

YOU CAN DO IT.

Playing Smart

SMOKE FREE GAMING IN METRO KANSAS CITY

Gaming operations bring jobs and revenue to our communities. The benefits of gaming can be even greater. By focusing on prevention and improving health, casinos can save money and save lives. Smoke free gaming for all casino customers and employees is a value based plan.

Smoke And Mirrors

The Benefits of Smoke Free Gaming

What Your Customers Are Saying

This is a Serious Problem To Solve

Smokefree Gambling Map



"I love to play poker but hate to breath secondhand smoke every time I walk into a casino. Casinos need to be smoke free!"

Paul Wasicka
2006 2nd place World Series of
Poker Main Event Winner





EDITORIAL:

Smoke & Mirrors

The issue that most besmirches the casino operator community is smoking, and its continued enabling of the act despite the vast amount of evidence showing the harm it causes those who are exposed to second-hand tobacco smoke. Perhaps the solution lies in collaboration; operators, manufacturers, legislators and others with a vested interest in continued gaming success coming together to debate the issue and come up with a solution to mitigate the damages.

Paul Dooce - *Editor, Casino Journal Magazine*
June 7th, 2011



EDITORIAL:

Top 10 Things that should be banned in casinos.

#1: Smoking

I really feel for the dealers every day. They are putting their long-term health in jeopardy just by going to work.

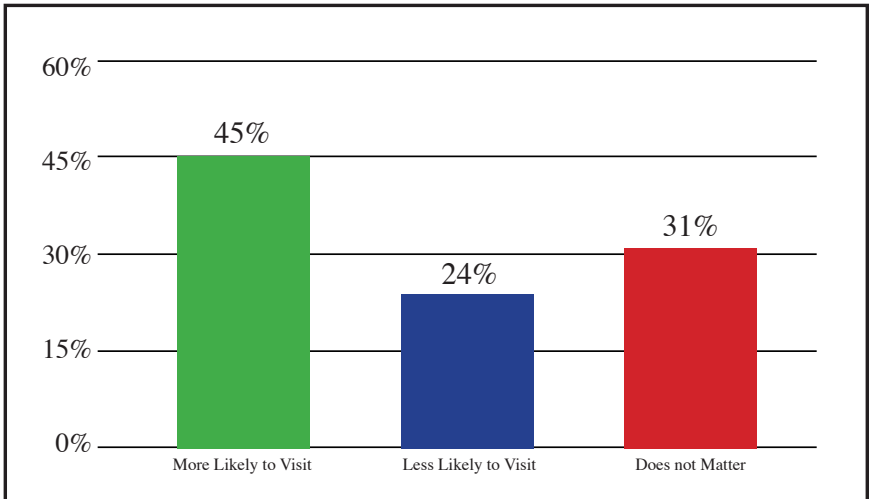
Most of my casino play is done in poker rooms, and thankfully, most poker rooms have gone smoke free. I believe it's only a matter of time before the rest of the casino floor does as well.

Aaron Todd - *Gaming Guru, Casino City Times*
September 2011

What Your Customers Are Saying

All things being equal in terms of size, gaming options and distance from your home, if smoking were prohibited on the gaming floor, would you be more likely or less likely to visit a casino where smoking is prohibited, or does it not matter?

*University of Massachusetts Dartmouth
Center for Policy Analysis May 2011
Illinois Poll Results*



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It's Worth It.

The Benefits of Smoke Free Gaming.

Creating a culture of corporate wellness means healthy employees with fewer sick days and lower health care costs.

A 2011 gaming behavioral study in New England showed residents prefer smoke free casinos. Fifty percent of respondents who participated in some form of legal gambling said they were more likely to visit a casino where smoking is prohibited.

2011 study by the UMass Dartmouth School of Education, Public Policy and Civic Engagement.

Health care premiums can be reduced. A 2011 insurance study in Kansas City showed 9 of 15 employers participating in a yearlong insurance design project saved an average of \$194.00 per employee by focusing on prevention and improving health. Fifty percent of the participating employers charged lower insurance premiums for completing one or more prevention activities including becoming a nonsmoker.

Kansas City Collaborative. Sept. 2011.

Lawsuits can be prevented. In 2010 a former casino employee who said his lung cancer was caused by 25 years of exposure to secondhand smoke at work settled a lawsuit against an Atlantic City casino for \$4.5 million.

Associated Press. Dec. 3rd, 2010.

State of the art ventilation is expensive and it's not effective. A 2010 white paper from the American Society of Heating, Refrigerating and Air Conditioning Engineers said ventilation removes odor but does not remove carcinogens from the air.

www.ashrae.org

Economic Conditions Affect Casino Revenues

(Not Smoking Restrictions.)

What changes with the economy is people's willingness to spend disposable income.

A 2011 Illinois poll showed that 40% of casino patrons reduced the number of trips to a casino due to the cost of gasoline.

University of Massachusetts Dartmouth Center for Policy Analysis May 2011.

In Colorado, Massachusetts and Ohio, which prohibit smoking in casinos, developers are racing to offer casino facility proposals and jobs.

Denver Post, June 22, 2011; Boston Globe 8.25.11; The Cleveland Plain Dealer. Sept 7. 2011

18,000 people showed up for the opening of a new smoke free casino in Des Plaines, Illinois in July 2011 and some had to be turned away. The new casino brought more than 1200 smoke free jobs.

Fox Chicago News. July 2011.



Playing Smart

2011

SMOKE FREE GAMING IN METRO KANSAS CITY

This Is A Serious Health Problem To Solve.

An air quality study released by the Healthcare Foundation of Greater Kansas City in 2011 showed unsafe levels of indoor air pollution due to smoking at the five area Kansas City casinos.

Even short term exposure to cigarette smoke can aggravate irregular heartbeat, set the stage for heart attacks, and for those with heart disease can cause a heart attack with no warning symptoms.

Older adults who comprise a significant proportion of casino customers are at greater risk as they have undiagnosed hurt or lung disease. Particle Pollution and Your Health.

U.S. Environmental Protection Agency Sept. 2003.

Less than 2 hours of exposure to secondhand smoke in half of the casinos surveyed is enough to impair the heart's ability to pump blood, placing susceptible casino patrons and workers at acute risk of heart disease.

Stanford and Tufts Universities, study published in the Journal of Environmental Research in 2011.

100% Smokefree State-Regulated Gambling

American Nonsmokers' Rights Foundation

As of October 7, 2011

Note: American Indian and Alaska Native sovereign tribal laws are not reflected on this map. Gambling laws reflected on this map do not include state-regulated bingo.

