



DEVELOPING A SMOKE-FREE MULTI-UNIT HOUSING PROGRAM

A GUIDE FOR TOBACCO CONTROL PROFESSIONALS



**Communities Putting
Prevention to Work**
Making healthy living easier.

created by **LIVE SMOKE FREE**
a program of the Association for Nonsmokers—Minnesota





STAGES OF SMOKE-FREE MULTI-UNIT HOUSING PROGRAM DEVELOPMENT

PHASE 1: UNDERSTANDING THE NEED FOR SMOKE-FREE MULTI-UNIT HOUSING

PHASE 2: WORKING TOWARD SMOKE-FREE MULTI-UNIT HOUSING POLICY



SAMPLE LEARNING / STRATEGY OUTCOMES

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<p>Secondhand smoke drifts from unit to unit</p> <p>Secondhand smoke is a health hazard</p> <p>Renters want to live in smoke-free environments</p> <p>Cigarette-related fires are costly and deadly</p> <p>Landlords can save thousands of dollars on cleaning and turnover costs</p> <p>There are thousands of smoke-free buildings in the US</p>	<p>Research how subsidized, market-rate, and specialty MUH differ</p> <p>Assess the MUH stock in your community</p> <p>Promote existing smoke-free MUH buildings</p> <p>Join local MUH trade associations</p> <p>Create talking points to help managers understand that policies protect their financial bottom line</p>	<p>Decide on a policy approach: voluntary/ private or public policies</p> <p>Create program branding, logos, messaging, and web site</p> <p>Build a database or tracking system</p> <p>Decide what services and materials you will offer</p> <p>Create a listing of smoke-free buildings that can be shared with the public</p> <p>Conduct research on market demand</p>	<p>Legal cases on smoke-free MUH exist</p> <p>States have specific laws about tobacco and MUH</p> <p>Federal laws exist to protect renters exposed to smoke</p> <p>Smoke-free MUH policies are legal and are not discriminatory</p> <p>Permitting smoking has more legal liabilities than prohibiting smoking</p>	<p>Identify and meet with organizations that work with MUH</p> <p>Attend MUH Conferences</p> <p>Conduct mailings, training sessions, and other strategies</p> <p>Utilize earned and paid media</p> <p>Work with non-traditional industries such as green, insurance, and rental search companies</p>	<p>Managers go through three stages when adopting a policy:</p> <ul style="list-style-type: none"> • Contemplation: "I'm thinking of adopting a smoke-free policy" • Adoption: "I've decided to adopt a smoke-free policy" • Implementation: "I have a smoke-free building" <p>Policy adoption differs for rental and owner-occupied MUH</p>	<p>Connect renters and staff to local cessation programs</p> <p>Learn appropriate ways to offer cessation to disparate populations, especially for renters who are</p> <ul style="list-style-type: none"> • Chemically dependent • Mentally ill • Formerly or nearly homeless • Living in supportive housing <p>Decide if your program will offer Cessation resources such as classes or quit kits</p>	<p>Educate renters on their legal rights</p> <p>Encourage renters to talk with their manager; reach out to the manager when appropriate</p> <p>Connect renters to local legal services and other local resources</p>	<p>Connect with other smoke-free MUH programs</p> <p>Create online resources to continue limited services</p> <p>Find additional funding when possible</p> <p>Evaluate your program and successes</p> <p>Discuss using public policy strategies as sustainable change</p>
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ELECTRONIC COPIES OF THIS PUBLICATION CAN BE FOUND AT:

www.mnsmokefreehousing.org

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Dear Tobacco Control Professional,

Multi-unit housing remains one of the few indoor areas where secondhand smoke is unregulated in many communities in the United States. According to the 2011 American Community Survey, nearly 54 million people in the U.S. live in rented multi-unit housing. While multi-unit housing can be home to many demographics, disproportionately, our multi-unit housing residents are part of our country's most vulnerable populations: the poor, the young, the elderly, the physically disabled, and those with severe mental illness, chemical dependency, and chronic disease. Already facing health inequities, millions of these renters are regularly and unwillingly exposed to the toxins of secondhand smoke in the very places where they should feel safest—their homes.

In the past decade, tobacco control advocates and public health professionals have made great strides in protecting the health of multi-unit housing residents by eliminating exposure to secondhand smoke in their living environments. In the early 2000s, virtually no smoke-free multi-unit housing existed. Most state and local tobacco control programs did not address this secondhand smoke exposure. Today, there are thousands of privately-owned multi-unit housing properties that are smoke free, and hundreds of local public housing authorities with smoke-free policies. Most states have multiple projects promoting smoke-free multi-unit housing.

Since the late 1990s, the Association for Nonsmokers—Minnesota and its Live Smoke Free program have worked with hundreds of multi-unit housing managers, residents, and other industry professionals to address secondhand smoke exposure and adopt smoke-free policies. Through the years, Live Smoke Free experienced successes, challenges, and lessons learned as we built our program. With this, we developed best practices and materials to develop a smoke-free multi-unit housing program.

