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9-27-05

“Proud To Be Smoke Free”



Brought to you by the
“Alexandria Tobacco Use Control Project,”
Alexandria Health Department

September 27, 2005

Why Smoke Free Restaurants?

Second Hand Smoke:

- causes approximately 53,000 deaths of non-smokers in the U.S. annually.
- causes approximately 1,700 deaths annually in Virginia.
- includes a mixture of over 4,000 chemicals and 50 carcinogens, including formaldehyde, cyanide, arsenic, carbon monoxide, methane, and benzene.

Source: Virginians for a Healthy Future

Why Smoke Free Restaurants?

Waiters & waitresses have a 50-90% increased risk of lung cancer, most likely caused by tobacco smoke.

Journal of American Medical Association. 1993



What is "Proud To Be Smoke Free?"

- A Health Department program that encourages Alexandria restaurants to *voluntarily* adopt a 100% Smoke Free policy for all indoor and outdoor seating.
- "Proud To Be Smoke Free" is funded by a small grant from the CDC via the Virginia Department of Health.



What Are Some Benefits of the Program?

- Healthier Indoor Air Quality for restaurant employees, Alexandria residents and visiting tourists who are patrons.
- Restaurants have lower costs (maintenance, insurance, employee medical).
- Restaurants often have increased business.



More Benefits

- *Free* publicity for participating restaurants
- Decal, letter of commendation & certificate to display
- Restaurant listing on www.alexhealth.com and www.vasmokefreedining.com
- Restaurant listing in Alexandria Smoke Free Dining Guide Brochure (December 2005).



Program Timeline

February 2005:

- Health Department received initial \$5000 in grant money
- Article published in Environmental Health Division publication which is distributed to all restaurants

March 2005:

- Health Department contacted by Council Member Ludwig Gaines

April 2005:

- Program announcement cards sent to 403 restaurants
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Program Timeline (cont'd)

May 2005 to present:

- Continue to contact restaurants through site visits, phone, reminder postcards and letters

June 2005:

- AHD received \$3375 grant for FY06, which may not be used for staff time.

July 2005:

- Lucy Caldwell (VDH PIO) & Steve Mason (City PIO) contacted with press release information
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Program Timeline (cont'd)

August 2005:

- Interviews with media
 - John Lisle (*Channel 7 Television*)
 - Susan Goodman (*WAMU Radio*)
 - Bridgid Schulte (*Washington Post*)
 - Steve Mason & Ray Owens (*Alexandria City Information Office*)

September 2005:

- “NO SMOKING” signs created and mailed to all of the participating restaurants
- Contacted *Alexandria Gazette* regarding advertisements for the program

To Date...

- 73 restaurants have enrolled in the program!
- Seven restaurants have made policy changes to become part of the program:
 - Cafe Marianna & Charles European
 - Charlie Chiang's
 - Hana Tokyo
 - Los Tios Grill
 - Nickell's & Schiffler
 - Starbucks at 100 Union Street
 - Thai Old Town
- Each restaurant has received a letter, a certificate signed by the Health Director and a logo window sticker.

Proposed Future Timeline

October 2005:

- Place ad in *Gazette*
- Finalize list of participating restaurants for brochure
- Continue to update list for web sites

November 2005:

- Print brochures
- Place ad in *Gazette* listing participating restaurants for "Great American Smoke Out"
- Continue to update list for web sites

December 2005:

- Distribute brochures throughout the city
 - Continue to update list for web sites
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What Can You Do?

