

Sample Postcard Series Created for Property Managers on the Benefits of Smoke-Free Housing Policies



Live Smoke Free

2395 University Avenue West, Suite 310

St. Paul, MN 55114

651-646-3005

info@mnsмоkefreehousing.org

www.mnsмоkefreehousing.org

The following postcards were created by the Live Smoke Free program. They are offered here as samples for smoke-free housing programs looking to create their own postcards. If you wish to learn more about the postcards, obtain the artwork, or re-create them, please contact Live Smoke Free.

If you re-create the postcards, please credit Live Smoke Free by including a short statement such as “Adapted from the Live Smoke Free program in Minnesota.
www.mnsmokefreehousing.org”

Postcard Specifications:

All postcards are originally created as 8.5” x 5.5”. Though they can be adapted to fit a smaller size, the original size was used to catch the attention of the recipient.

Each postcard is show below with the front of the postcard shown on one page and the back of the postcard shown on the following page.

We hope you find these samples useful for your work! Please contact us if you have any questions!

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Healthier Buildings, Happier Tenants...



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



Nearly half of Minnesota renters would prefer to live in a smoke-free building.

How will you meet the market demand?

Smoke-free buildings have many benefits to property managers and owners!

- Smoke-free policies are legal.
- Cleaning and turnover costs are lower.
- There is less risk of fire damage and death.
- Many renters would pay more rent and make other sacrifices if they could live in a smoke-free building.¹
- Provides a clean, healthy environment for all staff, tenants, and guests!

Learn more about how smoke-free buildings can benefit you! Live Smoke Free can help you with tips for going smoke free, model lease language, and more.



Minnesota's
Smoke-Free Housing Program
651.646.3005
www.mnsmokefreehousing.org

Live Smoke Free

Association for Nonsmokers—Minnesota
2395 University Avenue West, Suite 310
St. Paul, MN 55114-1512

¹ Survey conducted by the Center for Energy and Environment in Minnesota (2001).

Tenants are looking for smoke-free buildings.



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



**Got a smoke-free building?
List it on our online directory for FREE!**

Live Smoke Free has launched a new smoke-free housing directory for Minnesota!

- Log on to www.mnsmokefreehousing.org to create a password-protected account and list your building's features and vacancies
- Tenants can easily search the directory and find your building

Call us to order **FREE** signs for your building to inform tenants and guests of your smoke-free policy!

**Don't have a smoke-free building yet?
Contact us to learn how to adopt a policy.**

Live Smoke Free can help you with tips for going smoke free, model lease language, signs for your building, and more.

All of our services and materials are **FREE!**



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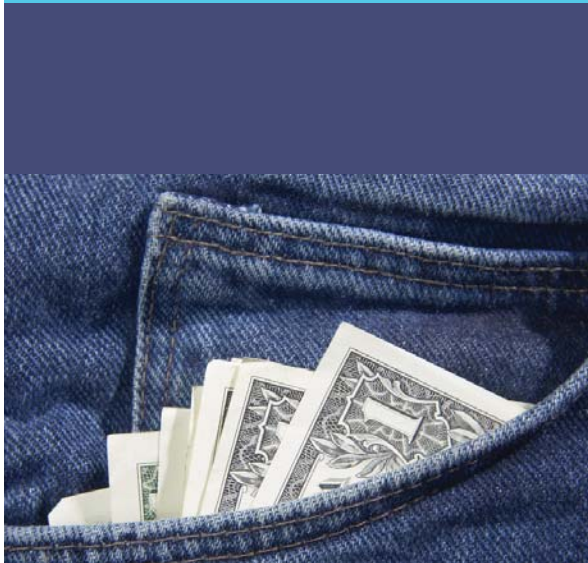
Association for Nonsmokers—Minnesota
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List your
smoke-free building
and receive a FREE
screwdriver set!

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Minneapolis, MN
Permit No. 2985

This postcard included an incentive; if managers listed their smoke-free properties online they received a free mini screwdriver set. Since the directory was newly launched the incentive helped to populate the listing quickly.

How Can You Find More Money?



Look No Further Than Your Building!





**Adopting a smoke-free policy for your building
can reduce your costs and save you money!**

Smoke-free policies lead to:

- Buildings where maintenance, cleaning, and turnover costs are reduced
- Buildings that hold their value because cigarette burns on counters, carpets, and other places are eliminated
- Buildings that are safer and reduce costly fire dangers
- Buildings that might qualify for lower insurance rates

Learn more about how smoke-free buildings can reduce your costs! Live Smoke Free can help you with tips for going smoke free, model lease language, and more.

