

Countywide Services Agency

Department of
Health and Human Services

Division of Public Health

Glennah Trochet, M.D.
County Health Officer



Terry Schutten,
County Executive

Jim Hunt,
Acting Agency Administrator
Ann Edwards-Buckley,
Department Director

County of Sacramento

October 2, 2009

Media Contact: Yvonne Rodriguez (916) 642-3293

For Immediate Release

Jalapeño's Restaurant Offers Sacramento 100% Smoke-Free Patio Dining

(Sacramento, CA) – Nothing ruins the mouth-watering smell of simmering meat and sizzling onions like a toxic cloud of cigarette smoke.

On Monday, October 5, 2009, Jalapeño's restaurant in Sacramento is making its outdoor patio 100% smoke-free for the enjoyment – and health – of their patrons and workers.

The Saving Our Legacy (SOL) Project is recognizing Jalapeño's smoke-free policy signing with a kick-off event from 5:30 p.m. to 7:30pm. The first 15 patrons who ask for smoke-free patio seating will receive complementary dinner coupons, and all dining patrons can participate in raffles for prizes. The Sacramento County Chronic Disease Prevention Program and 100.5 FM "The Zone" will host a booth with information about the harm of secondhand smoke, the benefits of smoke free outdoor dining, and how people can get help quitting their tobacco habit.

"I don't usually have many people smoking on the patio, but I've had customers complain about the smoke in the past," says Jalapeño's owner Ricardo Ochoa. "I think it's a good idea to keep the patio free from smoke. It's good for everybody."

Jalapeño's is responding to the wishes of the vast majority by adopting this smoke-free patio policy. About three out of four Californians surveyed think that smoking should be prohibited in outdoor patio dining areas of eating establishments.

The adoption of this voluntary policy stems from (owner's) collaboration with the SOL Project—African Americans for Smoke-Free Safe Places, an agency that assists restaurants and bars in Sacramento and the San Joaquin Valley with establishing fresh outdoor dining. Jalapeño's will now join the scores of other bars and restaurants in this area who have chosen to provide completely smoke-free atmospheres.

Ninety-seven percent of California voters agreed that second hand smoke is harmful to those who inhale it. Second hand smoke is the third leading cause of preventable death in the U.S. and causes about 53,000 deaths per year. Tobacco smoke can immediately trigger asthma attacks, coughing, chest discomfort, and harm to heart and blood circulation. Long-term exposure can cause heart disease, cancer, and lung disease in non-smokers.

(continued)

“Second hand smoke is a known human carcinogen, meaning there is no safe level of exposure – even when outdoors,” says Dr. Glennah Trochet, Sacramento County Public Health Officer. “Smoke free outdoor dining policies help protect the health of patrons and restaurant workers.”

During the recognition event, the SOL Project will present Ochoa with a plaque, toolkits, and new signage inviting patrons to enjoy smoke free outdoor dining.

For more information about this event or smoke free outdoor dining policies, please contact Yvonne Rodriguez of the Sacramento County Chronic Disease Prevention Program at 916.875.5869, or Twlia Laster of the SOL Project at 888.774.7685, ext. 100.

###