- Allocate funding for continued efforts
 - Patronize restaurants which are members of the "Proud To Be Smoke Free" program
 - Encourage non-participating restaurants to join
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Sources

Websites:

- Bar and Restaurant Employees Advocating Together for a Healthy Environment (www.smokefree.net)
- Virginia Department of Health (www.vasmokefreedining.com)
- Virginians for a Healthy Future (www.healthyva.org)

Publications:

- *A Healthy Outlook: Alexandria Community Health Assessment, 2004*
- *Healthy People 2010*, Dept. of Health & Human Services, 2000
- *Journal of the American Medical Association*, July 1993





**Visit these ALEXANDRIA
100% Smoke Free Restaurants
For your dining pleasure...
and your health!**

Akasaka Restaurant	514-C S. Van Dorn St., Alexandria 22304	703-751-3133
Alexandria Pastry Shop & Café	3690 King Street, Alexandria 22302	703-578-4144
Al's Steak House	1504 Mt. Vernon Ave., Alexandria 22301	703-836-9433
Asian Bistro	809 King Street, Alexandria 22314	703-836-1515
Atlantis Restaurant	3672 King Street, Alexandria 22302	703-671-0250
Baja Fresh Mexican Grill	3231 Duke Street, Alexandria 22314	703-823-2888
Braddock Café	1320 Braddock Place, Alexandria 22314	703-836-8366
British Collection Tea Room	119 S. Royal Street, Alexandria 22314	703-836-8181
Burrito Grill	693 N. Washington St., Alexandria 22314	703-299-6009
Café Aurora	50 S. Pickett St. #24, Alexandria 22304	703-567-4050
Café Aurora	1630 King Street, Alexandria 22314	703-299-1111
Café Marianna & Charles European **	1201 N. Royal Street, Alexandria 22314	703-519-3776
Café Monti	3250 Duke Street, Alexandria 22314	703-370-3632
Charlie Chiang's **	660 S. Pickett Street, Alexandria 22304	703-751-8888
Capital Bagel Bakery	3610A King Street, Alexandria 22302	703-379-6462
China House	4110 Mt. Vernon Ave., Alexandria 22305	703-838-2920
Dandy and Nino Cruise Ships	Zero Prince Street, Alexandria 22314	703-683-6076
Del Ray Dreamery	2310 Mount Vernon Ave., Alexandria 22301	703-683-7767
Dunkin' Donuts	3050 Duke Street, Alexandria 22314	703-751-8986
Edgardo's Trattoria	281 S. Van Dorn St., Alexandria 22304	703-751-6700
Eisenhower Cafe	4825A Eisenhower Ave., Alexandria 22304	703-751-5508
Et Cetera	212 Queen Street, Alexandria 22314	703-299-9092
Fairfax Deli & Carry Out	634 S. Fairfax Street, Alexandria 22314	703-683-0824
Firehook Bakery	214 N. Fayette Street, Alexandria 22314	703-519-8020
Firehook Bakery	105 S. Union Street, Alexandria 22314	703-519-8021
Firehook Bakery	430 S. Washington St., Alexandria 22314	703-549-0128
Fish Market	105 King Street, Alexandria 22314	703-836-5676
Five Guys	4626 King Street, Alexandria 22302	703-671-1606
Five Guys	107 North Fayette St., Alexandria 22314	703-549-7991
Four Seasons Bakery Café	50 S. Pickett Street, #23, Alexandria 22304	703-212-7388
Georgio's Piatsa	3015 Mt. Vernon Ave., Alexandria 22305	703-549-6440
Hana Tokyo **	4603 Duke Street, Alexandria 22304	703-823-3168
Huascaran	3606 Mt. Vernon Ave., Alexandria 22305	703-684-0494
International House of Pancakes	3425A Jeff. Davis Hwy., Alexandria 22305	703-519-4220
Jack's Place	222 N. Lee Street, Alexandria 22314	703-684-0372
Kabul Kabob House	514A S. Van Dorn St., Alexandria 22304	703-751-1833
Los Tios Grill **	2615 Mt. Vernon Ave., Alexandria 22301	703-299-9290

