

About *Options*, Philip Morris USA **Accommodation-A Reasonable Approach to Public-Place Smoking**

[Learn About Our Urban Litter Initiative \(use Litter logo icon to click\)](#)

At Philip Morris USA, we recognize that cigarette smoke in public places such as bars, restaurants, airports, bowling centers and hotels can be a controversial issue.

Environmental tobacco smoke (ETS) can be unpleasant and annoying, and many people believe that it presents a health risk to non-smokers. That is why we strongly support options designed to minimize unwanted ETS, while still providing adults with pleasant and comfortable places to smoke. Despite the health issues surrounding ETS¹, recent public opinion research shows that many Americans support the accommodation of both non-smokers and smokers in hospitality establishments.²

To help deal with this issue, we have partnered with the hospitality and heating, ventilation and air-conditioning industries to find ways to address the comfort concerns of non-smokers. We are working to help minimize unwanted ETS – often through the use of ventilation technologies – to create environments that are welcoming to both non-smokers and smokers.

When Philip Morris first became engaged in this issue over ten years ago, the public was asking for separate non-smoking and smoking sections. Business owners wanted advice on the logistics of creating separate sections and, importantly, how to communicate their smoking policies to customers. We helped provide that assistance.

Today, societal expectations have changed. Many non-smokers say they do not mind being in a venue that allows smoking, but only if the smoke does not bother them. If a business cannot provide this comfort, then customers will go elsewhere. Separate sections may no longer be enough; now a successful venue is one with a well-planned space and an effective ventilation system. The *Options* initiative offers hospitality and public-place business owners tools to help meet – and where possible exceed – the expectations of their customers and employees.

To develop these tools, *Options* followed a simple strategy – engage in dialogues, listen, and take action.

¹ *Options*, Philip Morris, USA does not purport to address health effects attributed to environmental tobacco smoke. For more information about ETS and reported health effects in non-smokers, see our website www.philipmorrisusa.com. *Options*, Philip Morris, USA does not purport to address health effects attributed to environmental tobacco smoke.

² Omnibus survey conducted by Yankelovich Partners, April 2000, partially funded with a grant from *Options*, Philip Morris, USA.

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We are engaged in an ongoing dialogue with leaders of the hospitality and public-place industries; the heating, ventilation and air-conditioning industry; and labor unions. In addition, we have considered the changing societal expectations and regulatory environment, in which an array of options is being implemented around the country. In light of our discussions and this dynamic environment, we have identified approaches that we believe can ultimately help create a win-win scenario for all.

Our goal at *Options* is to help create more comfortable environments. Public opinion research indicates that Americans do not believe bans are the answer to the public-place smoking issue.³ At Philip Morris USA, we are working to find constructive alternatives that respect everyone's choices and preferences. It is one part of our role as a responsible company in a changing world.

Contact Us

³ Ibid.

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