



# MDQuit NEWSLETTER

**INSIDE THIS SPECIAL ISSUE**

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Ban Myth-Busting 2

Impact of CIAA on Healthcare Providers 2

Fax to Assist Kits 2

Best Practices Conference 3

TIPS for Building Smoke-free Morale 4

MDQuit Team & Advisory Board 4

## Your Guide to the Clean Indoor Air Act

The Clean Indoor Air Act (CIAA) will soon go into effect, on February 1st, 2008. As a result of the new restrictions, many people will reconsider quitting tobacco use, but may not know how to access resources to make their quit attempt successful. MDQuit is dedicated to assisting healthcare professionals and providers in selecting and implementing resources for Maryland residents. Inside this special issue, you will find answers to many important questions about the Clean Indoor Air Act or “the ban”:

**What is the Clean Indoor Air Act?**

**How will this affect me as a healthcare provider?**

**How can I confront misconceptions about the ban and build morale?**

**What can we learn from counties that have already gone smoke-free?**

MDQuit announces the 2nd Annual Best Practices Conference on December 6th! See pg. 3 for details

## Message from the Director

### Promoting Smoking Cessation: Creating a Perfect Storm

Results are in from evaluations of several city and statewide initiatives to promote smoking cessation across the nation. Localities that take advantage of policy changes by combining them with multiple cessation activities show a dramatic impact on smoking. New York City decreased population prevalence of smoking by 2% when they used a comprehensive program of media, quitline, free nicotine replacement therapy (NRT), and other cessation programs in conjunction with their comprehensive smoking ban. With the implementation of the Clean Indoor Air Act, Maryland has a wonderful opportunity to create a “perfect storm” that can help smokers free themselves from their addiction to nicotine. To do this we need to bring together state and local jurisdictions and health departments, health professionals, community coalitions, community cessation programs, media resources, the Maryland Quitline and Fax to Assist programs, and other resources in a coordinated effort to reach out to Maryland smokers. The MDQuit Resource Center will partner with state and local resources to make this happen. We have the opportunity to make a real impact on the health and well-being of tobacco users in Maryland. Let’s join together and make it happen!

**Carlo C. DiClemente, Ph.D., MDQuit Director**

**Contact MDQuit**

Email: [info@mdquit.org](mailto:info@mdquit.org)  
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# Ban Myth-Busting

## What is the CIAA?

The new law requires that all places of employment across the state, including bars and restaurants, prohibit smoking indoors. It goes into effect on February 1. For updated information about the law go to: [cha.state.md.us/oeH](http://cha.state.md.us/oeH)



## FREE Fax to Assist Kit when you get certified!

- 5 A's clipboard with personalized fax referral forms
- Patient CPT labels
- MDQuit pen
- 5 A's mouse pad
- Fax to Assist CD-Rom Training Modules to share

Go to [MDQuit.org](http://MDQuit.org) to get certified TODAY!

## MYTH 1: "Secondhand smoke isn't that harmful."

Routine secondhand smoke exposure increases the risk of lung cancer by 20-30% and heart attack by 25-30% according to the Surgeon General's 2006 Report.<sup>1</sup> Restaurant and bar employees are exposed to dangerous levels of environmental tobacco smoke, as one eight-hour shift in a smoky bar is equivalent to smoking 16 cigarettes.<sup>2</sup> These workers deserve equal protection from secondhand smoke that patrons enjoy at other indoor places of employment. One year after the implementation of the NYC ban, levels of cotinine, a metabolite of nicotine that remains in the blood, decreased by 78% in hospitality workers.<sup>3</sup>

## How will the CIAA impact healthcare providers?

Many patients will show openness to consider quitting when the CIAA goes into effect, an opportune time to initiate the 5A's. Here's why<sup>5</sup>:

- **21%** of adult smokers say they would think seriously about stopping smoking if there were no smoking in bars or bar areas of restaurants.
- **23%** of workers would think seriously about quitting if no smoking were allowed where they work.
- **53%** of smokers indicate that they would like to have the option of free NRT.
- **28%** of smokers desire access to a telephone support line for quitting.

Maryland is creating the "perfect storm" for tobacco cessation, and healthcare providers are an important link between smokers ready for change and the resources that will help them quit. The **FREE** Fax to Assist program by MDQuit is an easy method to assist clients in making a successful quit attempt. This service will link them with the state Quitline, including **FREE** telephone counseling and nicotine replacement therapy (while supplies last). Go to [mdquit.org/index.php/fax\\_to\\_assist](http://mdquit.org/index.php/fax_to_assist) for more information.

