**Talking-Points**

Here are some quick talking points that anyone can use to build support in their community for smoke-free policies. These talking points help to educate community members on the dangers of commercial tobacco abuse and the benefits of commercial tobacco smoke-free policies:

1. **Commercial smoke-free policies protect community members from the health risks of secondhand smoke.**  
   There is no safe level of exposure to commercial tobacco smoke and the damage from commercial tobacco smoke is immediate.  
   Secondhand smoke exposure causes lung cancer, heart disease, sudden infant death syndrome (SIDS), reproductive effects in women (premature birth, low birth weight), and an increased risk for stroke.
2. **Commercial smoke-free policies support community members who choose to quit.**  
   Smoking causes 15 different cancers (including lung, colorectal, cervical, kidney, liver, and stomach), heart disease, stroke, Chronic Obstructive Pulmonary Disease (COPD), asthma, diabetes, and adverse health outcomes in cancer patients and survivors.
3. **Commercial smoke-free policies protect those especially vulnerable to secondhand smoke, including pregnant women, children, and elders.**  
   Children who breathe secondhand smoke are more likely to experience ear infections, decreased lung capacity, and decreased cognitive function. These children experience more frequent trips to the hospital and are at increased risk for sudden infant death syndrome (SIDS).  
   If children and elders are sacred, shouldn’t their air be?
4. **Commercial smoke-free policies protect the environment.**  
   Commercial tobacco production involves herbicides, pesticides, and other chemicals. Cigarette production involves the cutting of millions of acres of forests each year. Cigarette butts are littered across our nations.
5. **Commercial smoke-free policies that limit smoking in and around tribal buildings and casinos will not impact tribal revenue.**  
   Studies examining revenues and patronage of bars and restaurants found that businesses affected by the implementation of smoke-free laws did not experience losses in revenue after smoke-free ordinances became law
6. **Policies protect many tribal employees, children, and adult tribal members from secondhand smoke, improving health and decreasing sick days.**  
   Healthier people means less IHS and tribal health department funding being spent to treat secondhand-smoke-related illnesses.
7. **Tribal governments demonstrate leadership in protecting the health of tribal members.**