

Maryland's Experience: Integrating Cessation with Smoke-Free Policy Implementation



100% SMOKE FREE

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Maryland's Clean Indoor Air Act of 2007

The Act took effect on February 1, 2008,
eliminating smoking in virtually all indoor places
including:

- An indoor area open to the public
- An indoor place in which meetings are open to the public
- A government-owned or government-operated means of mass transportation including buses, vans, trains, taxicabs, and limousines
- An indoor place of employment



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The Maryland Tobacco Quitline

1-800-QUIT NOW

- Launched in June 2006
- Offers both basic and comprehensive cessation counseling
- Up to four sessions to all Maryland residents 18 years of age and older
- Contractor is Free & Clear
- Added four week supply of Nicotine Replacement Therapy (either the patch or gum) to all Maryland residents 18 years of age and older September 2007
- Continued to offer all services to residents during \$1.00 tax increase (effec. 1/1/08) and the implementation of the Clean Indoor Air Act (effec. 2/1/08)
- Currently, all Maryland Residents are still eligible for all services and medications



Clean Indoor Air Act Logo and Toolkit

Fact Sheets

- Overview of Clean Indoor Air Act (Gen Public)
- Bars and Restaurants
- Hotels
- Economic Impact
- Local Resources
- Sample Signage



The Maryland State Clean Indoor Air Act: A Guide for the Public



WHAT IS THE CLEAN INDOOR AIR ACT OF 2007?

The Clean Indoor Air Act of 2007 prohibits smoking in virtually all indoor workplaces in order to “preserve and improve the health, comfort, and environment of the people of Maryland by limiting exposure to environmental tobacco smoke.” The law provides for fair and consistent statewide protection from exposure to secondhand smoke in indoor settings. People in Maryland will now have clean, smoke-free air while working, dining, shopping, or relaxing throughout the state.

WHAT IS COVERED UNDER THE ACT?

As of *February 1, 2008*, there will be smoke-free air in almost all indoor places open to the public, including bars and restaurants. The Act prohibits smoking in the following facilities:

- Indoor areas open to the public
- Indoor meeting places open to the public
- Indoor places of employment
- Mass transit vehicles
- Private homes or residences being used by a licensed day care or child care provider
- Private vehicles used for the public transportation of children or as part of health care or day care transportation
- Clubs with alcohol licenses (under Article 2B, §1-102(a)(4), Annotated Code of Maryland)

WHAT IS REQUIRED OF BUSINESSES?

- All of the businesses listed above must prohibit smoking
- Signs stating that smoking is prohibited must be posted in the following facilities:

- | | | |
|----------------------------------|----------------------------|---|
| ✓ Retail stores | ✓ Government buildings | ✓ Hotels and motels |
| ✓ Theaters | ✓ Educational institutions | ✓ Clubs as defined in Article 2B §1-102(a)(4), Annotated Code of Maryland |
| ✓ Concert halls | ✓ Museums | |
| ✓ Athletic facilities | ✓ Libraries | |
| ✓ Financial service institutions | | |

Signs must be conspicuously posted at each entrance and in prominent locations inside the establishment.

Some jurisdictions may have local ordinances with additional requirements. Check with your local health department or the Clean Indoor Air Act Help Line, 1-866-703-3266 for further information.

The Maryland State Clean Indoor Air Act: A Guide for Bars and Restaurants



WHAT IS THE CLEAN INDOOR AIR ACT OF 2007?

The Clean Indoor Air Act of 2007 prohibits smoking in virtually all indoor workplaces, including restaurants and bars. The law provides for fair and consistent statewide protection from exposure to secondhand smoke in indoor settings. Workers in the retail and hospitality industries will now have healthier workplaces and Marylanders will be able to breathe clean, smoke-free air when eating out or spending a night out on the town.

WHAT DO I HAVE TO DO TO COMPLY WITH THE LAW?

Effective *February 1, 2008* at 12:00 a.m., smoking is prohibited in all bars, restaurants, pubs, taverns, and most other businesses with indoor areas open to the public in Maryland. If you own or operate one of these establishments, you must do two things:

- Prohibit smoking in your establishment
- Post “NO SMOKING” signs conspicuously at each entrance and in prominent locations inside your establishment

Some jurisdictions may have local ordinances with additional requirements. Check with your local health department, the Clean Indoor Air Act Help Line at 1-866-703-3266, or www.mdcleanair.org for further information.