## MYTH 2: "Smoking bans reduce restaurant and bar profits."

"Smoke-free policies and regulations do not have an adverse economic impact on the hospitality industry" according to the Surgeon General's 2006 Report. This conclusion was also supported in the Health and Economic Impact of New York's Clean Indoor Air Act report.<sup>3</sup> The Impact of the Montgomery County Smoke Free Ordinance on Restaurant Sales and Employment" report in Maryland revealed that the smoke-free ordinance had no impact on restaurant tax revenue after the law went into effect.<sup>7</sup>

**MYTH 3: “It’s not the government’s job to regulate smoking.”**

The purpose of the CIAA is to protect everyone’s right to improved indoor air quality, including service industry employees. The CIAA is within the health department’s role in implementing public health regulations that promote the health of citizens and reduce healthcare costs for everyone. After New York’s comprehensive smoking ban was implemented hospital admissions for acute myocardial infarctions fell below the expected amount by 8%, or 3813 admissions, controlling for other relevant factors. This drop in hospitalizations was associated with savings of \$56 million in direct health care costs.<sup>6</sup>

**Jane McConnell**, CRF Coordinator for Talbot County, sends a message to counties going smoke-free next year: *“Be patient. There will be flack at first, because change is hard. There is going to be some dissension about financial impact and the right of government to impose their will. Remind them that it’s a health issue, everyone’s health. In Talbot County we now have more, not fewer, restaurants — revenues are up, and the vast majority of the people are pleased with our ban.”*

**2<sup>nd</sup> Annual Best Practices Conference****Thursday, December 6, 2007****9:00am - 3:30pm****Turf Valley Resort, Ellicott City***Topics include:*

Smokeless Tobacco

Secondhand Smoke

Smoking &amp; Pregnancy

Cessation Medications

**Registration is FREE!**

Send your name, email, phone, and organization to us via:

phone (410-455-3628)

fax (410-455-1755)

email ([conference@mdquit.org](mailto:conference@mdquit.org))**MDQuit****MYTH 4: “Smoking bans don’t help people quit.”**

Restrictions on smoking in places that are commonly associated with the behavior, like bars and restaurants, may encourage smokers to seriously think about quitting and to make a quit attempt. After the indoor smoking restrictions placed in NYC, there was a significant drop in adult smoking rates, from 21.5% to 18.4%, or 200,000 fewer smokers, between 2002 and 2004.<sup>4</sup> The ban was part of NYC’s five-point strategy for reducing tobacco use, which included increased taxation, healthcare provider education, cessation services, and media campaigning that continued to reduce smoking rates between 2002 and 2006, potentially saving 80,000 lives and making NYC a model for tobacco control. Maryland has the same potential.

**Who’s smoke-free in MD?**

Five counties have enacted smoke-free laws prior to the statewide act:

- ◆ Charles
- ◆ Howard
- ◆ Montgomery
- ◆ Prince George’s
- ◆ Talbot

**Americans for Nonsmokers’**

**Rights** offer a complete list of smoke-free laws in the U.S. and materials for going smoke-free:

[no-smoke.org/goingsmokefree.php](http://no-smoke.org/goingsmokefree.php)

**Did You Know?**

Maryland is the 18th state to pass a state-wide CIAA, and more states recently passed legislation that will go into effect within the next two years: Illinois, Montana, Oregon, and Utah.

## Mailing List

If you, or someone you know, would like to receive future **MDQuit Resource Center Newsletters** via email or mail, please contact us at [info@mdquit.org](mailto:info@mdquit.org), by phone at **410.455.3628**, or by fax at **410.455.1755**.



### Tips for Building Smoke-free Morale

- 1) **Spread the word in your community.** Hearing about the ban from a healthcare professional in advance is better than finding out at your favorite restaurant.
- 2) **Give business owners materials.** Offer brochures, coasters, etc. to bars and restaurants with positive messages about the ban and cessation services.
- 3) **Support ban-friendly media.** Send out press releases, write op-ed pieces for the paper, and call your local news channel with information before Feb 1st.
- 4) **Bust myths in your community.** Conduct a public opinion poll and share the supportive response with the media.



For **FREE** materials contact:  
**MDQuit.org** and **smokingstopshere.com**

**Did You Know?**  
The Clean Indoor Air Act will also protect Marylanders from secondhand smoke in public transportation vehicles.

### References for Ban Myth-Busting

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**Remember to register for the 2nd Annual Best Practices Conference on December 6th!**

**Email us: [conference@mdquit.org](mailto:conference@mdquit.org)**

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**Next Issue Coming in January, 2008!**