

Ready to go Smoke-Free?

Log on to our web site to learn more about the benefits of smoke-free lodging and the steps you can take to create a smoke-free environment in your building.

www.mnsmokefreehotels.org



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Smoke-Free Lodging-Dakota County is a program of the Association for Nonsmokers-Minnesota. The program was created at the request of the Dakota County Public Health Department with funding from a Tobacco-Free Communities Grant from the Minnesota Department of Health, Office of Tobacco Prevention and Control.

Updated 2010

Adopting a Smoke-Free Policy: A Guide for Lodging Establishments



Smoke-Free Lodging:
Good for Business, Good for Health.



What Is Smoke-Free Lodging?

The *Smoke-Free Lodging—Dakota County* program promotes 100% smoke-free policies for lodging establishments. *Smoke-Free Lodging* educates tourism industry professionals and lodging managers, owners, and key staff about the benefits of 100% smoke-free buildings. *Smoke-Free Lodging* also assists lodging establishment owners and managers to create and promote a smoke-free policy for their property.

Adopting a Smoke-Free Policy: How Smoke-Free Lodging—Dakota County Can Help

“I’m thinking about going smoke-free”

- *Smoke-Free Lodging* can give presentations on the benefits of smoke-free policies to your staff or decision-makers in your establishment.
- *Smoke-Free Lodging* can connect you with industry professionals who have already gone smoke-free.

“I’ve decided to go smoke-free”

- *Smoke-Free Lodging* will work with you step-by-step to help you adopt and implement your smoke-free policy.

“I’m implementing a smoke-free policy”

- *Smoke-Free Lodging* will help you publicize your smoke-free establishment with local businesses, local organizations, and through national websites such as www.freshstay.com. In addition, *Smoke-Free Lodging* will work with you to make sure that your guests are notified about the policy—through items such as key cards or signage announcing the policy.
- *Smoke-Free Lodging* can host a smoke-free celebration for your building when you adopt a policy.

All of our resources are completely FREE!

Resources Available from Smoke-Free Lodging— Dakota County

- Consultations and presentations
- Sample guest survey
- Policy implementation kit that includes:
 - Listing on Smoke-Free Lodging’s online directory of smoke-free lodging establishments
 - Signs for buildings and grounds
 - Giveaway items such as “smoke-free” key cards to remind guests of the policy
 - Strategies for advertising your smoke-free establishment

All of our resources are completely FREE!

Healthier Buildings, Healthier Employees

Secondhand Smoke Is Toxic

Secondhand smoke—the smoke that comes from a lighted tobacco product or exhaled by a smoker—contains more than 4,000 chemicals.¹ Of these chemicals, at least 250 are known toxins, and more than 50 are cancer causing chemicals. There is no risk-free level of exposure to secondhand smoke, and the only way to protect people from the dangers of secondhand smoke is to eliminate the smoke exposure, according to the 2006 Surgeon's General's report titled *The Health Consequences of Involuntary Exposure to Tobacco Smoke*.²

Secondhand Smoke is a Health Hazard

Exposure to secondhand smoke is responsible for at least 3,000 lung cancer deaths and at least 46,000 coronary heart disease deaths each year.³ Thousands more people suffer from diseases caused or made worse by secondhand smoke such as emphysema, asthma, pneumonia, and chronic bronchitis. Secondhand smoke also causes ear infections, sore throats, watery eyes, and coughing. In 2007, 66,000 Minnesotans of all ages were treated for conditions that were caused by secondhand smoke exposure.⁴

Some of the Chemicals in Secondhand Smoke¹ (and other products they are found in)

Chemical	Other Product
Formaldehyde	Embalming fluid
Benzene	Gasoline
Polonium-210	Spark plugs
Vinyl Chloride	Metal pipes
Carbon Monoxide	Car exhaust
Ammonia	Household cleaners

Chemical	Other Product
Arsenic	Pesticides
Chromium	Steel
Lead	Old paint
Cadmium	Batteries
Butane	Lighter fluid
Toluene	Paint thinners

"Making a hotel smoke-free is the right thing to do because it protects guests and employees from secondhand smoke."

-Joe McInerney
President,
American Hotel & Lodging Association

Smoke-Free Policies Protect Employees and Guests

Secondhand smoke can linger in a room for hours after smoking has occurred—employees who clean rooms are exposed to this smoke in the air and also to the toxic smoke residue that forms on all surfaces.⁵ A smoke-free policy will keep your employees healthy, productive members of your team.

