



Strategies to Reach the Multi-Housing Industry

Stages of Smoke-Free Multi-Housing Program Development:
A series for public health professionals

Part Five of Nine | December 15, 2011







Welcome!




- Please be sure to turn up the volume on your computer speakers – **No need to call in**
- If you have questions, please type them into the chat box at the bottom of your screen and we will answer them during or after the presentation
- The presentation will be recorded and archived on our web site at www.mnsmokefreehousing.org/webinar
- Print a handout of the presentation



Live Smoke Free



- Program of the Association for Nonsmokers—Minnesota
 - Working on smoke-free housing since late 1990's
 - Three full-time staff dedicated to project
 - Assisted hundreds of property managers in policy adoption, including public housing authorities; private owners; suburban, urban, and rural properties
- Recipient of MN Mentoring Supplement to provide technical assistance to Communities Putting Prevention to Work (CPPW) grantees
- Partnering with the Public Health Law Center
- Made possible by funding from the U.S. Department of Health and Human Services. Sponsored by the Minnesota Department of Health






Technical Assistance Team





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Technical Assistance Scope of Work



- Webinar series on the stages of developing a smoke-free housing program
- Development of a comprehensive “how-to” training manual for smoke-free housing advocates
- Individual consultations, including site visits, strategy development, legal issues, and materials



Stages of Smoke-Free Multi-Housing Program Development



Phase 1: Understanding the Need for Smoke-Free Multi-Unit Housing

Stages of Smoke-Free Multi-Unit Housing Program Development			
The Case for Smoke-Free MUH	Getting to Know the MUH Industry	Building Your Smoke-Free MUH Program	Understanding Legal Issues
The importance of adopting smoke-free MUH policies	Assessing the MUH stock and learning what's important to the industry	Creating goals, materials, and procedures to sustain a program	Learning the local, state, and federal laws pertaining to MUH

Phase 2: Working Toward Smoke-Free Multi-Unit Housing Policy Adoption

Stages of Smoke-Free Multi-Unit Housing Program Development				
Strategies to Reach the Housing Industry	Working with MUH to Adopt a Policy	Providing Cessation in Smoke-Free Buildings	Working with Renters Exposed to Smoke	Program Sustainability
Getting your message to landlords	The policy adoption process	Helping current residents make the transition to a smoke-free environment	Empowering renters suffering from secondhand smoke drift	Partnering with other smoke-free MUH programs

Print a pdf of the [Smoke-Free Multi-Housing Program Continuum](#)

 **Webinar Series** 

Based on the Smoke-Free Multi-Unit Housing Program Continuum

- *The Case for Smoke-Free Housing*
- *Getting to Know the Multi-Housing Industry*
- *Building Your Smoke-Free Housing Program*
- *Understanding Legal Issues*
- **Strategies to Reach the Housing Industry – December 15th**
- Working with Property Owners/Managers to Adopt a Smoke-Free Policy – January 12th
- Providing Cessation in Smoke-Free Buildings – January 26th
- Working with Renters Exposed to Secondhand Smoke – February 9th
- Program Sustainability – February 23rd

Learn more and register at www.mnsmokefreehousing.org/cppw

 **Strategies to Reach the Multi-Housing Industry** 

Topics Covered Today:

- Identifying local housing organizations
- Attending multi-housing conferences
- Conducting mailings and other forms of outreach
- Utilizing earned and paid media
- Working with nontraditional industries



 **Why Focus on the Housing Industry?** 

- The industry's policy makers:
 - Building owners
 - Building managers
 - Building developers
- The industry is asking for smoke-free information
 - "Hot topic" in discussions
 - Invitations to give presentations
 - Requests for materials



Working with building owners can affect positive change faster than working with individual tenants

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Identifying Local Housing Organizations

