the hospitality industry? It’s all part of a political strategy to protect tobacco sales.

- ▶ Big Tobacco seeks to diversify secondhand smoke’s unique dangers by listing it as a minor factor in general “indoor air quality.”
- ▶ To divert simple, cost-free smokefree measures, Big Tobacco wants the hospitality industry to pay for costly, ineffective ventilation systems.
- ▶ Ignoring health dangers, Big Tobacco safeguards its own profits and leaves the hospitality industry legally exposed.

What should restaurant owners keep in mind when approached by Big Tobacco’s ventilation “consultants”?

- ▶ Ventilation is a political ploy to block smokefree measures and shift costs.
- ▶ Ventilation systems costing tens of thousands of dollars may reduce odor, but fail to guard against secondhand smoke’s real health dangers.
- ▶ Ventilation systems land restaurants in Big Tobacco. Owners stampeded into believing that they must fight smokefree measures to justify their purchase.
- ▶ Big Tobacco’s ventilation “consultants” are salesmen. That’s why they don’t tell you going 100% smokefree is simpler, healthier, reduces litigation risk, saves expenses, and keeps your business growing.

How does Big Tobacco get researchers, scientists, and engineers to promote ventilation “non-solutions” and testify against smokefree measures?

- ▶ In every profession, a certain number of practitioners can be bought. Big Tobacco buys them.
- ▶ Shilling for Big Tobacco is lucrative: With \$20 billion in U.S. tobacco sales at stake, opportunists will take Big Tobacco’s money before someone else.
- ▶ Many of Big Tobacco’s hired guns are purposely kept at arm’s length, paid through law firms or fronts to preserve deniability and credibility.

Ventilation consultants and fronts linked with Big Tobacco:

- ▶ Chelsea Group, Temisk, Illinois
- ▶ Shading and Associates, Vancouver, British Columbia, Canada
- ▶ Healthy Buildings International, Fairfax, Virginia, and New South Wales, Australia
- ▶ Roger Jenkins, Oak Ridge, Tennessee

Continued ▶

TobaccoScam is a page of Steven A. Green, PhD, at the University of California, San Francisco. TobaccoScam@ucsf.edu

The truth is, going smokefree is risk-free from a business standpoint, offers real savings on maintenance, insurance and labor costs, and spares the hospitality industry legal liability for secondhand smoke exposure.

Yet Big Tobacco has invested fifteen years recruiting the hospitality industry to fight Big Tobacco's own battles — and pay heavily for the privilege.

This booklet highlights just a few of the points thoroughly documented on the TobaccoScam web site and discussed in print ads countering Big Tobacco propaganda in restaurant trade magazines.

TobaccoScam ads in trade magazines urge the hospitality industry to protect itself and go smokefree.



"Working a full shift was like puffing a pack a day. Take a tip from me, no tip is worth dying for."

Dawn Kassare | Career Waitress
Second Avenue Deli

Secondhand smoke kills thousands of Americans a year. It can bring on asthma attacks in children. Make a bad heart attack fatal. And could be increasing the risk of breast cancer among female restaurant staff by 40%.

Workers in restaurants, bars and casinos that allow smoking are exposed to 300-600% more secondhand smoke than if they live with a smoker at home.

Just 30 minutes' exposure has the same effects on blood and blood vessels as being a pack a day smoker.

No feasible ventilation system can protect your patrons or staff. Even tobacco companies that push such systems never claim they solve the health problem.

But going smokefree does. In fact, medical studies find that hospitality workers breathe easier in just a few weeks.

Want to keep your business healthy? Get all the facts online, now, at TobaccoScam.usf.edu

TOBACCO Big Tobacco is lying. Again.

TobaccoScam is a project of Susan G. Komen, Ph.D., of the School of Medicine, University of California, San Francisco. San Francisco, CA 94143-0730

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Ad campaign launched August 2002 ▶

Action Hint: Look up Big Tobacco's global allies and fronts at www.TobaccoScam.ucsf.edu.

TARGET: RESTAURANTS

Why does Big Tobacco trick hospitality into fighting clean indoor air?