All of our services and materials are **FREE!**



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Protect Your Building. Protect Your Tenants.



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



Postcard On How Smoke-Free Policies Help Reduce The Risk Of Smoking-Related Fires -- *Back*

Smoke-free policies reduce the risk of smoking-related fires by eliminating lighted smoking materials from the building.

Smoking-related fires are costly and deadly.

- Smoking is the leading cause of fire death in Minnesota and the United States.
- In 2006, the average dollar loss per residential structure fire in Minnesota was over \$20,000 per incident.
- The Minnesota Fire Marshal has stated that “fire-safe cigarettes” will not prevent all cigarette-related fires.

Learn more about how smoke-free buildings can benefit you! Live Smoke Free can help you with tips for going smoke free, model lease language, and more.



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This postcard has been mailed several times and is normally mailed in late September or early October since October is Fire Prevention Month.

Spring Cleaning? Let Us Help.

Did you know that smoke-free policies...
...are legal to adopt for your entire building and property?
...result in lower cleaning and turnover costs?
...are preferred by nearly half of renters in the Twin Cities?

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



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



Smoke-Free Housing:
Healthier Buildings.
Happier Tenants.
A Smart Investment.

Live Smoke Free



FREE Resources for Multi-Housing
Managers and Owners

651.646.3005

www.msmokefreehousing.org

The webinar postcard included a magnet that was adhered to the front (it was placed over the blue box on the left side). The magnet was meant to be a simple giveaway that would help property managers remember the Live Smoke Free program.

Learn about your legal rights and the simple steps to adopt a smoke-free building policy!

Join Live Smoke Free and Warren Ortland, an attorney from the Public Health Law Center, for a **FREE** webinar outlining the benefits of adopting a smoke-free policy.

The webinar will be held on the following dates:

- Tuesday, April 13: 10:30 am - 12:00 pm
- Wednesday, April 14: 12:00 pm - 1:30 pm
- Tuesday, April 20: 1:30 pm - 3:00 pm

To register, visit our web site at www.mnsmokefreehousing.org/webinar

*Note: The webinar content will be the same on all three dates

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This postcard is funded by a Tobacco-Free Communities Grant from the Minnesota Department of Health, Office of Tobacco Prevention and Control.

Make Time for a FREE Lunch...

Upcoming Smoke-Free Housing Lunch & Learn Seminars:

All lunch & learn seminars will be held from 11:30 am - 1:00 pm

- **Wednesday, December 1:**
Urban Research and Outreach Center
2001 Plymouth Avenue North in Minneapolis
- **Thursday, December 2:**
Chanhassen Recreation Center
2310 Coulter Blvd in Chanhassen
- **Monday, December 13:**
Best Western Regency Plaza Hotel
970 Helena Avenue North in Oakdale
- **Tuesday, December 14:**
Andover Community Center
15200 Hanson Blvd. North West in Andover



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



Postcard Advertising Upcoming Lunch & Learn Sessions (Workshops) -- *Back*

This holiday season, learn how to give your residents the gift of health!

Join Live Smoke Free and Warren Ortland, an attorney from the Public Health Law Center, for a **FREE** lunch & learn outlining the benefits of adopting a smoke-free policy.

We will answer all of your questions, including:

- Is there a market advantage to having a smoke-free building?
- Is it legal to adopt a smoke-free policy?
- What steps do I need to take to adopt a policy and transition my building?

To register, please call or email Laura at 651-646-3005 or @ansrmn.org

Please register at least two days in advance of a session so we can get an accurate count for lunch
(Seminar content is the same on all dates)



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Renters Want Smoke-Free Housing.



How Will You Meet The Demand?



100% smoke-free apartment buildings are important to renters.

According to research conducted in 2009¹:

- One-third of renters (33%) have **experienced secondhand smoke entering their unit** from somewhere else in the building at least a few times a month.
- Almost half (50%) of renters would **consider moving** to live in a smoke-free building.
- Many renters would **pay more rent and live without certain amenities** if they could live in a smoke-free building.

Live Smoke Free can help you with tips for going smoke free, model lease language, signs, promotional assistance, and more. All of our services and resources are **FREE!**

¹ Survey conducted by Wilder Research & Live Smoke Free (2009). Full report available at www.mnsmokefreehousing.org



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This postcard encouraged managers to bring the card to an upcoming trade show. When managers showed the card, Live Smoke Free staff initialed the card, gave the postcard back to the manager (so that the manager would keep the information), and gave the manager a mini screwdriver set. This incentive brought managers to the trade show booth and allowed Live Smoke Free staff to have a short conversation with each manager.