Indoor Air Quality

Secondhand Smoke Can Easily Transfer from Room to Room

- Cigarette smoke contains gases that expand through small cracks and crevices between walls, floors, and ceilings as well as around pipes, electrical conduits, and other structural devices. Secondhand smoke travels easily into nonsmoking rooms through these openings.⁵
- Non-smoking hotel rooms often share ventilation systems with smoking-permitted rooms—increasing the transfer of smoke from room to room.⁵
- Linens can carry secondhand smoke particles and smell from a smoking room to a non-smoking room. Secondhand smoke residue can stay in fabrics for months, even after they have been washed.⁶
- A smoke-free room in a hotel that allows smoking in some rooms may not be truly free of secondhand smoke and customers who are expecting a smoke-free room may be dissatisfied with their stay.

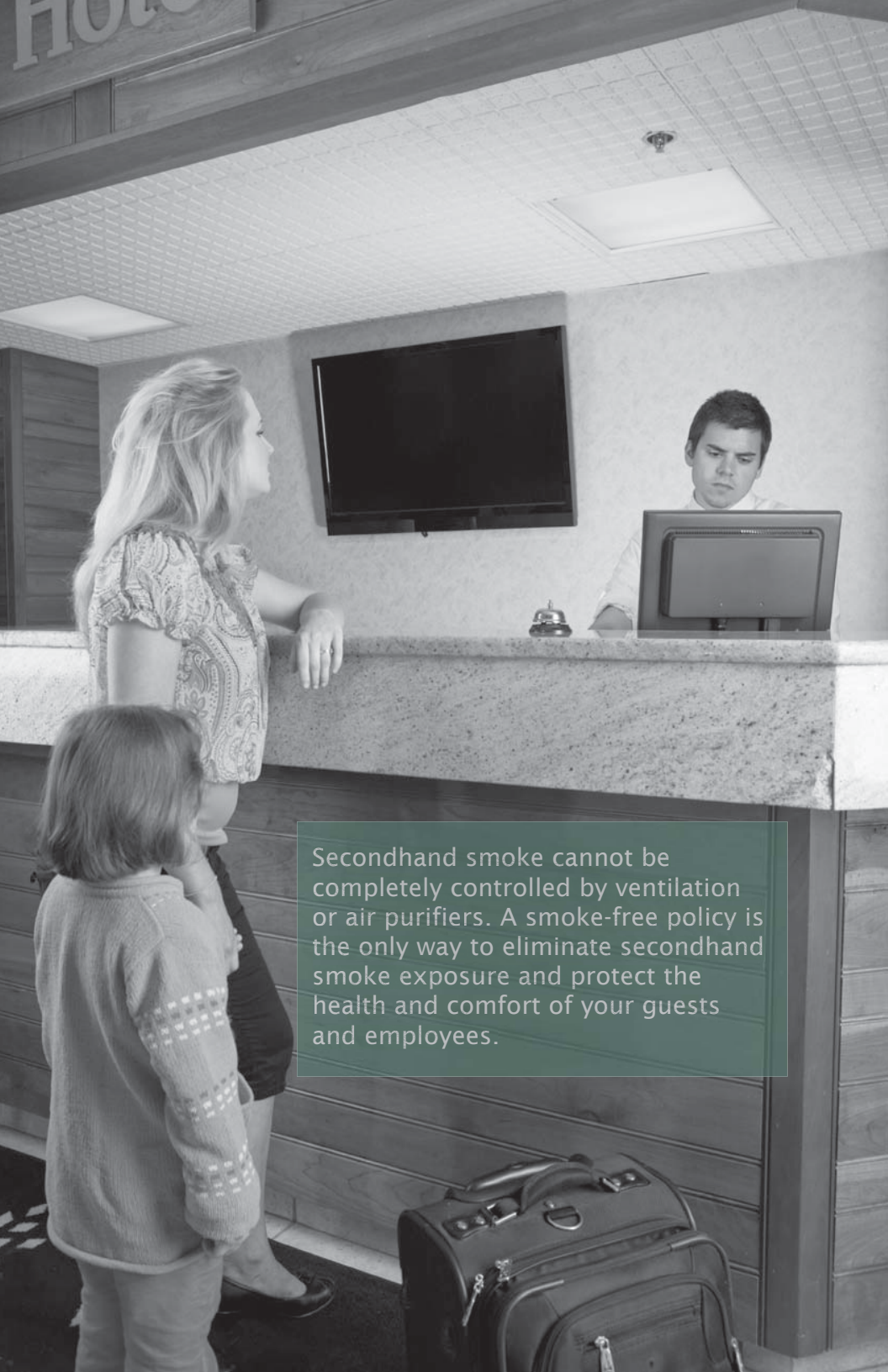
Secondhand Smoke Cannot be Controlled by Ventilation and Air Purifiers⁷