- ▶ Other business sectors have been quicker to see that secondhand smoke harms workers — and costs owners money.
- ▶ Smokefree restaurants deeply undermine smoking's social acceptability — basic to tobacco marketing.
- ▶ Bars attract Big Tobacco's young adult demographic target — and link smoking with social status.
- ▶ Unpopular Big Tobacco needs another industry as a political front — so it hijacks "legitimate" hospitality groups and sets up fake ones.

How does Big Tobacco manipulate the hospitality industry?

- ▶ Falsely claims smokefree measures will ruin restaurants and bars.
- ▶ Hijacks national and state hospitality groups as propaganda vehicles.
- ▶ Lures owners into buying expensive "accommodation" ventilation systems.
- ▶ Uses groups and owners as fronts to fight cost-free smokefree measures.

Why does Big Tobacco hide behind hospitality industry fronts and work at arm's length with allies to block smokefree measures?

- ▶ Big Tobacco is America's and the world's most distrusted industry. Its open opposition to smokefree measures actually boosts the majority voting for them.
- ▶ Many hospitality groups take money from Big Tobacco. If they don't, Big Tobacco quickly sets up its own fake fronts.
- ▶ Big Tobacco fields a swarm of "experts" to push its agenda, but those known to be in its pay lose credibility — and usefulness.

Find out more...

Visit TobaccoScam.ucsf.edu for the latest information based on secret industry documents, methodologically-sound economic studies and public health data. TobaccoScam names names and publishes the facts behind Big Tobacco's decades-long campaign to use and abuse the hospitality industry.



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TobaccoScam is a project of Stanton A. Glantz, PhD, at the University of California, San Francisco. TobaccoScam@medicine.ucsf.edu

Action Hint: See the latest TobaccoScam print ads at www.TobaccoScam.ucsf.edu.

“ Big Tobacco has been conning the restaurant business for years. Don’t be a sucker. Go smokefree.”

MICHAEL O’NEAL | O’Neal’s Lincoln Center,
New York City



Since the 1980s, the tobacco industry has been lying to the hospitality industry. Why?

To protect its multi-billion dollar annual profits. Smokefree restaurants cost Big Tobacco big money, but it can’t fight local clean indoor air laws openly. So it has lied and recruited the hospitality industry to do the job.

LIE Big Tobacco says smoke-free measures will cost you.

TRUTH All reputable economic studies show smokefree measures do not reduce and may increase restaurant sales.

LIE Big Tobacco says second-hand smoke poses no real risk.

TRUTH Every major health authority in the world agrees secondhand smoke is dangerous.

LIE Big Tobacco says you can “accommodate” smokers with remodels or costly ventilation systems.

TRUTH No feasible ventilation system protects you from legal liability for secondhand smoke.

Get wise to Big Tobacco. For facts and “insider” documents, go online to TobaccoScam.ucsf.edu



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James Salzano

PMC® www.PublicMediaCenter.org

Action Hint: Learn to tell good smokefree economic studies from bad at www.TobaccoScam.ucsf.edu.

FAKE ECONOMICS

How does Big Tobacco fool restaurant and bar owners into thinking cost-free smokefree measures are business poison — and the only antidote is an expensive, ineffective ventilation system or remodel?

- ▶ It pays for biased surveys and business studies.
- ▶ It distorts or ignores research results counter to its own propaganda.
- ▶ It repeats its own lies so often, people start to believe them.

How can you tell if smokefree measures affect the hospitality business? It's simple: look at actual business results before and after.

Methodologically-sound studies have examined the real impact of such measures on business revenues or employment in more than eighty U.S. locales and other places around the world. These studies are sound because:

- ▶ They use objective data (sales reported to tax authorities, or government employment or tourism statistics) collected by a neutral party with no interest in the secondhand smoke issue.
- ▶ They collect and analyze data for several years before the law went into effect so underlying economic trends, and seasonal and random variations, can be accounted for.
- ▶ They cover all hospitality businesses, not a biased few.

No properly conducted study shows a negative economic impact. Some even show that a smokefree measure improves business.

In the meantime, as evidence mounts about the dangers of secondhand smoke, so does the legal liability of employers — including restaurants.

In addition, here's what restaurant owners pay out of pocket so Big Tobacco can turn billion-dollar profits:

- ▶ Higher maintenance expenses (carpets, drapes, cloths, paintwork).
- ▶ Higher insurance premiums (fire, medical, workers comp, liability).
- ▶ Higher labor costs (absenteeism, productivity).