Live Smoke Free won a 2011 Communities Putting Prevention to Work Mentoring Supplement from the Minnesota Department of Health to mentor communities throughout the U.S. on developing a smoke-free multi-unit housing program. To provide a framework, we created a nine-step continuum called the "Stages of Smoke-Free Multi-Unit Housing Program Development: A Training Continuum for Tobacco Control Professionals." Using this continuum, we presented a series of nine webinars on developing, implementing and sustaining a smoke-free multi-unit housing program (www.mnsmokefreehousing.org/webinar). This manual, *Developing a Smoke-Free Multi-Unit Housing Program: A Guide for Tobacco Control Professionals*, provides in-depth information for each of the nine steps in the continuum. Together, the webinar series and this manual give public health professionals new to the field of smoke-free multi-unit housing a comprehensive guide for starting this work, and will provide seasoned veterans with tips and tools for increasing the impact of their own smoke-free multi-unit housing programs.

We hope that the same passion for protecting the health of multi-unit housing residents that inspired us to create the Live Smoke Free program will encourage you to carry on this important work in your own community.

Use in good health!



Brittany McFadden
Live Smoke Free





Carissa Larsen
Live Smoke Free

USING THIS MANUAL

This manual is designed to guide you through the stages of developing a smoke-free multi-unit housing program, which are illustrated through the nine-step continuum called the “Stages of Smoke-Free Multi-Unit Housing Program Development: A Training Continuum for Tobacco Control Professionals.” The continuum appears in the front, fold-out section of this manual. The continuum is divided into two sections. Phase 1, “Understanding the Need for Smoke-Free Multi-Unit Housing,” explains the issue of smoke-free multi-unit housing, describes the multi-unit housing industry, outlines how to create messaging and materials for your program, and illustrates the legal issues related to smoke-free policy adoption. Phase 2, “Working toward Smoke-Free Multi-Unit Housing Policy Adoption,” describes strategies for reaching out to the multi-unit housing industry, explains the process for assisting property managers with policy adoption, highlights ideas for incorporating cessation into your work, outlines how to assist renters struggling with secondhand smoke exposure, and summarizes strategies for sustaining your work long-term.

ICONS

Throughout the manual, we have placed icons to enhance your learning experience. Each time we reference another chapter or section of a chapter, you will see an  icon to alert you to seek additional information in another section of the manual. Also in each chapter, we have referenced a number of “tools” that we use in our smoke-free multi-unit housing work. Each  indicates a corresponding tool in the “Tools” section in the back of this manual.

WEBINAR SERIES

In addition to this manual, we presented a series of webinars based on the “Stages of Smoke-Free Multi-Unit Housing Program Development” continuum. The archived webinars can be found on our website: (www.mnsmokefreehousing.org/webinar). While the content of the webinars and the manual is very similar, the guest speakers on the webinars and the visual content of the manual provide different perspectives. We encourage you to utilize both for the most optimal learning experience!

A NOTE ABOUT TERMINOLOGY

As we point out in Chapter 2, there are a number of housing-related terms that are similar in use and meaning. For example, “manager,” “owner,” and “landlord,” and “resident,” “tenant,” and “renter” are often used interchangeably. In the context of this manual, we predominantly use the word “manager” to refer to a multi-unit housing property manager, but “owner” or “landlord” can usually be a suitable substitution. Since the multi-unit housing industry prefers to use the term “resident,” we use it, as well as “renter,” throughout. While this manual refers most often to rental apartment buildings, much of this information can be applied to owner-occupied multi-unit housing, such as condominiums.

A NOTE ABOUT CONTEXT

In the spirit of our role as mentors, this manual is based on the Live Smoke Free program’s experiences working on smoke-free multi-unit housing. Much of our expertise comes from our work with property managers and renters in Minnesota. These experiences provide the context for many of the case studies and examples

in this manual, but these scenarios are common throughout the country.

While the information in this manual is based on Live Smoke Free’s perspective, the materials, strategies, and philosophies of smoke-free multi-unit housing programs from throughout the country have also shaped our work. We have had the privilege of learning from our colleagues on a regular basis through the Smoke-Free Multi-Unit Housing listserve, national conferences, state-based trainings, and online tutorials. We want to especially acknowledge our colleagues who pioneered this work with us; together, we have helped shape the smoke-free multi-unit housing movement in the United States.

REPRODUCING INFORMATION FROM THIS MANUAL

The information and materials in this manual are intended to support the growth and development of smoke-free multi-unit housing programs. If you decide to reproduce or redistribute information from this manual, please credit Live Smoke Free. If you decide to modify information in this manual, please contact us to discuss your needs. Thank you for considering the creativity and hard work that went into the development of this manual.

The Live Smoke Free name and logo were created for use by the Association for Nonsmokers—Minnesota in relation to our smoke-free multi-unit housing work. The Live Smoke Free program name and logo are used exclusively to brand Live Smoke Free work and materials and cannot be used to identify another organization’s program. Organizations may contact Live Smoke Free to discuss alternative branding ideas.

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