



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.¹
- 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.²
- 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.³
- 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.⁴
- 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.⁵
- Promoting the California Smokers' Helpline when implementing smoke-free policies can alleviate hard feelings related to the law.⁶

¹ 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.

² National Tobacco Cessation Collaborative (NTCC). *NTCC News*, April 2007. Accessed 9.25.07. URL: http://www.tobacco-cessation.org/news_april.htm#spotlight.

³ 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.

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

⁵ 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>.

⁶ 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.