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Types of Organizations

- Trade organizations
- Housing finance agencies
- Nonprofit agencies



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Trade Organizations

- Benefits: membership lists, conferences, educational resources, direct social norms among members
- City, county, region, or state housing association
 - San Diego County Apartment Association, New York Capital Region Apartment Association, Minnesota Multi-Housing Association
 - Local chapters of NAHRO
- Not necessary to get involved with the national associations
 - National Apartment Association (www.naahq.org)
 - National NAHRO (www.nahro.org)

 **Partnering in Minnesota** 

- Member of the Minnesota Multi-Housing Association
 - Represents 250,000 units
 - Conference presentations
 - Exhibit booths
 - Serve on PR committee
 - Articles in newsletter
 - Lease addendum on website



- Member of the Minnesota Chapter of the National Association of Housing and Redevelopment Officials (NAHRO) (public housing)
 - 600 members
 - Conference presentations
 - Exhibit booths

 **Housing Finance Agencies** 

- Provide funding for loans, subsidy programs, renovations, low-income housing tax credits, etc.
- Staff may have portfolios of multi-housing properties and may be in touch with managers frequently
 - Educate staff on your program so they can refer managers to you
- Staff may be very "in-the-know" on the local housing scene
- May be able to change some of their procedures (ie, tax credits)

 **Nonprofit Agencies** 

- Homelessness coalitions, legal aid, corporations for supportive housing, community development agencies, faith-based organizations, etc.
- Partner via mission of providing healthy housing to everyone
- Learn how they reach out to managers
- Get your information into their offices, newsletters, etc.



Relaying the Message



Why is it important to connect with local housing organizations?

- The more you learn about the local housing industry the better equipped you'll be to work with managers
- Builds sustainable partnerships
- May open doors you couldn't open yourself





Attend Multi-Housing Conferences



Attend to Learn



- Get to know the housing industry and the players
 - Learn the lingo and what's on the minds of managers
- Learn how other issues get their message out to the industry
- Begin to figure out how you might fit with the current trends
- Attend sessions and visit exhibit booths
- Meet people!
 - Managers, vendors, and others



Attend to Educate



- Give presentations on the importance of smoke-free housing
 - Partner with managers who have gone smoke free, local housing organizations, or industry experts (ie, attorneys, engineers, etc.)
 - Make sure partners are credible and that you know what they're going to say
- Exhibit at booth/trade show
 - Provide information about your program, the process for going smoke free, and giveaways
- Remember: You may not have success getting a presentation the first year



Points to Cover in a Training Session



- Why smoke-free housing is important
- The trend toward smoke-free housing in your area
- Answers to common legal questions
- The steps to adopt a smoke-free policy
- Resources your program offers





Relaying the Message



Why is it important to attend housing conferences?

- Educates you on the housing industry
- Allows you to build relationships and show that you're not just a public health organization imposing policies on the industry
- Training opportunities for your target audience
- If there are no housing conferences in your area, consider hosting your own workshop or lunch & learn session

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Mailings and Other Forms of Outreach




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Emphasizing Property Damage




- Use visuals to remind managers of the costs of allowing smoking



- Ask managers to keep damaged items as they clean units

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Reaching Out After a Fire



- Sending letters to managers after a fire may encourage them to adopt a policy in order to prevent future fires



Apartment fire in Burnsville, Minn. June 6, 2007.



A man looks on as firefighters work to put out a fire started by a cigarette at a Bloomington apartment complex.

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Manager Postcard Series

Public Health Law Center

Healthier Buildings, Happier Tenants...

A Smart Investment.
The Benefits of Managing a Smoke-Free Building

Tenants are looking for smoke-free buildings.

Will they find you?
List your smoke-free building online for FREE!

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Manager Postcard Series

Public Health Law Center

How Can You Find More Money?

Look No Further Than Your Building!

Protect Your Building. Protect Your Tenants.

Protect Your Investment.
Smoke-Free Buildings Reduce the Risk of Fires.

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Manager Postcard Series

Public Health Law Center

Spring Cleaning? Let Us Help.