Majestic Café	911 King Street, Alexandria 22314	703-837-9117
Mark V Eatery	1900 N. Beauregard St., Alexandria 22311	703-931-5900
Masaya Restaurant	1019 King Street, Alexandria 22314	703-548-3736
McDonald's	1468B N. Beauregard St., Alexandria 22311	703-379-3806
McDonald's	5311 Duke Street, Alexandria 22304	703-751-7919
McDonald's	3646 King Street, Alexandria 22302	703-379-0441
McDonald's	3510 Duke Street, Alexandria 22304	703-370-5365
McDonald's	121 West Glebe Rd., Alexandria 22305	703-549-4429
Nickell's & Scheffler **	1028 King Street, Alexandria 22314	703-549-5545
Park Café	3101 Park Center Drive, Alexandria 22302	703-933-7101
Pho VietFlare	514-B S. Van Dorn St., Alexandria 22304	703-370-9279
Pines of Florence	1300 King Street, Alexandria 22314	703-549-1796
Pita House	407 Cameron Street, Alexandria 22314	703-684-9194
Pizza Hut	1049 W. Glebe Rd., Alexandria 22305	703-836-3200
Pizza Hut	4115 Mt. Vernon Ave., Alexandria 22305	703-519-7722
Popeyes	702 King Street, Alexandria 22314	703-549-4028
Pop's Old Fashioned Ice Cream	109 King Street, Alexandria 22314	703-518-5374
Quiznos	4608 Kenmore Ave., Alexandria 22304	703-370-1241
Quiznos	608 N. Saint Asaph St., Alexandria 22314	703-299-6123
Red Mei	602 King Street, Alexandria 22314	703-837-0094
Restaurant Eve	110 S. Pitt Street, Alexandria 22314	703-706-0450
Scoop Grill & Homemade Ice Cream	110 King Street, Alexandria 22314	703-549-4527
Shenandoah Brewing Company	552 S. Pickett Street, Alexandria 22304	703-823-9508
Simply Fish	1700 Fern Street, Alexandria 22302	703-778-3474
Spectrum Restaurant	251 W. Glebe Road, Alexandria 22305	703-684-8945
Starbucks **	100 S. Union Street, Alexandria 22314	703-549-1752
Starbucks	3690-Q King Street, Alexandria 22302	703-845-9563
Subway	3829 Mt. Vernon Ave., Alexandria 22305	703-837-2188
Subway	4553 Duke Street, Alexandria 22304	703-370-1200
Subway	3674 King Street, Alexandria 22302	703-931-3700
Subway	210 King Street, Alexandria 22302	703-836-0288
Subway	275 S. Van Dorn St., Alexandria 22314	
Table Talk	1623 Duke Street, Alexandria 22314	703-548-3989
Thai Old Town **	300 King Street, Alexandria 22314	703-684-6503
Thai Peppers	1743 King Street, Alexandria 22314	703-684-8208
Tsim Yung Restaurant	2603 Mt. Vernon Ave., Alexandria 22301	703-518-8880

Brought to you by the Alexandria Tobacco Use Control Project.

To learn more about Proud to Be Smoke Free, contact Denise Yeager at the Alexandria Health Department. (703) 838-4400, x320 or denise.yeager@vdh.virginia.gov.

More restaurants are being added daily! Alexandria Smoke Free restaurants will soon be listed at: www.alexhealth.com. ** Indicates a change in policy. 9/26/05 (73)

PROUD TO BE SMOKE FREE

RESTAURANT CONTACT TRACKING FORM

Restaurant Name:	
Restaurant Location:	
Restaurant Phone:	
Date of contact:	
Type of contact:	<input type="checkbox"/> phone contact <input type="checkbox"/> site visit <input type="checkbox"/> other
Contact name:	
Contact position:	
Manager name:	
Smoking Status:	<input type="checkbox"/> Smoke Free, no indoor seating <input type="checkbox"/> Smoke Free, both indoor and outdoor <input type="checkbox"/> Smoke Free, indoor; no outdoor seating <input type="checkbox"/> Smoke Free, indoor; outdoor smoking allowed <input type="checkbox"/> Smoking allowed; not interested in change <input type="checkbox"/> Smoking allowed; may be interested in change <input type="checkbox"/> Other
Next step:	<input type="checkbox"/> Add to Smoke Free List <input type="checkbox"/> Mail sticker <input type="checkbox"/> Mail certificate <input type="checkbox"/> Call manager—date: _____ time: _____ <input type="checkbox"/> Manager will call us—date: _____ time: _____ <input type="checkbox"/> Other
Notes:	
Staff Name:	
Data entry:	Record # _____ Entered by: _____

