



Explaining the Fultondale Smokefree Ordinance: A Guide for Business Owners, Operators, and Managers

Become Informed

- Read and download the full language of the ordinance at www.cityoffultondale.com.
- Call the Fultondale Police Department if you need help understanding the ordinance or the city's protocol for compliance, (205) 849-5456.

Set the Stage

- Meet with your employees before September 1, 2011. Explain your business strategy for helping customers feel comfortable about the change.
- It is important that employees project a positive and inclusive attitude about going smokefree: "Customers who smoke are welcome, but they must smoke 20 feet away from our building."
- Tell your customers that the ordinance is about protecting public health; there is no risk-free level of exposure to secondhand smoke.
- Review your business policies for dealing with problem customers and encourage your employees to follow these same policies with anyone who smokes inside your establishment. (Past experience shows a kind reminder is normally all that's needed.)
- Discuss the benefits to your business:
 - This protection is for everyone, including smokers.
 - Employees who work in a smokefree environment typically miss fewer work shifts due to illness than those who do not.
 - Cleaning costs may be significantly reduced.
 - Since the risk of fire is reduced, fire insurance may cost 25-30% less for a smokefree business.
 - Many insurance companies offer discounts on life, disability, and health insurance for nonsmokers.
- Share the materials in your Business Implementation Kit with your employees.
 - Explain to them your requirements for posting signage at all public entrances.
 - Review your plan for removing and discarding ashtrays from your business.

- Review your strategy for posting mirror clings in your restrooms.
- Offer information about Alabama Quit Now to employees who smoke. Free help is available by calling toll-free to 1-800-QUIT NOW.

Keep Your Customers Informed

- Inform customers in advance that your establishment, with all Fultondale places of employment, will go smokefree.
- Post signs and encourage your employees to discuss going smokefree in a positive manner with patrons, especially with your regular customers.
- Consider staging a smokefree celebration. In the process of planning and publicizing the event, your customers will learn to expect a smokefree establishment.

Steps for Your Business's First Smokefree Day – September 1, 2011

- Post no-smoking signs at all entrances.
- Remove and discard all ashtrays from your business.

Celebrate Smokefree Fultondale! Our Health Depends On It!