“At present, the only means of effectively eliminating health risks associated with indoor exposure is to ban smoking activity,” according to a 2005 position document from the American Society of Heating, Refrigerating, & Air Conditioning Engineers (ASHRAE).

Engineering approaches such as air fresheners, cleaners, and purifiers are not effective, and ASHRAE cautions that such devices should not be relied upon to control health risks from secondhand smoke. ASHRAE “encourages elimination of smoking in indoor environments as the optimal way to minimize [secondhand smoke] exposure.”

Eliminating Smoking is the Only Way to Protect People from the Dangers of Secondhand Smoke²

Eliminating smoking indoors is the *only* way to fully protect people from secondhand smoke according to *The Health Consequences of Involuntary Exposure to Tobacco Smoke* report by the U.S. Surgeon General. The report further states that ventilation systems can actually distribute secondhand smoke throughout a building.



Secondhand smoke cannot be completely controlled by ventilation or air purifiers. A smoke-free policy is the only way to eliminate secondhand smoke exposure and protect the health and comfort of your guests and employees.

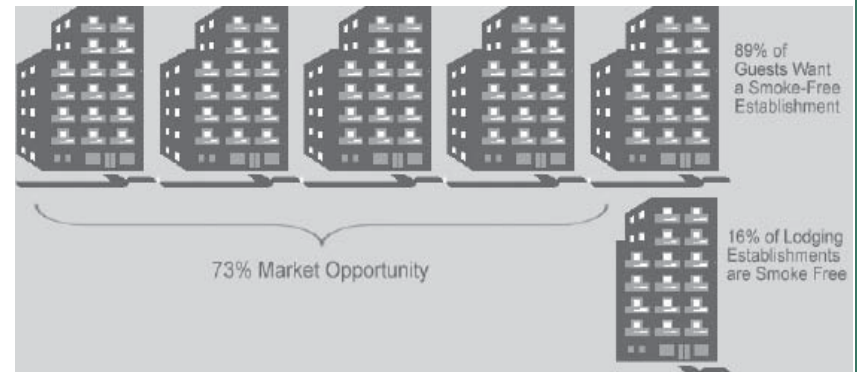
Happy Guests, Happy Owners

The Vast Majority of Adults Don't Smoke

79% of U.S. adults and 83% of Minnesota adults are nonsmokers.^{8,9} Low smoking rates and increasing awareness of the harmful impact of secondhand smoke make smoke-free spaces the norm. Most places where people work and recreate are now smoke-free and nearly 75% of households do not allow smoking anywhere in the home.¹⁰ People expect smoke-free spaces and readily notice the telltale odor of secondhand smoke. Because of the way that air transfers inside, the only way to achieve a truly smoke-free environment is through a policy that covers *all* indoor areas.

Guests Prefer Smoke-Free Lodging Establishments

89% of hotel guests prefer a 100% smoke-free hotel environment.¹¹ Despite this demand, it is estimated that only 16% of Minnesota lodging establishments are smoke-free.^{12,13}



Minnesota Managers Report Positive Experiences

"Everybody loves it" said one Minnesota hotel manager in reference to her hotel's smoke-free policy.¹⁴

When asked if the smoke-free policy put her hotel at a competitive advantage, one manager stated: "Yes, the hotel industry is small—I talk to people who manage smoking hotels. They say that their status hurts their business. Someone I talked to told me that the only rooms vacant on the weekend are the smoking rooms. Here, we have smokers stay with us. A lot of smokers still want a smoke-free room. But, nonsmokers don't want to smell smoke." Managers also report that smoke-free policies result in reduced cleaning and maintenance costs.¹⁴

Hotel chains such as Marriott and Westin are already smoke-free.

