



Lifting the smokescreen: 10 reasons for going smokefree Key facts & figures

How many deaths?

More than 79,000 adults die each year as a result of passive smoking in the 25 countries of the EU.

The overall figure includes smokers and non-smokers because inhaling side-stream smoke from cigarettes kills people in both groups.

A total of just over 19,000 of the deaths are among non-smokers

For every eight people dying from smoking each year in the EU, another person dies as a result of inhaling second-hand smoke.

Exposure at work

An estimated 7,200 people die as a result of passive smoking in the workplace within the EU each year.

Almost 2,800 of these deaths occur among non-smokers

Each year, an estimated 325 people working in the hospitality industry in EU countries die as a result of passive smoking. In other words, every day of the working week in the EU hospitality industry, one employee dies as a result of exposure to second-hand tobacco smoke.

Evidence of harm

Tobacco smoke is a serious environmental hazard and a significant cause of ill health. It is the most important source of indoor contaminants in environments where smoking occurs.

Smoke from cigarettes contain over 4,000 chemicals, including many air pollutants and wastes that are regulated as "hazardous". More than 50 of these chemicals are known to be carcinogens (substances causing cancer) and more than 100 are chemical poisons.

The economic benefits

A total ban on smoking in the workplace produces productivity gains.

Productivity increases because health improves as a result of both limiting exposure to second-hand smoke and reducing smoking prevalence. Following smoke free legislation in Finland, smoking prevalence and the number of



cigarettes smoked per smoker declined by 16-17% in firms previously without bans.

With fewer smokers and a smaller number of cigarettes smoked, fewer days are lost to illness. On average, smokers are away from work 50% more workdays than non-smokers.

The introduction of comprehensive smoke free policies is relatively cheap. The costs are mainly associated with communication and enforcement.

According to the World Health Organization, one year of life (adjusted for disability) can be saved for US\$358 by implementing and enforcing clean indoor air policies. By contrast, installing air bags to protect car drivers costs about US\$30,000 for every life-year gained.

Independent and reliable research on the financial impact of smoke-free policies in the hospitality industry provides evidence that counters the tobacco industry's economic claims that smoking ban in bars and restaurants would have a negative impact on business and lead to fewer sales and less employment.

A desire for change

Details of recent surveys in 13 European countries (UK, France, Germany, Belgium, Latvia, Finland, Cyprus, Sweden, Switzerland, Lithuania, Romania, Iceland and Spain) show high levels of support for the introduction of "smoke free" policies in the workplace.

Even smokers support the idea of smoke-free workplaces. In Cyprus, while 85% of non-smokers wanted smoke free workplaces, 52% of smokers were also in favour. In Sweden, 63% of smokers were in favour of smoke-free bar legislation before it was introduced in June 2005.

Why not use ventilation?

Ventilation of open workplaces, smoking zones or separate smoking rooms is ineffective because:

- There is no safe level of exposure to the cancer-causing substances and other harmful chemicals contained in cigarette smoke.
- No product currently on the market can effectively remove the second hand smoke.

Why the voluntary approach does not work?

Complete bans on smoking in workplaces and public spaces do not happen without legislation. A case study of the legacy of voluntary measures in the UK demonstrates that they "simply don't work".

Voluntary approaches are unsatisfactory because:

- Relying on market forces to prompt changes in policy results in a snail's pace rate of change.



- The tobacco industry may play a significant role in promoting voluntary restrictions in order to fend off legislation.
- The application of a voluntary policy is unworkable.

The signs are that support for smoke free policies is high. Many European citizens are more than ready to become "smoke free".

The Smoke Free Partnership is a new strategic, independent and flexible partnership between Cancer Research UK, the European Respiratory Society and the Institut National du Cancer.

It aims to promote tobacco control advocacy and policy research at EU and national levels in collaboration with other EU health organisations and EU tobacco control networks.

Smoke Free Partnership

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