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Action Hint: Download printer-friendly TobaccoScam print ads at www.TobaccoScam.ucsf.edu.

“We’ve been consistently busier since we went smokefree ten years ago and we’d never go back.”

MICHAEL & MARYBETH PETERS | Pierre’s
Morristown, New Jersey



For years, Big Tobacco and its front groups have claimed that smokefree measures cost restaurants business. That's nothing but a scam.

Looking at objective sales indicators, every reliable economic study finds bar and restaurant sales are just as strong after a smokefree measure goes into effect as they were before.

If anything, going smokefree can attract new business. And that's been observed across the country.

Adding up the savings on maintenance, insurance and labor costs, going smokefree is really your risk-free way to keep a healthy bottomline.

Of course, smokefree measures cost one industry — the tobacco industry — billions in revenue. Because while people don't eat out less, they do smoke less.

But that's Big Tobacco's problem. Not yours.

See for yourself. Get the economic facts on smokefree hospitality, online now at TobaccoScam.ucsf.edu



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Action Hint: Are those “experts” testifying against a smokefree measure, presenting at an association meeting, or pushing a costly, ineffective ventilation system linked to Big Tobacco? Look them up at www.TobaccoScam.ucsf.edu.

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- ▶ National Energy Management Institute (NEMI): Sheet Metal Workers' International Association and the Sheet Metal and Air Conditioning Contractors' National Association Trusts
- ▶ Holcomb Environmental Services: Olivet, Michigan
- ▶ Consolidated Safety Services: Fairfax, Virginia
- ▶ Center for Indoor Air Research (CIAR): Big Tobacco-funded front, now defunct, but materials still in circulation

Why has Big Tobacco worked for years to infiltrate and influence the American Society of Heating, Refrigerating and Air-Conditioning Engineers, America's leading professional HVAC engineering organization?

- ▶ ASHRAE's standards shape building codes around the world.
- ▶ ASHRAE's technical experts concluded that "source control" (smokefree) is the only feasible way to protect the public from secondhand smoke, but its Board overruled them.
- ▶ Even so, the current ASHRAE indoor air standard (62-1999) assumes no smoking.
- ▶ Big Tobacco's latest tactic is to promote a "separate standard" in ASHRAE excepting restaurants, bars and casinos from otherwise universal clean-air standards.

How much does Big Tobacco want the hospitality industry to pay?

- ▶ Higher insurance, maintenance, and labor costs.
- ▶ Legal costs for tort claims by people exposed to secondhand smoke.
- ▶ Costs of ineffective ventilation systems imposed by Big Tobacco-backed "accommodation" laws.

Find out more...

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Action Hint: Find out what waitresses and waiters breathe on an eight-hour shift at www.TobaccoScam.ucsf.edu.

SECONDHAND SMOKE

Secondhand tobacco smoke is by far the most dangerous air pollutant most Americans ever encounter.

- ▶ A burning cigarette is a little toxic waste dump on fire, emitting benzene, formaldehyde, ammonia, cyanide, arsenic, and many of the same chemicals in diesel exhaust.
- ▶ Secondhand smoke has the same effect on non-smokers as on smokers: heart attacks, asthma attacks and other breathing problems (particularly in children), lung and other cancers.
- ▶ There is no safe level of secondhand smoke. Restaurant, bar, and casino workers involuntarily inhale enough secondhand smoke every day to suffer some of the identical health effects observed in pack-a-day smokers.

Every authoritative, peer-reviewed assessment of the scientific evidence over the years has concluded that secondhand smoke causes a lengthening list of diseases.

The only dissent has come from Big Tobacco and the scientists and organizations affiliated with it. Researchers supported by Big Tobacco are 88 times more likely than independent researchers to conclude there is no evidence that secondhand smoke is dangerous. The determinant? Who paid for the study.

Even brief exposure to secondhand smoke is dangerous.

- ▶ 20 minutes exposure = smoker's blood platelets
- ▶ 30 minutes exposure = smoker's arteries and lingering cholesterol effects
- ▶ 120 minutes = greater risk of irregular heartbeat

Health risk to patrons is obvious, but what about hospitality staff?

