

xc:ejm

A PROPOSAL FOR A SAWP WORKING PROJECT

"SPACE RESTRICTIONS ON SMOKING"

Rationale

During the recent Counter Measures Workshop in Brussels, the public smoking issue was discussed and debated. Surprisingly, many of the delegates in attendance indicated that this was a subject of low development in their particular countries. "Not a high priority...not a major concern," were some of the comments. In contrast to these perceptions of the public smoking issue, delegates did cite specific examples in their countries where, for a variety of reasons, smoking has been restricted or banned. Examples ranged from the workplace to the general society, with restrictions imposed both by governmental regulation and social pressures.

In effect then, public smoking is an issue of concern and is being recognized by many association leaders, but only in the context of isolated incidents as opposed to the beginnings of a widespread and dangerous movement.

This circumstance presents an opportunity for ICOSI and SAWP to undertake a project which examines the depth of the problem and offers ways to cope with it on behalf of the industry.

Space restrictions on smoking as described by the delegates is an insidious form of anti-smoking activity, and the cumulative effect ultimately reduces the opportunity to smoke and has the potential for significant adverse impact on the market. Undertaking this project now means that associations will be alerted to dangers and will be provided with tools for combating these dangers before the entire issue gets beyond control.

Proposal Outline

ICOSI, through SAWP, will collect information on the extent of restrictions on smoking space experienced in the countries represented by the collaborating associations. This information will be analyzed and matched with experiences which have successfully sought to defend against restrictive measures. Where there are types of restrictive measures but no experience in dealing with them, the SAWP group will attempt to devise and recommend methods of defense. Following this committee work, the material will be developed as a symposium subject which would involve representatives from the collaborating associations, as well as members of the ICOSI staff and SAWP. The steps are as follows:

1. Conduct a survey of associations.  
Prepare a letter and questionnaire (draft samples attached) relative to space restrictions on smoking.
2. Analyze the results of the survey, grouping items of a similar nature and of a common impact on the consumer's opportunity to smoke.
3. Gather from SAWP members case studies of measures that have been used in defending the right to smoke or in opposing the negative aspects of restrictive actions. Examples: economic costs, conflict and stress in the workplace, enforcement problems, proprietor/customer conflict, etc.
4. Schedule a symposium entitled, "Defending Against Space Restrictions on Smoking. In the symposium, the fundamentals of the issue would be covered by SAWP. The various associations would be extensively involved in case studies and examples that would be used to reinforce the fundamentals.
5. Following the symposium, a guidebook that could be used by the associations as a reference and aid in dealing with local situations would be developed by SAWP.

Objective

The objective is to alert manufacture associations to the insidious nature and ultimate danger of smoking restrictions and provide them with materials and techniques for resisting.

Cost

This project would involve only moderate costs, as most of the work would be carried out by SAWP members.

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| A. Postage and printing for survey letter and questionnaire.  | \$50.00                   |
| B. Survey analysis and program design.  | SAWP members--<br>no cost |
| C. Symposium. This item could be integrated into any future meeting that ICOSI holds with the associations. | ?                         |
| D. Guidebook for distribution to associations. Printing and distribution.                                   | \$2,000.00                |