

Thank you for the opportunity to speak this evening. My name is Maureen Busalacchi, I am the Executive Director of SmokeFree Wisconsin.

I am here to urge you to stand by the current City ordinance that provides for smoke-free air in workplaces, bars and restaurants and to reject any effort to weaken or repeal Madison's current smoking policy.

Seventeen months ago, this body made the right decision when it adopted a 100% smoke-free policy that protects workers and the public from the known dangers associated with exposure to secondhand smoke, and creates a level playing field for the entire hospitality industry. As Mayor Cieslewicz said again recently, the smoking ordinance is a public health policy and it is working as it was intended.

In the previous two weeks, both the Board of Public Health and the Economic Development Commission rejected the three smoking proposals that are before you tonight and we hope this body does the same.

In addition, the EDC adopted a recommendation that the city council and city staff work to identify ways to assist businesses that report an economic hardship as a result of the ordinance. Their discussion leading up to that recommendation centered around positive promotion of a smoke-free Madison to attract new customers and get previous clientele to return.

This weekend, Mayor Cieslewicz proposed just such a promotion, in the form of a challenge grant to smoke free advocates and the hospitality industry. Smoke Free Wisconsin immediately accepted that challenge with a \$10,000 commitment. The Tavern League has publicly stated that they don't believe they have the funds to apply to this grant, despite the many thousands of dollars they are spending to lobby this City Council and the public.

We certainly do not want to see any business struggle as a result of this public health ordinance, which is why we have accepted the Mayor's proposal. It is unfortunate that those who would benefit most are rejecting this common-sense approach, designed to promote Madison businesses.

Those who are complaining about this ordinance are not doing things to help themselves. In testimony provided to the EDC, there was almost no mention of efforts to prepare their businesses in the months leading up to and in the two months since the effective date of this ordinance.

What the Tavern League has done is spend a significant amount of money fighting the ordinance and lobbying for a repeal...paid radio ads, bussing people to a rally in front of this building, signs, T-shirts, paid political organizers, phone banking and who knows what else. All of those activities take time, energy and money – and now, provided a new opportunity to collaborate in a positive effort to promote Madison businesses, they balk at the concept.

What we are seeing here in Madison is vintage tobacco industry. Mobilizing tavern owners to act against their own self interest, claiming economic hardship within days of the ordinance taking effect and running a multi-media campaign to pressure policymakers to repeal the ordinance before it has an opportunity to work is tobacco industry strategy. (In Wisconsin, the state tavern league shares a state lobbyist with Philip Morris and nobody has every questioned if that presents a conflict of interest!)

Tonight you will hear from many passionate citizens on both sides of this issue. You will hear from tavern owners about lost business, despite the fact that there has never been an objective study on the economic impact of smoke-free ordinances that has uncovered a loss of revenue. Why should anyone think Madison would be the first community in the country to see lost revenue from going smoke-free when we have an extremely low percentage of smokers?

You will be blamed for creating a poor business climate in Madison. But you are not the ones who have created a negative atmosphere in those neighborhood taverns by plastering them with 'Ban the Ban' paraphernalia. It's also not your fault that only 9 of 275 newly effected businesses have even applied for a city permit to make modifications that accommodate smoking customers.

You will be told that bars are losing business to neighboring communities. What they will not tell you is that some of these same owners are also lobbying in Fitchburg against a similar smoke free ordinance. If they really are losing business to our neighbors, how can a Fitchburg ordinance do anything but level the playing field?

You have done the right thing for the workers and citizens of Madison. You have created a city that does not force its citizens to choose between work and health. You have joined the growing list of communities that share a vision of a healthier population. And you have already shown the conviction to stand up for this public health policy in the face of heated rhetoric and political pressure. I believe we can have a city that is both healthy for people and for business, and I believe you will do the right thing tonight by rejecting the three proposals and allowing this ordinance to work for Madison as it has in so many places across the country.

Thank you again for this opportunity to speak.

Environmental Tobacco Smoke (ETS) aka Secondhand Smoke:

- ETS contains over 4,000 chemicals; 200 are poisons, 63 cause cancer.
- ETS has been classified by the Environmental Protection Agency (EPA) as a known cause of cancer in humans (Class A Carcinogen).
- There is no safe level of exposure to ETS.
- Restaurants that allow smoking can have six times the pollution of a busy highway.
- Exposure to ETS is the third leading cause of preventable death.
- ETS causes lung cancer and other health problems, leading to approximately 3,000 lung cancer deaths and 37,000 heart disease deaths in non-smokers each year.
- For every eight smokers who die of a tobacco related disease, one non-smoker also dies of a tobacco related disease.
- In Wisconsin, approximately 1,200 people die each year from exposure to ETS.
- Workers exposed to ETS on the job are 34 percent more likely to develop lung cancer.
- Restaurant and bar workers are exposed to three to six times as much ETS as workers in other industries.
- Nearly 70 percent of Wisconsin residents support indoor workplace bans.
- Communities of color and people with lower incomes are exposed to ETS at higher levels than white-collar professional employees.