Did you know that smoke-free policies...
-are more in demand for your entire building and property?
-result in lower cleaning and turnover costs?
-are preferred by nearly half of renters in the New York City?

Attend the webinar to learn more about the benefits of adopting a smoke-free policy.

Mark Your Calendar For A FREE Webinar
On Cleaning The Air In Your Building

Make Time for a FREE Lunch...

Upcoming Smoke-Free Housing Lunch & Learn Seminars:

- Wednesday, December 9:**
Other Research and Outreach Center
1300 Pennsylvania Avenue North in Minneapolis
- Thursday, December 9:**
Charleston Residential Center
2305 Clough Road in Charleston
- Monday, December 13:**
18th Street Respite Home
800 Wilson Avenue South in Seattle
- Monday, December 14:**
Indiana Community Center
1300 Indiana Blvd. North West in Indiana

...and Learn How to Adopt a Smoke-Free Policy for Your Buildings

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75% of renters want to live in a smoke-free apartment building!

How Will You Meet The Demand?

Other Mailings

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- Introduce the idea of smoke-free housing and promote your services
- Testimonials
 - Peer properties with smoke-free policies
- Specialty housing letter
 - Discuss points that resonate with senior housing, student housing, transitional housing, etc.

Other Mailings

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- Promote upcoming events & thank for attending events
- Promote changes in local law or new national or local resources
- Letters to college housing offices, health clinics, or other community organizations

Discovering Smoke-Free Buildings

- Craigslist, apartment finder magazines, newspapers, meetings/conferences, surveys, etc.
- Send thank-you letter and offer your services to help promote the building and its policy
- Offer something that will encourage the manager to contact you so you can confirm the policy
 - Sign order form (free materials)
 - Web site directory listing (free publicity)
 - Press release offer (free publicity)
- Be sure to count these in your grant activities! If you didn't know about the building, it's possible renters didn't know either

Manager Materials

It's all FREE!

Manager Materials

FREE! FREE! FREE!

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Manager Materials

- Videos on your web site or as DVDs allow managers to educate themselves
- Examples:
 - [Minnesota](#)
 - [Maine](#)
 - [California](#)
 - [British Columbia](#)



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Web Site & Directory

www.mnsmokefreehousing.org



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Financial Incentives

- Mini-grants to help with adoption process
 - Caution: Large amounts of money don't always equal policy change
- Financial incentives to start the process
 - \$25 gift card with consultation or completion of a tenant survey
 - \$50 gift card for beginning to convert building to 100% smoke free by certain date
- Managers should do this organically and not for money, but sometimes money may move things along more quickly
- Avoid looking like you're bribing or simply paying for a policy change; there's less buy-in



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Relaying the Message

Why is it important to continually reach out to the industry?



- People have to hear your message several times before contemplating and taking action
- Remember that you're planting the seeds for change even if policies don't happen right away (some managers take 2-3 years to decide)
- Different people connect with different forms of outreach, so try multiple strategies

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Utilizing the Media



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Utilizing the Media

Smoke-free housing policies save lives - and money

Letters: Smoke-free home should be an option

Condominium owners tell smokers: Take it outside

**MORE APARTMENTS
SNUFF OUT SMOKING**

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Industry Media

Public Health Law Center

NMHC Property Management UPDATE

UNITS
NPA
November 2017

A Breath of Fresh Air

Clearing the Air
Industry Discusses Trend Toward Smoke-Free Housing

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Advertising

Public Health Law Center

Smoke-Free Housing: Healthier Buildings, Happier Tenants...

Enjoy Smoke-Free Air in Your Apartment

A Smart Investment.

Discover The Benefits Of Managing A Smoke-Free Building

Enjoy 100% Smoke-Free Apartment Living!

Colonial Villa Burnsville
Boulder Court Eagan
Cobblestone Square Apple Valley
High Pointe Apartments Eagan
Apple Valley Villa Apple Valley

Find your smoke-free apartment today!