According to Steve Lampa, Senior VP of Operations at Marriot, Inc.:

"...feedback [about the smoke-free policy] has been overwhelmingly positive. We have not seen any economic loss as a result of this policy."

The primary benefit of the smoke-free policy has been better customer satisfaction and fewer complaints, according to Lampa.⁵

A black and white photograph of a woman with short hair, wearing a white sweater, painting a wall with a brush. She is looking down at her work. The background is slightly out of focus, showing what appears to be a construction or renovation site.

Protect Your Investment

Cleaning and Renovation Costs Are Lower

Smoking can cause extensive damage to guest rooms. Smoke leaves sticky particles, residue, and stains on walls, curtains, cabinets, blinds, furniture, and fixtures. Smoke odors and residue can remain in carpets, curtains, walls, and wallpaper for a very long time. In fact, secondhand smoke residue can stay in fabrics for months, even after they have been washed.¹⁵ Dropped cigarettes and ashes can leave burn damage on tiles, curtains, counter tops, and bathtubs. A manager of a Minnesota hotel that allows smoking in some rooms stated that every single smoking room on her property has burn damage. She also stated that they must frequently replace burned linens.¹⁴

Less Risk of Fire Damage

Smoking is the leading cause of fire related deaths.¹⁶ These fires can also result in millions of dollars in damaged property and health care costs. Smoke-free policies reduce the risk of cigarette-related fires, damages, and deaths by eliminating lighted smoking materials from the interior of the building.

Cigarette-caused fires often result when a smoker—who may also be impaired by sleep, drugs, or alcohol, drops or improperly disposes of a lit cigarette. A dropped cigarette can lie in furniture or bed linens and smolder for up to 30-45 minutes, eventually causing a fire or large amounts of smoke.¹⁷

Insurance Savings

A Minnesota hotel manager stated that going smoke-free can result in a decrease in insurance premiums—especially for those older hotels that do not have sprinkler systems. According to that manager, being smoke-free also makes it easier to get liability insurance.¹⁴

Fire Facts

- Approximately 25% of victims who die in smoking-related fires in the United States are not the smoker whose cigarette caused the fire.¹⁸
- From 2005-2007, the average dollar loss per hotel/ motel fire was \$16,190.¹⁹

Smoke-Free Policies Are Legal

“What Does Minnesota Law Say Concerning Smoking in Lodging Establishments?”

State law allows management to make their entire establishment smoke-free. The Minnesota Clean Indoor Air Act (MCIAA) prohibits smoking in all common areas of lodging establishments such as restaurants, bars, lobbies, hallways, laundry rooms, meeting rooms, and indoor swimming pool areas.²⁰ For more information about the MCIAA, contact the Minnesota Department of Health: www.health.state.mn.us/freedomtobreathe.

“Is it Discriminatory to Designate an Entire Building or Property as Smoke-Free?”

No. Smoking is not a protected activity or right. An individual’s status as a smoker is not a protected category or recognized disability.²¹ A smart decision is to implement a policy based on the activity of smoking and not an individual’s status as a smoker. Write the policy so that a person who smokes can stay at your establishment, but he or she must refrain from smoking in the building or other areas that are included in the policy.

“What Does Minnesota Law Say About Penalties for Smoking in a Non-Smoking Room?”

According to Minnesota law, guests are prohibited from smoking cigarettes, pipes, cigars, or any other smoking material in a guest room that is designated as nonsmoking. Anyone found guilty of doing so may be charged with a petty misdemeanor and may be ordered to pay the actual costs incurred to restore the room to its pre-violation condition plus a \$30 service charge.²²

Policy Enforcement Tips:

- Be sure that guests know about the policy through signage and other means.
- Though smoke-free policies are largely self-enforcing, let your guests know that there are consequences for violating the policy.
- Benefits of a smoke-free policy only accrue if you enforce the policy. If you do not enforce the smoke-free policy, you will not have smoke-free rooms or happy guests.
- Contact the Smoke-Free Lodging program if you have questions about enforcing your smoke-free policy.



Adopting a Policy

“What Areas of My Property Should be Covered?”

Individual guest rooms

Covering all guest rooms ensures that smoke cannot drift from one room to another.

