Preemption remains the tobacco industry’s chief legislative goal. Passage of preemption prevents the enactment of local ordinances and has a devastating effect on tobacco control.

Why? Preemption results in:

- **Weaker public health standards.** With few exceptions, statewide proposals have proven to be weaker than local measures. When preemption passes in a state, the elimination of local ordinances and/or local governments’ inability to pass and enact their own smokefree measures means that more nonsmokers will be exposed to secondhand smoke.

- **Loss of community education.** Each local ordinance campaign involves a unique community education process. From proposal to passage and implementation, the media and public engage in an ongoing dialog about tobacco. The result is a well-publicized, low cost education effort, with the tobacco industry invariably the loser. If preemption passes, this local education process ends completely.

- **Lower compliance.** As a result of local enforcement provisions and the community education that accompanies their passage, local tobacco control ordinances enjoy a high level of compliance. If local ordinances are replaced with a weak, poorly enforced state law, compliance will drop.

- **More difficulty with enforcement.** Local ordinances provide meaningful local enforcement mechanisms. In contrast, most state smoking laws have abysmal enforcement records. If preemption passes, effective local enforcement will be replaced with poor statewide enforcement.