



RESIDENT ENGAGEMENT IDEAS

For Smoke-Free Public Housing



Conduct a pre-policy resident survey

- Ask about questions and concerns about the policy
- Request resident input and assistance on:
 - Resident questions and needs
 - Presenting the policy rollout to the resident council
 - Communication plan
 - Design and substance of communication flyers
 - Planning a smoke-free celebration
 - Enforcement strategy
 - Purchase of something new for the building or community room with the savings from the smoke-free policy (TV, fish tank, chair, etc.)
 - In-unit policy reminders
 - Design and location of signage
 - Promotion of cessation resources
 - Decision about a designated smoking area (DSA)



Conduct a post-policy resident survey

- Is the policy being followed?
- Do you smell secondhand smoke?
- Are you interested in cessation support?
- What resources are still needed?



Post flyers and door hangers to promote

- Policy details
- Enforcement
- Upcoming resident meetings
- Cessation resources



Ask the resident council, resident leaders, and/or social service providers:

- What are your questions, concerns, and thoughts about a smoke-free policy?
- What are your recommended solutions to those concerns?
- What can management provide to help this smoke-free community be successful?



Distribute resident outreach packets at scattered sites and single family homes. Packet materials could include:

- Notification letter or flyer from management
- CDC infographic on the benefits of smoke-free housing
- Cessation quit line information
- In-unit policy reminder (like a magnet or keychain)
- Resident pre or post-policy survey
- Smoke-free policy details and enforcement procedures.
- “This is a Smoke-Free Home” cling for entry window or door
- Staff contact info to direct questions/concerns



Host, or invite a community partner to host:

- A resident meeting/listening session. Involve:
 - Community partners
 - Management
 - The Resident Council
 - Social Services
- A cessation information meeting for residents interested in quitting, or

residents who want to support their loved ones to quit smoking

- A smoke-free celebration
 - Provide games, snacks, giveaways, coloring contest, a raffle, quit kits, etc. to promote the positives of having a smoke-free building



Create a resource table in the lobby or community room with information about the policy, nutritious refreshments, giveaways, a raffle, quit kits, etc



Address cultural considerations

- Ask resident leaders or social service providers about the unique needs of the community
- Partner with a community group, non-profit, or cultural liaison to support residents during the transition
- Translate educational and implementation materials as applicable



Promote a youth coloring contest with prizes

- Sample phrases to use:
 - Thank you for my smoke-free home!
 - I love my smoke-free home!
- Create a community calendar with the winning pages





Ask a resident or staff member to write a letter promoting the policy for the community newsletter



Create a short promotional video for distribution on the building's website and social media pages

- Partner with a local community group and resident service council on the project



Form a smoke-free housing committee to help address challenges and brainstorm solutions

- Invite resident leaders, a resident council representative, social service providers, a local smoke-free housing advocate, etc. to participate



Hang policy reminders throughout the building

- Place:
 - An appropriate amount of signage in strategic locations
 - In-unit reminders in each unit (e.g. magnet, shopping list, keychain, door cling)
 - Cessation brochures or resources in the office, lobby, and community spaces