



## Smoke-Free Policies Motivate Smokers to Quit

*A growing body of evidence demonstrates that smoke-free policies not only reduce exposure to secondhand smoke but also encourage smokers to quit.*

- The evidence that more tobacco users attempt to quit following the passage of smoke-free policies provides a unique opportunity to maximize the positive impact of policy changes on both secondhand smoke exposure and cessation.<sup>1</sup>
- In 2002, New York City enacted a Smoke-Free Air Act requiring 100% smoke-free workplaces, restaurants and bars; increased tobacco taxes by a total of \$1.81; implemented a media campaign; and launched a large, quitline-based NRT give-away program. As a result, from 2002 to 2004, the percent of adult New Yorkers who smoke declined from 21.6 percent to 18.4 percent, which was a 15 percent decrease and the fastest drop in smoking prevalence ever recorded in the U.S.<sup>2</sup>
- In New Zealand, adoption of a national smoke-free law was associated with an increase in registrations in the national Quitline Service, suggesting a promising opportunity to promote telephone counseling.<sup>3</sup>
- Canadian smokers who reported newly smoke-free homes or workplaces were more likely to quit over the next two years, compared with those who did not encounter such restrictions at home or at work.<sup>4</sup>
- Prohibiting smoking in the workplace not only reduces consumption but also increases quit rates. Smokers facing these restrictions consume 11%-15% fewer cigarettes than the average smoker and quit at a rate that is 84% higher.<sup>5</sup>
- Promoting the California Smokers' Helpline when implementing smoke-free policies can alleviate hard feelings related to the law.<sup>6</sup>

This material was made possible by funds received from the California Department of Public Health, under contract # 09-13058.

<sup>1</sup> National Cancer Institute. *Population Based Smoking Cessation: Proceedings of a Conference on What Works to Influence Cessation in the General Population*, Smoking and Tobacco Control Monograph No. 12, NIH Pub. No. 00-4892, November 2000.

<sup>2</sup> National Tobacco Cessation Collaborative (NTCC). *NTCC News*, April 2007. Accessed 9.25.07. URL: [http://www.tobacco-cessation.org/news\\_april.htm#spotlight](http://www.tobacco-cessation.org/news_april.htm#spotlight).

<sup>3</sup> Wilson, N, Sertsou, G, Edwards, R, Thomson, G, Grigg, M, and Li, J. A New National Smokefree Law Increased Calls to a National Quitline. *BMC Public Health*. 2007; 7: 75.

<sup>4</sup> Shields, M. Smoking Bans: Influence on Smoking Prevalence. *Health Reports (Statistics Canada, Catalogue 82-003)* 2007; 18(3): 9-25.

<sup>5</sup> Heironimus, J. Impact of Workplace Restrictions on Consumption and Incidence. Philip Morris. January 22, 1992. Bates No.: 2023914280. URL: <http://tobaccodocuments.org/landman/2023914280-4284.html>.

<sup>6</sup> Centers for Disease Control and Prevention, *Telephone Quitlines: A Resource for Development, Implementation, and Evaluation*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, Final Edition, September 2004.