



N.C. Smoke-Free/Tobacco-Free Public Places A Success Story: Spare Time Entertainment, Greensboro, N.C.

Summary: A bowling center not only enjoys the benefits of being smoke-free, they also want to ensure the healthiest atmosphere possible by also making their center “vapor-free.”

Challenge: For many years a night of bowling meant large smoke-filled entertainment centers that were supposed to be catering to “family entertainment.” One such center, Gate City Lanes, was enthusiastically supportive of the smoke-free restaurant and bar law (SFRBL) in 2010, and welcomed the opportunity to become smoke-free. Their manager at the time was a smoker, and believed that the new policy would help her to quit smoking, while benefiting the families and youth leagues that used their facility regularly...including her own grandchildren. The facility even hosted a youth smoke-free bowling event to celebrate the first day of the SFRB law.

Six years later, it has become commonplace to expect that not only bars and restaurants, but family entertainment facilities would be smoke-free. This same facility, now under new management as Spare Time Entertainment, contacted the Guilford County Division of Public Health with a new question: “Can we eliminate the use of electronic cigarettes in our facility?”

Quote

“As a family Entertainment Center, we are constantly trying to let our customers know that we are a business that caters to everyone. With this comes the need to keep our facility neat, clean and free of detracting elements for a family atmosphere. In keeping with this standard, we were in need for some sort of signage that would let the customer know that we could not allow smoking and/or e-cigs. I had been searching for a proper window decal that represented our brand, to no avail. Thankfully, I was able to get in touch with Mary Gillett from the Guilford County Department of Public Health. As the Regional Tobacco Prevention Manager, Mary had already had them designed and was in the process of having the decals made. I am so thankful that I was able to work with her because we now have them proudly placed on our front doors for all customers to see.”

Jack Freysinger, Entertainment
Manager, Spare Time Entertainment

To learn more, visit www.tobaccopreventionandcontrol.ncdhhs.gov

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Division of Public Health

Solution:

Regional Tobacco Prevention Manager Mary Gillet was happy to inform Spare Time manager Jack Freysinger that he was able to eliminate the use of electronic cigarettes anywhere on his property. In fact, the Guilford County Health Director had just sent a notification to all restaurants encouraging them to do so, and offering supportive fact sheets and door signs to help them inform their customers.

Lessons Learned:

Often the changing norms in the community are helping shape the attitudes of business owners. Electronic cigarettes are new, and not everyone is convinced they are safer than cigarettes. Few people know business owners have the authority to prohibit them on their property. Simple communication and a few supportive things like signs or table tents can be all the help local businesses need to implement a policy change.



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