



October 23, 2010

Little Rock Zoo Board of Governors &
Other Public Officials
Little Rock, AR 72201

Dear Zoo Board of Governors and Other Public Officials:

The Zoo Board of Governors has an historic opportunity to embrace a responsible policy that will help to reduce the suffering and death caused by secondhand smoke exposure. The Zoo Board of Governors should adopt a 100% smoke-free zoo policy, without any designate smoking areas, **to protect Arkansas' children.**

On October 1, 2010, the City of Little Rock took a giant step forward by implementing a 100% tobacco free parks **policy** for all parks within the city's **border**, including golf courses. We view this approach as critical to making our community healthier for all of our children. **We** strongly encourage the zoo to do adopt a similar smoke-free policy.

Secondhand smoke kills more than 53,000 non-smokers each year **in the U.S.** and costs our nation billions of dollars in health care cost. This represents 490 deaths in Arkansas and millions of dollars in health related cost, **according to the Campaign for Tobacco Free Kids.** The 2006 U.S. Surgeon General Report stated that secondhand smoke is a serious health hazard that can lead to disease and premature death in children and non-smoking adults. Even brief exposure to secondhand smoke has immediate adverse health effect. Just 30 minutes of exposure to secondhand smoke compromises the cardiovascular system by reducing the blood flow to the heart.

Every day, over 4,000 children in the U.S. smoke their first cigarette and 2,000 teenagers become daily smokers. When children see adults smoking in a family-friendly place like a zoo, they incorporate the experience as an acceptable activity.

We believe a 100% smoke-free zoo policy is the right things to do for all children. **A comprehensive policy** would show-case Little Rock and Arkansas as a city and state that recognizes that strong public health policies are good for business and good for public health.

The citizens of Little Rock and residents of Arkansas are working in good faith to achieve this bipartisan public health policy. Please support the adoption of a 100% smoke free policy for the Little Rock Zoo. **And oppose designated smoking areas.**

Operation ZOO 2010: Lions, Tigers, and SMOKE! Oh My!





Thank you in advance for your proactive action **addressing** our concerns about our children being exposed to secondhand smoke inside of the zoo.

Sincerely

Concerned about Arkansas Youth and Adults— (see pages that follow)

Operation ZOO 2010: Lions, Tigers, and SMOKE! Oh My!

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