



A Case Study

The Win-River Resort & Casino

Starting in 2008, a coalition of public health professionals began working with the Redding Rancheria tribe in Redding, CA to establish a smoke-free policy at the Win-River Resort and Casino. The coalition collected data on air quality and surveyed both patrons and staff. Information was collected with full tribal knowledge and shared with casino management. In 2014 Win-River became the second casino in California to become completely smoke-free.

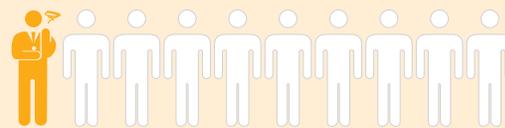
Although their policy was later modified to be 70% nonsmoking, the success of this collaboration, and the lessons learned, may provide a model for similar efforts.

Keys to Success

1. Build relationships and trust with casino management and tribal community
2. Collect air quality data with full tribal knowledge and consent. Assure them that the data belongs to them and will not be shared without their permission.
3. Survey staff and patrons on support for smoke-free policy
4. Share information collected on air quality and support for smoking restrictions
5. Share information on EPA air quality recommendations
6. Share success stories from other tribal casinos with smoking restrictions



Our Findings



Before the smoke-free policy was in place, **only 1 in 10** patrons were actively smoking at any given time.

3–5x higher

Initial levels of fine-particle exposure in indoor gaming areas, compared to what the EPA says is **safe for outdoor air**.

98% Reduction in levels of fine-particle exposure in the air **after the smoke-free policy** was implemented.
[from 100–147 down to near 0.]

63% Number of patrons surveyed who indicated they would visit **more often** or equally as often if a casino went completely smoke-free.

See our complete findings and results in our published paper available online:
www.mdpi.com/1660-4601/13/1/143

Implementation Tips

- ✓ Phase in the policy instead of changing to smoke-free all at once. This allows guests to adjust to the change.
- ✓ Ensure that the popular games and machines are available in nonsmoking areas.



Our success with Win-River led to a partnership with **Sycuan Casino** in San Diego. The results were a greatly expanded non-smoking wing and a “Breath of Fresh Air” campaign to promote their non-smoking gaming.

The National Congress of American Indians has endorsed comprehensive tribal commercial tobacco-free air policies in indoor workplaces and public places, including tribal casinos.

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For more information, please contact us at 916.642.1187 or www.etr.org/CCAP

