

# Highlights in Tobacco Control

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## Practical Ideas Online



## Community-based Research Another Way to Look at Your Community...and Get Your Message Across

### Promoting Smoke-free Restaurants & Worksites

*Here is a way to support the Great American Smokeout in  
your community (November 18, 2004)*

**Program Goal:** Promote smoke-free public places and worksites by conducting the following activities:

**Talk with owners or managers of restaurants and bars** about secondhand smoke (SHS) issues. Your discussion with these folks should include information about our state and local tobacco laws and ordinances, model tobacco-free worksite policies, how those policies save businesses money, and cessation strategies for employees.



Practical Ideas to Support Our Program Goals: **Do some Community-based Research...**

**Community-based research** involves collecting information **over time in the hope it can help to promote change in the community.** The goal of the research can be to inform or raise awareness of an issue **based on local information.** It is not necessary that the research be published in a journal, its value is to the community where it is collected.



This type of research should involve community members **contributing to the development** of the survey questions, research collection, interpretation and use of the subsequent findings.

It is important to note that **food service workers have less protection** from secondhand smoke than any other group of employees. School-age children could help this effort by designing placemats with smoke-free messages for a restaurant.

**The purpose of the survey** is to help managers and owners be aware of their workforce's or patron's wish to have a smoke-free workplace. You can then educate the manager or owner about model tobacco-free worksite **policies and the cessation options** available to employees as well as the economic savings to businesses to have healthier employees.

## Steps to Impact Restaurants and Bars

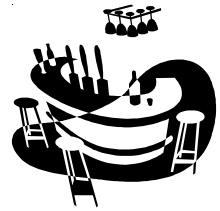


**Step 1 – Make a list** of the **restaurants and bars** that your coalition would like to contact to promote smoke-free environments over the next year.

**Step 2 – Call and make an appointment** with the restaurant/bar manager or owner. If the person is unavailable, ask for an appropriate time to call back, note the time and return the call. Administer the questionnaire at the time agreed upon. Record the person's answers during the interview. At the end of the survey, leave the manager with a couple of fact sheets on model tobacco-free worksite policies and the cost savings and productivity gains possible from implementing these policies.

**Step 3 – Summarize the results.** Contact Gail Sneden, Project Director of Applied Research, at the University of Texas [gsneden@mail.utexas.edu](mailto:gsneden@mail.utexas.edu) if you need ideas on how to do this. When you report the changes, talk about the net change - do not use terms such as "statistically significant".

**Step 4 – In about 9 months survey the same sites again.** Summarize and compare the answers from the two sets of data.



## Ask Dr. Phil

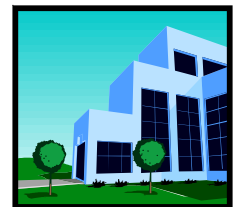
**Dear Dr. Phil Huang,  
Why should employers be interested in creating smoke free worksites?**

Employers, employees and customers all benefit when a worksite goes smoke-free. Smoke-free restaurants, for example, protect employees and customers alike from the hazards of secondhand smoke – without reducing overall sales. Our study of a smoke-free air ordinance in El Paso found no change in restaurant, bar or mixed beverage sales when sales records for twelve years prior and one year after the ordinance were examined.<sup>1</sup> Similar studies we have conducted of other Texas cities such as West Lake Hills, Austin, Plano and Arlington have also shown no adverse effect on restaurant sales after passage of smoke-free ordinances. A smoke-free workplace not only protects non-smokers from secondhand smoke, it also makes it easier for smoking employees to quit.

Since the average smoker costs employers extra money in lost productivity (\$1,800 per smoker) and medical expenses (\$ 1,600 per smoker) each year<sup>2</sup>, when an employer helps its employees quit – it's just good business.

### References

1. Huang, P (2004, Feb) Morbidity and Mortality Weekly Report, 53(7); 150-152
2. CDC (2004 January) Coverage for tobacco Use Cessation Treatments, online [http://www.cdc.gov/tobacco/educational\\_materials/cessation](http://www.cdc.gov/tobacco/educational_materials/cessation)



**For more information on how to set up a smoke free worksite,  
contact Paula Traffas at [paula.traffas@dshs.state.tx.us](mailto:paula.traffas@dshs.state.tx.us)**

## Restaurant Owner/Manager Survey

Restaurant Name: \_\_\_\_\_ Smoking Policy: \_\_\_\_\_  
Name/Title of Person interviewed: \_\_\_\_\_  
Date: \_\_\_\_\_ Your Name: \_\_\_\_\_

Introduction: *Hello, this is NAME, I am calling from the NAME OF COALITION. We are contacting restaurants in this area about smoking issues. Can you give me about 5 minutes of your time to answer a few questions about how smoking affects your restaurant? Your responses will help us decide what steps to take to help people in the community quit smoking.*

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1. Declined to participate.
2. Is your restaurant smoke-free?  
 Yes (Go to **Q. 3**)       No (Go to **Q. 6**)

**If Question 2 is YES:**

3. How long has your restaurant been smoke-free? \_\_\_\_\_
4. I will read several possible reasons why restaurants go smoke-free. Which of the following reasons were important for you? (check all that apply)  
 Demands from customers.  
 Store opened that way (chain or corporate policy).  
 Costs of cleaning (or cost in general).  
 Concerned about people's health.  
 Any others I haven't mentioned? \_\_\_\_\_
5. Have you noticed a financial impact on going smoke-free?  
 Has had positive financial impact or business has improved (revenue has gone up).  
 Business has stayed the same (no change or no big difference in revenue).  
 Has had negative financial impact or business has decreased (revenue has gone down).  
 Comments \_\_\_\_\_

**If Question 2 is NO.**

6. Would you be interested in becoming a smoke-free restaurant?  
 Yes (Go to **Q. 7**)       No (Go to **Q. 8**)
7. What do you need to transition to a smoke-free restaurant?  
 Need more information about the benefits of becoming smoke-free.  
 Will only become smoke-free if a local ordinance or state law is passed.  
 Will only become smoke-free if other restaurants in the area become smoke-free.  
 Don't know  
 Other \_\_\_\_\_

Survey continued on the next page

## Restaurant Owner/Manager Survey Continued

8. What reasons prevent the restaurant from going smoke-free? *(Do not read responses, only check if stated)*

- Don't want to be the only one going smoke-free.
  - All my customers smoke.
  - All my employees smoke.
  - Company policy states that the restaurant cannot go smoke-free.
  - Don't have a lot of demand for seating in non-smoking area.
  - Will only become smoke-free if a local ordinance or state law is passed.
  - Will only become smoke-free if other restaurants in the area become smoke-free.
  - Need more information about the benefits of becoming smoke-free.
  - Small restaurant size
  - Remodeling costs
  - Don't know
  - Other, please explain: \_\_\_\_\_
- 

### End of Survey:

Thanks for taking the time to talk with me. Your responses will help us identify steps to help people in our community quit smoking. For assistance in improving support for employees who want to quit, contact \_\_\_\_\_

### Follow -up: (check all that are appropriate)

- Fact Sheets Given, Date \_\_\_\_\_
- Requested material or more information. — Information sent Date sent \_\_\_\_\_
- Requested meeting. — Meeting date set Date of meeting \_\_\_\_\_
- Follow up made: Date \_\_\_\_\_ Person talked to \_\_\_\_\_  
Discussion: \_\_\_\_\_