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Paid vs. Earned Media

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- Both are beneficial but must be done purposefully
- Options depend on your budget and media market
- Never underestimate the power of earned media
- Be cautious with paid media
 - Can be a lot of money for very little return
 - How will you measure your impact?



Relaying the Message



Why is media important?

- Spreads your message quickly and efficiently
- Reaches many different audiences
- Tangible item to show funders
- Can help your cause, but isn't always the most important or effective form of outreach because you are trying to reach a niche group





Partnering with Nontraditional Industries





Rental Search Services



- Helps renters find smoke-free housing
 - Though not a primary strategy, it's still an important part of the movement because it builds demand
- Managers may see smoke-free buildings gaining an edge in advertising
- Sustainable change that can continue without funding
- Not always a "no-brainer" to rental search service companies

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Minnesota Examples

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The image shows two examples of smoke-free building listings. On the left is a RENT411 listing for 'Live Smoke Free' with a table of apartment details. On the right is a screenshot of 'The Apartment living guide' search interface, which includes a 'Search By Feature' section with a 'Smoke Free' checkbox and a 'Search' button.

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Green Industry

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- Many green certifications do not require a smoke-free policy, but some may offer points in an application
- Encourage green buildings to go smoke free even if they are not seeking certification
- Reach out to green agencies to partner on presentations and materials

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Minnesota Example

Public Health Law Center

7.16 *Special 1 Feature*
Smoke-Free Building

REQUIREMENTS
Apartment and other multi-unit residential buildings must have a no-smoking policy in all common and individual living areas, and with a 25-foot perimeter around the exterior of all residential projects. The lease language must prohibit smoking in these locations and specify that it is a violation of the lease to smoke. The no-smoking restriction applies to all owners, tenants, guests, and servicepersons.

RATIONALE
Secondhand smoke is the third leading cause of preventable death in the country. Air filtration and ventilation systems do not eliminate the health hazards caused by secondhand smoke. Tobacco smoke from one unit may seep through the stacks, be circulated by a shared ventilation system, or otherwise enter the living space of smokers. In addition to the negative health effects, smoking significantly increases fire hazard and increases cleaning and maintenance costs.

RECOMMENDATIONS

- Many property insurance companies offer a discount for projects with no-smoking policies.
- Project owners and property managers should inform residents that they are prohibited from smoking in the project. A designated outdoor smoking area should be provided as an alternative arrangement for those who smoke.
- Provide suitable receptacles in the designated outdoor smoking area for the disposal of cigarette butt ends. Ensure that the receptacles are inside the project line and do not encroach into public space.

RESOURCES

- National Center for Healthy Housing, "Resources to Explore Smoke-Free Housing Practices": www.nchh.org/Training/Green-and-Healthy-Housing.aspx

- Buildings must have 30-35 points and a smoke-free policy gives 9 – That's 25-30% of an application





Closing Thoughts




Impact of Working with the Industry

- Since January 1, 2007:
 - Reached 1,000+ buildings and managers
 - Recognized by the Minnesota Multi-Housing Association at its 2008 award ceremony
 - Worked with over 800 buildings on smoke-free policy implementation
 - Including 50 public housing authorities (with many more on the way)
 - Thousands of Minnesota residents are now protected from secondhand smoke in their homes






What About Working with Renters?

- While renters are the catalyst for our work, they are not the most effective vehicle for change
- It takes not only a motivated, but a respected renter to successfully make a building smoke free
- The top-down approach of working with a single manager to affect possibly hundreds of renters is faster and more cost-effective
- Working with renters is important, but you may want to limit yourself due to time constraints (we operate under an 80/20 principle)



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Coming in 2012...



- Policy manual with step-by-step guides on building a smoke-free housing program
- Research paper on Live Smoke Free's successes and lessons learned
- Guides on working with disparate populations and cessation as it relates to multi-housing
- Smoke-free lease addendums in multiple languages and other legal resources



Contact Information



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