- ▶ Restaurant and bar workers have much longer exposure than patrons.
- ▶ Restaurant, bar, and casino workers are exposed to the highest levels of secondhand smoke of any occupational or demographic group — levels 300-600% higher than other workers exposed to secondhand smoke on the job.
- ▶ Hospitality workers have less protection than any other groups of workers.

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DIANE KASSNER | Career Waitress
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Action Hint: Check out 100% smokefree communities at www.TobaccoScam.ucsf.edu.

SIMPLY SMOKEFREE

Hundreds of communities, even entire states, are now 100% smokefree—and the list is growing fast.

- ▶ Restaurant and bar owners from New York to California, Canada to Australia, have discovered that going smokefree is really cost-free. It's the wave of the future, and it's breaking now.
- ▶ While Big Tobacco and its fronts promote expensive remodels and costly, ineffective ventilation systems to "accommodate" smoking, going 100% smokefree is essentially cost-free. A couple of polite signs and you're done!
- ▶ Owners of smokefree restaurants and bars not only avoid legal liability for secondhand smoke exposure, they can flip tables more efficiently and see reduced maintenance, insurance and labor costs.

What do your customers want? Decades of polls and elections show:

- ▶ People want smokefree restaurants. A Zagat survey years ago found 80% support for smokefree dining—and new nonsmoking customers more than make up for any smokers who say they'll stay away.
- ▶ No reliable economic study has ever found that going smokefree reduced restaurant sales, even when surrounding areas still allowed smoking. Some studies have even found a modest positive effect.
- ▶ Surveys and election results show that public support for smokefree measures grows even more solid the longer they're in effect.
- ▶ If Big Tobacco tries to upset smokefree measures, voters consistently defend them by substantial majorities.

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[THIS IS THE AD ASHRAE JOURNAL REFUSED TO RUN]

Will ASHRAE help Big Tobacco attack indoor air quality?

THE ISSUE: Should hospitality and casino workers and patrons be denied the health protection of smoke-free indoor air quality standards?

Since the 1980s, using paid consultants, lawyers and fronts, Big Tobacco has fiercely fought against ASHRAE ventilation standards based on the findings of cognizant health authorities.

The latest attempt? At ASHRAE's Winter meeting in Atlantic City this January, a full day has been scheduled to consider a "separate IAQ standard for the hospitality industry." Is a separate standard needed? Of course not.

It's simply Big Tobacco's strategy to punch a gaping loophole in standards that should protect all of us — including restaurant, bar and casino workers severely exposed to secondhand smoke, which kills over 53,000 U.S. nonsmokers a year.

ASHRAE's own Code of Ethics declares, "Our efforts shall be directed at all times to the enhancement of the public health, safety and welfare."

Big Tobacco's relentless attempts to undermine ASHRAE Standard 62 (a tobacco industry employee even serves on the Standard 62 Committee itself) should impel ASHRAE members to ask why their organization's forums are being used to enhance Big Tobacco's bottom-line instead.

ASHRAE or ashtray? Why put your reputation on the line for the tobacco industry?



Big Tobacco swore to Congress that nicotine wasn't addictive and has claimed the hospitality industry will suffer grave economic losses by going smoke-free. Trust them on indoor air quality?

BIG TOBACCO'S PAPER TRAIL:

Search for "ASHRAE" in these tobacco industry archives:
www.pmdocs.com
www.rjrtdocs.com
www.tobaccoinstitute.com

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Tobacco Scam, exposing Big Tobacco's efforts to use and abuse the hospitality industry, is a project of Stanton Glantz, PhD (coauthor of *The Cigarette Papers* and *Tobacco War*) of the UCSF School of Medicine, supported by the Richard and Rhoda Goldman Fund. To learn more, please write Tobacco Scam, UCSF School of Medicine, Box 0130, San Francisco, CA 94143.

About TobaccoScam:

TobaccoScam aims to sharply curtail Big Tobacco's use and abuse of the hospitality industry to protect its profits at everyone else's expense.

TobaccoScam is a project of Stanton A. Glantz, PhD, professor of medicine at the University of California, San Francisco. Professor Glantz is co-author of *The Cigarette Papers* and *Tobacco War*. This project is supported by grants from the Robert Wood Johnson Foundation and the Richard and Rhoda Goldman Fund.

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