

Miami-Dade County Tobacco Control Newsletter

Smoking Ban: Deciding the Best for Customers

“We’ve been looking at this for a while based on feedback from guests,” says AnneMarie Matthews, vice president of public relations. Matthews says the company received complaints from passengers about smoky smells in staterooms – something she says is “challenging” to remove.

- Excerpt from Los Angeles Times Travel



Norwegian Cruise Line to ban smoking in staterooms on all ships

Norwegian Cruise Line is the latest cruise company to ban smoking in staterooms on all 11 ships in its fleet starting next year.

Under new rules that go into effect in January 2012, passengers who have a stateroom with a balcony will be allowed to smoke cigarettes but not cigars or pipes. The cruise line earlier had limited smoking to casinos and other designated areas of ships, but banned it from bars, restaurants, and restrooms as well as outdoor areas such as a children’s pool and the jogging track.

Smoking rules for other cruise lines generally are posted on their websites. Princess Cruises also recently decided to ban smokers from cabins and balconies starting in January. Celebrity Cruises already prohibits smoking in staterooms and veranda/balconies and limits smokers to designated areas of each ship. The policy even extends to land tours operated by the cruise line. Kid-centric Disney Cruise Line prohibits guests from lighting up inside staterooms and provides designated areas that vary according to the ship.

Cunard will ban smoking in staterooms on the Queen Victoria in March and on the Queen Mary in April; smoking on balconies, however, will be permitted.

Individuals who decide to light up in the ship’s room will be charged a cleaning fee. On Norwegian and Celebrity, at least, you will be charged a \$250 cleaning fee.

For tobacco cessation resources or information on how to quit, please contact the Florida Quitline at 1-877-U-CAN-NOW.

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Upcoming Events:

September 17, 2011
Miami-Dade Coastal Cleanup

September 26, 2011
Tobacco-Free Workgroup Meeting

November 17, 2011
The Great American Smokeout

November 18, 2011
Fifth Annual Youth Tobacco Prevention Summit

Miami-Dade County Health Department
Office of Community Health and Planning
18255 Homestead Avenue
Miami, FL 33157
(305) 278-0442
www.healthymiamidade.org



Reynolds Deceives Consumers by Marketing "Eco-Friendly" Cigarettes

The Reynolds American tobacco company is running magazine ads that describe its Natural American Spirit cigarettes as "eco-friendly." The new "eco-friendly" ads are running in women-oriented magazines such as Elle, Lucky, and Marie Claire, continuing the tobacco industry's long history of targeting women with advertising implying a less harmful cigarette. Natural American Spirit cigarettes are manufactured by a Reynolds subsidiary, Santa Fe Natural Tobacco Company.

Natural American Spirit cigarettes are just as deadly as other cigarettes and contribute to more than 400,000 deaths caused by smoking in the United States each year. Santa Fe Natural Tobacco Company has faced legal action by several government agencies over advertising implying that Natural American Spirit cigarettes are less harmful. Prior to the current "eco-friendly" campaign, Santa Fe ran ad campaigns claiming that its cigarettes contain "no additives" and are made with organic tobacco. In 2000, the Federal Trade Commission filed a deceptive advertising complaint and reached a settlement that required Santa Fe to add a disclaimer to its packages and advertising stating, "No additives in our tobacco does NOT mean a safer cigarette." In 2010, attorney generals from 33 states and the District of Columbia, led by California, reached an agreement requiring Santa Fe to add a disclaimer stating, "Organic tobacco does NOT mean a safer cigarette."

To view the complete story, please visit Americans for Nonsmokers' Rights at www.no-smoke.org and for information on tobacco prevention, contact the Miami Dade County Health Department Tobacco Prevention Program at (305) 278-0442.



TOBACCO-FREE WORKGROUP MEETING

Monday, September 26, 2011
9:00AM – 11:00AM

Miami-Dade County Health
Department
Beacon Center
8323 NW 12th Street, Suite 212
Miami, FL 33126

For more information about the Tobacco-Free Workgroup and how to get involved, please visit: www.healthymiamidade.org.

Guide to Community Preventive Services: Tobacco Control Recommendations

Based on the evidence of effectiveness documented in scientific literature, recommendations from the Community Preventative Service Task Force support the following population-based tobacco prevention and control efforts:

- Clean indoor air legislation prohibiting tobacco use in indoor public and private workplaces.
- Federal, state, and local efforts to increase tobacco product excise taxes as an effective public health intervention to promote tobacco use cessation and to reduce the initiation of tobacco use among youth.
- The funding and implementation of long-term, high-intensity mass media campaigns using paid broadcast times and media messages developed through formative research.
- Proactive telephone cessation support services (Quitline).
- Reduced or eliminated co-payments for effective cessation therapies.
- Reminder systems for healthcare providers.
- Combination of efforts to mobilize communities to identify and reduce the commercial availability of tobacco products to youth.

In reflecting the available evidence on effectiveness (www.thecommunityguide.org/tobacco/Tobacco.pdf), recommendations from the Task Force confirm the importance of coordinated or combined intervention efforts in tobacco prevention. Evidence of effectiveness in efforts to reduce tobacco use among youth through access restrictions, to disseminate anti-tobacco messages through mass media, and to assist tobacco users in their efforts to quit via telephone comes predominately from the studies that implemented these interventions in combination with other strategies.

CDC-Best Practices - Excerpt from Task Force on Community Preventive Services' The Guide to Community Preventive Services: What Works to Promote Health?