Outdoor areas

You can choose to allow smoking in all outdoor areas, only allow smoking in designated outdoor areas, or prohibit smoking in all outdoor areas. Keep in mind that outdoor smoking areas should be a considerable distance away from entrances, storage areas, windows, patios, balconies, and ventilation intakes to prevent fires from starting in those areas and prevent smoke from drifting into the building. Limiting or prohibiting smoking outdoors can also reduce tobacco litter on your property.

Common areas

According to the Minnesota Clean Indoor Air Act, all common areas in lodging establishments must be smoke-free.¹⁸ For a list of some common areas that must be smoke-free, see the “Smoke-Free Policies are Legal” page.

“How Do I Adopt A Smoke-Free Policy?”

1. Check with the owner of your establishment, senior management, and corporate policies to ensure that you have support for a smoke-free policy.
2. Pick a date when you want the building to be completely smoke-free.
3. Plan how and when you will convert the smoking rooms to nonsmoking rooms by your “smoke-free” date (see “Implementing a Policy” page for suggestions about converting rooms).
4. Determine how you will notify guests about the policy.
5. Decide how you will market your new smoke-free policy. List your property for free on the Smoke-Free Lodging program website: www.mnsmokefreehotels.org.

Implementing a Policy

“How Do I Implement a Smoke-Free Policy?”

1. Inform your staff that you have adopted a smoke-free policy—explain why you chose to go smoke-free and get their feedback on the process. Explain their role in enforcing the policy and notifying guests. Train your staff on how you want them to handle violations.
2. Post signs on your property to let everyone know about the new policy. Be sure to notify your regular guests when they check in.
3. If you have designated outdoor smoking areas, make sure they are marked and have appropriate cigarette receptacles. Make sure that your outdoor cigarette receptacles are heavy (to prevent them from tipping over) and will not clog or become a fire hazard.
4. Advertise that you have a smoke-free building!

“How Do I Convert My Smoking Rooms?”

Many of the chemicals found in secondhand smoke are very sticky. As a result, secondhand smoke residue can be extremely difficult to remove. Here are some steps you might try as you convert rooms:

- Replace pillows and all damaged linens. If you plan to keep linens, wash them with a bleach solution.
- Steam clean mattresses or consider replacing mattresses.
- Dry clean the curtains; sometimes it is necessary to double dryclean curtains and other fabrics.
- Deep clean carpets and other upholstered items; if this does not work, replace the carpet, carpet padding, and upholstery.
- Wipe down all walls with a solution of water and mild detergent. It is likely that you will need to repaint. Before repainting, prime the walls with an odor- and stain-blocking primer such as Kilz.TM Consider replacing any wallpaper—secondhand smoke often permeates the paper and wall glue.
- Rarely, it is necessary to replace porous materials such as sheetrock and pressed wood (cabinets, furniture, etc.). These materials can soak up secondhand smoke particles with prolonged exposure.¹⁴

A white oval sign is hanging from a door handle. The sign has the text "Our rooms are now smoke-free!" written on it in a serif font. The door handle is a dark, vertical, cylindrical shape. The door itself is a dark, textured material.

*Our rooms are
now
smoke-free!*

Resources

Smoke-Free Lodging Resources — Minnesota

- **Smoke-Free Lodging—Dakota County:** www.mnsmokefreehotels.org

Smoke-Free Lodging Resources — National

- **Kids Involuntarily Inhaling Secondhand Smoke:** www.kiiss.org
- **Americans for Nonsmokers' Rights:** www.no-smoke.org
- **FreshStay:** www.freshstay.com

Minnesota Lodging Associations

- **Minnesota Lodging Association:** www.hospitalitymn.org

Minnesota Health Organizations

- **American Cancer Society:** www.cancer.org
- **American Heart Association:** www.americanheart.org
- **American Lung Association of Minnesota:** www.alamn.org
- **Association for Nonsmokers—Minnesota:** www.ansrmn.org
- **ClearWay Minnesota:** www.clearwaymn.org
- **Minnesota Department of Health Office of Tobacco Prevention and Control:** www.health.state.mn.us/divs/hpcd/tpc/
- **Minnesota Department of Health Indoor Air Unit:**
(for help complying with the Minnesota Clean Indoor Air Act)
1-800-798-9050 or www.health.state.mn.us/divs/eh/indoorair/mciaa

Tobacco Cessation Services

- **QUITPLAN® Services:** www.quitplan.com or 1-888-354-PLAN

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