



**Silver Wing Award  
Category 18 –  
Creative Tactics**

Dawn White  
South Carolina Tobacco Collaborative  
*“Hot Off the Grill” Calendar*

SCPRSA  
2007 Mercury Awards  
[www.scprsa.org](http://www.scprsa.org)

## 2007 SCPRSA SILVER WING AWARDS

### 18. CREATIVE TACTICS

#### South Carolina Tobacco Collaborative for Smoke Free Columbia – “Hot Off the Grill” Calendar

**PURPOSE:** The Smoke Free Columbia campaign, implemented by the South Carolina Tobacco Collaborative (SCTC) educated citizens, owners of restaurants and bars, and policy makers on the dangers of secondhand smoke exposure in the workplace and advocated for a smoke-free workplace ordinance in the City of Columbia. All workers, regardless of occupation, have the right to breathe clean air while at a workplace. Restaurant and bar workers stand out as notably under protected from the hazards of secondhand smoke. The 2006 Hot off the Grill calendar, a tactic of the campaign, was published as an educational tool to raise awareness of the health hazards of secondhand smoke in workplaces and to encourage the audiences to understand the importance of creating and supporting safe, smoke-free work environments for all food service workers. The calendar featured eleven male bartenders photographed at their worksites as “calendar models”.

**RESEARCH:** Food service workers have a 50% greater risk of lung cancer than the general population, in part, because of their exposure to secondhand smoke in the workplace. Bar employees’ exposure to secondhand smoke is four to six times higher than that of other food and beverage service workers. Waitresses die at higher rates from lung and heart disease than any other female occupational group. The Centers for Disease Control and Prevention say waitresses exposed to secondhand smoke are 34% more likely to develop lung cancer. Constant exposure to secondhand smoke almost doubles the risk of having a heart attack. In June 2006, the US Surgeon General Richard Carmona released a report on the dangers of secondhand smoke, stating that any amount of exposure to secondhand smoke is hazardous and justifying the Smoke Free Columbia campaign efforts. Research from the Surgeon General and CDC provided strong support for the need to eliminate secondhand smoke from all workplaces.

**PLANNING / EXECUTION:** The featured bartenders were nominated by SCTC staff members either through “chance encounter”, by word of mouth or personal relationship. All of the featured bartenders, except for two, worked in the Columbia area. Two were chosen from the Charleston area because of Charleston’s fine dining reputation and for its large quantity of restaurants and bars due to the city being a top tourist destination in the state. All photos were taken on site at the dining establishments where the bartenders were employed. 1,750 copies of the calendar were printed in late 2005. The calendar debuted in October of 2005 and was initially handed out at the Women’s Expo event in Columbia, but was also used as a New Year’s educational tool. The calendars were mailed to over 300 restaurants and bars in the Columbia and Charleston areas, and were handed out at various events that the Smoke Free Columbia campaign was an exhibitor at or participant in.

**TARGET AUDIENCE:** The target audience included owners of dining establishments and those employed in the food service industry, as well as the general public.

**BUDGET:** The budget for the calendar included \$5,900 for printing costs and \$700 for photography for a grand total of \$6,600.

**GOALS ACHIEVED:** One of the featured bartenders in the calendar went on to become a “campaign spokesperson” for the smoke-free workplace ordinance efforts in Columbia. During the Smoke Free Columbia campaign a prominent restaurant owner partnered with the Smoke Free Columbia campaign and the South Carolina Tobacco Collaborative to hold a joint news conference to announce his establishment was going smoke free for the health of his workers and customers. On October 18<sup>th</sup> Columbia City Council voted 4-2 to pass a first reading of a comprehensive ordinance (to include restaurants and bars), and on November 8<sup>th</sup>, 2006 Columbia City Council voted 4-3 in favor of passing a final reading for a smoke-free workplace ordinance that exempted bars. The campaign objective for the petition drive was 4,000 signatures and the Smoke Free Columbia campaign collected 5,200 signatures, including over 700 online “signatures” from supporters through the website. Both public hearings were filled to capacity. Forty people spoke in support of a smoke-free workplace ordinance while only ten spoke against it.

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**100 Word Summary**

The 2006 Hot Off the Grill calendar, a tactic of the Smoke Free Columbia campaign, was published as an educational tool to raise awareness of the health hazards of secondhand smoke in workplaces and to encourage citizens to understand the importance of creating smoke-free work environments for all food and beverage service workers. All workers, regardless of occupation, have the right to breathe clean air at their workplace. The calendar featured eleven male bartenders as “calendar models”. The target audience included owners of food and beverage establishments and those employed in the service industry, as well as the general public.