

VENTILATION HOAX

**Why does Big Tobacco sic ventilation “consultants” on the hospitality industry?
It’s all part of a political strategy to protect tobacco sales.**

- ▶ Big Tobacco seeks to down play secondhand smoke’s unique dangers by treating it as a minor factor in general “indoor air quality.”
- ▶ To derail simple, cost-free smokefree measures, Big Tobacco wants the hospitality industry to pay for costly, ineffective ventilation systems.
- ▶ Ignoring health dangers, Big Tobacco safeguards its own profits and leaves the hospitality industry legally exposed.

What should restaurant owners keep in mind when approached by Big Tobacco’s ventilation “consultants”?

- ▶ Ventilation is a political ploy to block smokefree measures and shift costs.
- ▶ Ventilation systems costing tens of thousands of dollars may reduce odor, but fail to guard against secondhand smoke’s real health dangers.
- ▶ Ventilation systems bind restaurants to Big Tobacco. Owners stampeded into shelling out feel they must fight smokefree measures to justify their purchase.
- ▶ Big Tobacco’s ventilation “consultants” are salesmen. That’s why they don’t tell you going 100% smokefree is simpler, healthier, reduces litigation risk, pares expenses, and keeps your business growing.

How does Big Tobacco get researchers, scientists, and engineers to promote ventilation “non-solutions” and testify against smokefree measures?

- ▶ In every profession, a certain number of practitioners can be bought. Big Tobacco buys them.
- ▶ Shilling for Big Tobacco is lucrative. With \$20 billion in U.S. tobacco sales at stake, opportunists rally to take Big Tobacco’s money “before someone else.”
- ▶ Many of Big Tobacco’s hired guns are purposely kept at arm’s length, paid through law firms or fronts to preserve deniability and credibility.

Ventilation consultants and fronts linked with Big Tobacco:

- ▶ Chelsea Group: Itasca, Illinois
- ▶ Sterling and Associates: Vancouver, British Columbia, Canada
- ▶ Healthy Buildings International: Fairfax, Virginia, and New South Wales, Australia
- ▶ Roger Jenkins: Oak Ridge, Tennessee

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**Big
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is lying.
Again.**

- ▶ National Energy Management Institute (NEMI): Sheet Metal Workers' International Association and the Sheet Metal and Air Conditioning Contractors' National Association Trusts
- ▶ Holcomb Environmental Services: Olivet, Michigan
- ▶ Consolidated Safety Services: Fairfax, Virginia
- ▶ Center for Indoor Air Research (CIAR): Big Tobacco-funded front, now defunct, but materials still in circulation

Why has Big Tobacco worked for years to infiltrate and influence the American Society of Heating, Refrigerating and Air-Conditioning Engineers, America's leading professional HVAC engineering organization?

- ▶ ASHRAE's standards shape building codes around the world.
- ▶ ASHRAE's technical experts concluded that "source control" (smokefree) is the only feasible way to protect the public from secondhand smoke, but its Board over-ruled them.
- ▶ Even so, the current ASHRAE indoor air standard (62-1999) assumes no smoking.
- ▶ Big Tobacco's latest tactic is to promote a "separate standard" in ASHRAE excepting restaurants, bars and casinos from otherwise universal clean-air standards.

How much does Big Tobacco want the hospitality industry to pay?

- ▶ Higher insurance, maintenance, and labor costs.
- ▶ Legal costs for tort claims by people exposed to secondhand smoke.
- ▶ Costs of ineffective ventilation systems imposed by Big Tobacco-backed "accommodation" laws.

Find out more...

Visit TobaccoScam.ucsf.edu for the latest information based on secret industry documents, methodologically-sound economic studies and public health data. TobaccoScam names names and publishes the facts behind Big Tobacco's decades-long campaign to use and abuse the hospitality industry.



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