Program Introduction Card
April 05, 403 restaurants
June 05, 300 restaurants



Health Department Encourages Voluntary Program

An ever increasing public interest in **Smoke Free Dining** has prompted the Alexandria Health Department to promote a VOLUNTARY program called "**Proud to Be Smoke Free.**"

Beyond providing a place for patrons to enjoy a wonderful smoke free meal, smoke free restaurants create a healthier workplace for employees, often leading to lower medical costs. We want to discover which Alexandria restaurants are already **100% Smoke Free** or may be interested in **voluntarily** becoming so. The Health Department will promote these businesses to the rapidly rising number of health conscious consumers through:

- **Internet listings** on our website, www.alexhealth.org, and at www.vasmokefreedining.com
- **Brochures** displayed at participating hotels and other public places
- **Decals** in the windows of Smoke Free Dining Facilities
- **Certificates** commending restaurants' voluntary Smoke Free Policy

In the next few months, someone from the Health Department will contact you regarding your current policy or possible interest in becoming Smoke Free. For information, contact: Denise Yeager, (703) 838-4400 x 320, denise.yeager@vdh.virginia.gov.

Our interest is the Health of Your Business!



September 6, 2005

Dear Alexandria Restaurant,

Did you see the recent Channel 7 news story (morning, evening & late edition) or the *Washington Post* article concerning Alexandria Health Department's VOLUNTARY "Proud To Be Smoke Free" program? The Post listed all the restaurants which have thus far joined the voluntary program. Other stories aired on WAMU radio and Classical 103.5, to name a few.

You may recall the 1st or 2nd bright yellow informational card (copy enclosed) sent to you announcing this program. You may also have been called or visited by a someone from the Health Department. If you don't remember, here's an overview of the program:

The Alexandria Health Department is urging restaurants to **VOLUNTARILY** choose to become 100% Smoke Free (all indoor and outdoor seating)

By joining this program, your restaurant will receive the following benefits:

- **FREE** internet listings on our web site www.alexhealth.org and at www.vasmokefreedining.com
- **FREE** listing of your restaurant, its location and phone number in a brochure available in city buildings, recreation centers, libraries, participating hotels, etc.
- **DECALS** with the "Proud To Be Smoke Free Logo" to place in the window.
- **CERTIFICATES** commending your voluntary Smoke Free Policy.
- **LAMINATED SIGNS** (8 x 11) you may choose to display to help with compliance with your Smoke Free Policy.

I hope you will consider this free opportunity to promote your restaurant and provide a healthier environment for your employees and patrons. I need to finalize the list of participating restaurants by **October 19th**. If you wish for your restaurant to be included in the brochure, please call or e-mail me before that date. Web sites will be updated on a continuing basis. So don't miss out!

Please contact me at 703-838-4400 X320 or by e-mail denise.yeager@vdh.virginia.gov and be sure to include:

- Manager or owner's name
- Restaurant name, street address, zip code & phone number
- And... Have you previously had smoking at outside seating or other parts of the restaurant, which would make this a policy change.

Thank you for considering joining Alexandria's Health Department's "Proud To Be Smoke Free Program."

Sincerely,



Denise Yeager, M. Ed., Cardiovascular Health Project Coordinator
Alexandria Health Department

Alexandria Health Department
Recognizes and Commends
Restaurant Name
For Voluntarily Adopting a
Smoke Free Dining Policy



Charles Konigsberg, M.D., M.P.H.
Health Director
July 11, 2005



PROUD TO BE
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SMOKE FREE



**No
Smoking**

We're 100%

Smoke

Free

Brought to you by the Alexandria Tobacco Use Control Project.

For more information visit www.nosmokefreedining.com or call Alexandria Health Department, 703-838-4400, ext 330