

The Problem:

The Toll of Tobacco in Kentucky

- ❑ **28.3%** of adults smoke (18.1% nationally)
- ❑ **17.9%** of Youth smoke (15.7% nationally)
- ❑ **\$1.92 billion** spent annually on treating sick smokers
- ❑ **\$487 million** of which is covered by state Medicaid program
- ❑ **7,900** Kentuckians die every year due to active smoking
- ❑ **950** Kentuckians die every year to secondhand smoke exposure

The logo for "SMOKE FREE KENTUCKY" is located in the bottom right corner. It consists of the words "SMOKE", "FREE", and "KENTUCKY" stacked vertically in a white, sans-serif font against a black square background.

A Solution to the Problem: Eliminate SHS Exposure

■ Good for Public Health

■ Good for Business

■ Popular with Voters

■ Legal and Logical

SMOKE
FREE
KENTUCKY

Why is Secondhand Smoke so Toxic?

SHS contains at least 7,000 chemicals. At least 69 are known to cause cancer in humans.

- Methanol
- Carbon Monoxide
- Hydrogen Cyanide
- Acetone
- Tar
- DDT
- Naphthalene
- Vinyl Chloride
- Benzene
- Formaldehyde
- Mercury
- Lead
- Arsenic
- Toluene
- Cadmium
- Ammonia
- Butane
- Ethanol

There is no risk-free level of exposure to firsthand or secondhand tobacco smoke

Rate decreases

- Heart Attacks (15%)
- Adult Smoking (32%) (Lexington)
- Asthma Attacks (22%) (Lexington)

The logo for "SMOKE FREE KENTUCKY" is located in the bottom right corner. It consists of the words "SMOKE", "FREE", and "KENTUCKY" stacked vertically in a bold, white, sans-serif font against a black square background.

SMOKE
FREE
KENTUCKY

Good for Business

- ❑ Around 50% of the U.S. population live in areas that have passed strong smoke-free laws covering restaurants and bars.
- ❑ Numerous careful scientific and economic analyses show that smoke-free laws do not hurt restaurant and bar patronage, employment, sales, or profits.
- ❑ Studies conducted in Lexington and Cincinnati showed that smoke-free laws had no negative economic impact.
- ❑ Smoke-free laws save businesses on healthcare costs, lost productivity and building maintenance/cleaning.
- ❑ A smoke-free law in Kentucky will not hurt Kentucky's tobacco farmers.



SMOKE
FREE
KENTUCKY

Legal and Logical

Is it Government's Role to Enact Smoke-free Laws?

*"Among the police powers of the government, the power to promote and safeguard public health ranks at the top..... The **real issue** is whether the **public health regulation** [Lexington's smoke-free law] is reasonable..... In this case we must conclude that it is."*

Why exemptions do not work...

- ❑ Exemptions Create Confusion and Make Enforcement a Challenge
- ❑ Exemptions Create an Uneven Playing Field: Business Owners Say that is Not Fair
- ❑ Exemptions Provide an Avenue for Legal Challenges
- ❑ Exemptions Leave Workers Unprotected from Secondhand Smoke

The logo for "SMOKE FREE KENTUCKY" is located in the bottom right corner. It consists of the words "SMOKE", "FREE", and "KENTUCKY" stacked vertically in a bold, white, sans-serif font against a black square background.

SMOKE
FREE
KENTUCKY

Please join us in the fight to breathe smoke-free air.

- ❑ Sign up for the campaign at www.smokefreekentucky.org and recruit others to do the same.
 - ❑ Become a fan of **Smoke-free-Kentucky- Take Action** on Facebook and recruit others to do the same.
 - ❑ Call, write, email or visit your local and state elected officials. Contact your legislators by visiting ww.lrc.ky.gov or calling 1-800-372-7181
 - ❑ **Share your personal experiences with secondhand smoke.**
-