



B I S M A R C K TOBACCO FREE C O A L I T I O N

Bismarck-Burleigh Public Health
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SPRING 2008



ECONOMIC EVALUATION OF THE 2005 BISMARCK SMOKE FREE ORDINANCE ON THE BISMARCK RESTAURANT/BAR MARKET

By Pat McGeary

Duane B. Pool, Ph.D. presented the “Economic Evaluation of the Effects of the North Dakota Smoke-Free Law and Bismarck Ordinance Enacted in 2005 on the Bismarck Restaurant/Bar Market” at the Bismarck Tobacco Free Coalition general membership meeting on March 13. The study showed no negative impact after passage of the state law and local ordinance.

Sales tax data was collected for the first quarter of 2002 through the fourth quarter of 2006 by the Office of the North Dakota Tax Commission. The statewide smoke free law went into effect in August of 2005 and Bismarck passed a city ordinance in

October of 2005 which mirrored the state law but had stronger smoking restrictions for restaurant/bar establishments and outdoor patio seating where food is served.

The study was conducted by Duane B. Pool, Economist and Ph.D. in biometric and statistics. The overall growth in the market was 3.2% per annum prior to regulation and in fact increased to 7.2% after regulation. “Much of the increase is attributable to new entrants into the restaurant industry and a probable redistribution of revenue based on consumer interest in “new dining establishments” said Pool. Market share for new restaurants increased from 14.2% to 23.4% over the same period.

“There is no support for the argument that, “The cost of the Bismarck smoke-free ordinance is born by the restaurant-bar industry, in fact the market data shows the industry has enjoyed consistently increasing sales over the five year period,” said Pool.

Since 2005, when both the Bismarck ordinance and the North Dakota state law were passed, the U.S. Surgeon General released a report in 2006, “The Health Consequences of Involuntary Exposure to Tobacco Smoke,” that shows greater harm than earlier believed has been found from exposure to secondhand smoke. In states and countries where 100% smoke free laws have been passed, studies show lives are being saved.

The 2006 Surgeon General’s Report can be found at www.bismarcktobaccofree.com

A copy of the “Economic Evaluation of the Effects of the North Dakota Smoke Free Law and Bismarck Ordinance Enacted in 2005 on the Local Bismarck Restaurant/Bar Market” can be found at www.bismarcktobaccofree.com



Duane B. Pool, Ph.D.

UPCOMING EVENTS

Bismarck Tobacco Free Board

May 16

Creating Champions Seminar

July 9

For information about these events: call 355-1597 or visit www.bismarcktobaccofree.com

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QUITLINE**
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1-866-388-7848





TOBACCO SYMPOSIUM VALUABLE TO TOBACCO FREE POLICY BUILDING *by Brianne Marion*

University of Mary students, Brianne Marion and Amanda Deis attended the 2008 National Tobacco Symposium on Young Adults which was sponsored by the Bacchus Network. The Symposium was held in Sacramento California this year. Amanda is a freshman respiratory therapy student in Harold Schafer Emerging Leaders Academy (HSL). Brianne Marion is a sophomore psychology major who is also a member of HSL and the Health PRO (Peers Reaching Out) team. They were accompanied by Laura Fuerstenberg, a Family Nurse Practitioner at the University of Mary Student Health Clinic and advisor of the Health PRO team.



Laura Fuerstenberg, Brianne Marion and Amanda Deis attended the 2008 National Tobacco Symposium on Young Adults

The symposium covered everything from the health concerns of tobacco and the popular new methods of tobacco use, to writing policies, dealing with conflict and implementing the policies. Programs like “FixNixer” from the State Tobacco Education and Prevention Partnership of the Colorado Department of Public Health and Environment were among the most interesting. This is a program that is personalized to the tobacco user who is attempting to quit and even sends encouraging text messages to those individuals’ minutes before the usual times that he or she usually uses tobacco.

The timing of this symposium could not have come at a better time for Brianne, Amanda and Laura. Health PRO has been working hard to get the Tobacco Free Campus Proposal passed on the University of Mary Campus. “It was nice to sit down with people who have been in the same position as we are and who have met the same opposition and resistance that we have. The ideas and motivation gained at this conference are going to

be essential in getting our proposal passed” explained Brianne, “Hearing what has and has not worked in other places and the networking that we were able to do help us to know where to go from here.”

The Tobacco Free Campus Proposal passed through the student senate and now, armed with new information and ideas gained at the 2008 National Tobacco Symposium on Young Adults, these women are ready to take the proposal to the teaching and faculty organization at the University of Mary.

NATIONAL SPEAKER RICK BENDER PRESENTS AT AREA SCHOOLS FOR THROUGH WITH CHEW WEEK *By Susan Kahler*

National speaker Rick Bender has devoted his life to educating others about spit tobacco that is widely thought of as a safe alternative to smoking. He shared his life story of battling cancer caused by his use of tobacco. At the age of 12 he started using spit tobacco, commonly known as chewing tobacco and by the age of 26 he was diagnosed with oral cancer, lost half of his jaw, and 1/3 of his tongue. Rick Bender uses his second chance at life to educate people, young and old, about the dangers of using tobacco in any form.



Rick Bender

Rick presented at the University of Mary to educate the students about the need to have a campus tobacco free policy that includes all forms of tobacco and how the tobacco industry manipulates them. Spit tobacco often is marketed as a safer alternative to smoking, but it is not safe. It can cause many problems like bad breath, stained teeth, loss of taste, gum disease, tooth decay, mouth sores, loss of jawbone and even oral cancer. His message was very well received by all the students.

Rick presented at the following middle and high schools: Horizon Middle School, Simle Middle School, Wachter Middle School, Century High School, Bismarck High School, St. Mary’s High School, South Central High School, and Wing High School. We hope that our students will learn from Rick’s experience and the School Tobacco Prevention program will continue to educate the students about the health effects of all tobacco products.