

Key Talking Points

Tobacco-free parks and recreation areas protect our kids.

- Secondhand smoke is a known human carcinogen and there is no safe level of exposure. Secondhand smoke levels in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted.¹
- Secondhand smoke odor is detectable at 23 feet from the source and irritation levels began 13 feet from the source. Tobacco-free policies ensure kids and families don't have to worry about being exposed to this deadly toxin in the spaces they play.
- Tobacco-free policies help prevent youth tobacco use, particularly by establishing tobacco-free community norms and by providing adults the opportunity to be tobacco-free role models throughout the community.²

Parks are established to promote healthy activities.

- Tobacco-free policies support park areas' mission to promote community wellness.
- In addition to preventing secondhand smoke exposure, outdoor tobacco-free policies help smokers who are trying to quit, by eliminating the sight and smell of tobacco smoke.

Tobacco-free outdoor spaces protect Wisconsin's lakes and wildlife.

- Cigarette butts are the most commonly discarded piece of waste worldwide and about 65% of cigarettes on average is littered. It is estimated that 1.69 billion pounds of cigarette butts end up as toxic trash each year.³
- Taxpayers and local authorities currently bear the costs of cleaning up the cigarette butt waste. Wisconsin is known for its beautiful lakes and world-class fishing. Cigarette butts wash into storm drains, which flow into creeks and other bodies of water. The butts leach harmful chemicals into the water. In one study, a single cigarette filter in a liter of water killed half the fish living there.
- Cigarette butts can take over 10 years to begin to breakdown and can be eaten by animals who think they are food.⁴ Children may also ingest the cigarette butts that are discarded on the ground.⁵

Policies provide consistency among community athletic fields and groups.

- Most community sporting events are held at either city or school athletic facilities, and most school districts prohibit tobacco use on their entire grounds.
- Many community athletic associations have tobacco-free policies but use city recreation facilities and would benefit from a city-wide policy.

¹ CARB. (2003). "Technical Support Document for the Proposed Identification of Environmental Tobacco Smoke as a Toxic Air Contaminant: Part A," Technical Report. California Environmental Protection Agency, California Air Resources Board, Office of Environmental Health Hazard Assessment, Chapter 5, pp. V6-V19.

² Perry, C. (1999). *Creating Health Behavior Change: How to Develop Community-Wide Programs for Youth*. Thousand Oaks, CA: Sage Publications

³ Carlozo LR. Cigarettes: 1.7 billion pounds of trash. *Chicago Tribune*. 2008 Jun 18

⁴ Register, K. "Underwater Naturalist" *Bulletin of the American Littoral Society*, Volume 25, Number 2, August 2000.

⁵ E Slaughter et al. 2011. "Toxicity of cigarette butts, and their chemical components, to marine and freshwater fish." *Tobacco Control* Vol 20 (Supplemental Issue 1) p. i25-i29. Available at: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3088407/>