WHAT KINDS OF SIGNS HAVE TO BE POSTED, AND WHERE MUST THEY BE POSTED?

Starting on February 1, 2008, all indoor areas open to the public and every public entrance to an indoor area open to the public where smoking is prohibited in a bar or restaurant must display conspicuously a “NO SMOKING” sign, either in words or the international symbol for no smoking consisting of a burning cigarette enclosed in a circle with a bar across it.

Posting signs before the law’s effective date of February 1, 2008 will help make the change to smoke-free air smooth for both employees and customers – businesses are free to do this at any time prior to this date. You may also want to use special smoke-free coasters, napkins or buttons to help get the word out. Free, downloadable signs and materials are available at www.mdcleanair.org or may be purchased from local office supply, hardware and home improvement stores.

CAN EMPLOYEES SMOKE ANYWHERE INDOORS?

No. Smoking is not permitted anywhere inside the premises, including private offices and break rooms. Businesses that currently have a separate room for smoking can no longer allow smoking in these rooms or anywhere else inside. You must simply inform your employees who smoke that they must go outside to smoke. Be sure to communicate early and clearly with your employees to ensure they understand how the new smoke-free workplace law applies to both them and your customers.

IS SMOKING OUTSIDE PROHIBITED?

Smoking outside of bars and restaurants is not prohibited under the Clean Indoor Air Act. However, some jurisdictions may limit smoking outside these establishments. In addition, while smoking is not prohibited on uncovered decks and patios, you should look carefully at the regulation to see whether a covered deck or patio is considered indoors or not. Structures with a ceiling that are enclosed by any combination of permanent or temporary walls, windows, or doorways, whether open or closed, or other physical barriers that go from the floor to the ceiling, are considered as indoor areas and subject to regulation [(COMAR 10.19.04.02(B)(9)].

Key Partners

- CDC
- American Cancer Society
- Robert Wood Johnson Foundation
- Campaign for Tobacco Free Kids
- Local Advocates
- Local Health Departments
- Other Health Dept. Administrations
- TCP-funded Partners

Promotions

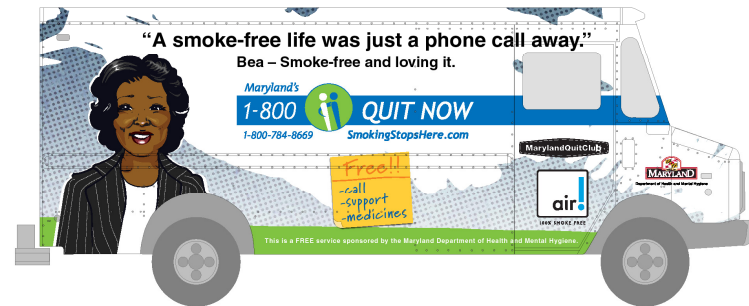
- Logo Development
- Restaurant and Bar Items
- Clean Indoor Air Act Toolkits
- Mass Media (taxi, bus, radio)
- Search Engine Marketing
- Mobile Marketing Unit



Media Promotions

Bea Story Campaign -
www.smokingstopshere.com

- TV
- Taxi Tops/Bus Shelters
- Mobile Marketing
- Search Engine Marketing
- Radio



SSH 69310 • New Truck Wrap (longer truck) • Editable Illustrator file (mostly vector format) • 4 Color • 1/10th scale (?)

“Bea” – Taxi Top Ad

“A smoke-free life was just a phone call away.”
Bea – Smoke-free and loving it.

Free!!
-call
-support
-medicines

Maryland's
1-800-784-8669 **QUIT NOW**
SmokingStopsHere.com

Maryland
Department of Health and Mental Hygiene

This is a FREE service sponsored by the Maryland Department of Health and Mental Hygiene.

Quitline Call Volumes

- 116% increase in call volume during February 2008 compared to February 2007
- Over 100% increase in January 2008 as compared to December 2007, with call volumes remaining nearly as high in February and March

