




Building Your Smoke-Free Multi-Housing Program

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



Part Three of Nine | November 10, 2011









Welcome!



- Please be sure to turn up the volume on your computer speakers
- 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 pdf of [today's 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






Brittany McFadden
Program Director,
Live Smoke Free




Warren Ortland
Staff Attorney,
Public Health Law Center



Carissa Larsen
Assistant Program Director,
Live Smoke Free




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, on strategy development, legal issues, and materials
- Coordination of a smoke-free housing training on November 14, 2011, in conjunction with the CPPW “Making it Better” conference in Minneapolis



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 Organized 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 – December 1st
- 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

 **Building Your Smoke-Free Housing Program** 

Topics Covered Today:

- Three panelists will discuss their experiences with setting up a program
- Defining policy strategies
- Setting up tracking systems & web sites
- Conducting research
- Conducting outreach



 **Today's Speakers** 


Brittany McFadden
Program Director,
Live Smoke Free (Minnesota)


Carissa Larsen
Assistant Program Director,
Live Smoke Free (Minnesota)


Sarah Mayberry
Program Coordinator/Director,
Smoke-Free Housing Coalition of Maine




Diane Laughter
Executive Director,
Health In Sight, LLC (Oregon)






Program Introductions

When and how did your program begin?


Smoke-Free Housing in Minnesota

- Began receiving calls from renters in mid-1990s
- Funded to begin some work in early-2000s; conducted 4-part research study
- Fully funded in 2007 by MN Dept. of Health
- With fairly stable funding, we have been able to make great strides in our work



SFH Coalition of Maine History

- ▶ Result of calls from both tenants and landlords with questions and concerns about secondhand smoke in housing.
- ▶ Determined a real gap existed – there was no one to refer them to for assistance.
- ▶ Maine public health advocates met to discuss need and the Smoke-Free Housing Coalition was formed, 2003.
- ▶ Today, the Smoke-Free Housing Coalition of Maine is a non-profit organization comprised of more than 50 public health advocates, tenants, landlords, property managers, environmental health professionals, legal professionals and many others supporting and advocating for voluntary smoke-free housing policies.



First step: Recruited stakeholders

- ❖ Found a community navigator to help us identify Who's Who in housing world
- ❖ Met one on one with them:
 - Landlord trade associations
 - Tenant rights group
 - Public and affordable housing agencies
 - Fair Housing Council
- ❖ Formed Advisory Board but didn't make them come to "coalition meetings"
- ❖ Gave them real opportunities for input

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Project timeline - early


2005	2006	2007	2008
Found out what was happening nationally (MN, MI, ME, CA)	Renter survey Landlord focus groups	Website launched Landlord Guide published	Guardian policy went into effect
One-on-one recruitment mtgs	Advisory Board input on materials	Major forms providers added smoking policy	State program launched requiring all counties to work on this
First Advisory Board luncheon	Exhibit at landlord trade show Series of articles in Landlord Times	Fair Housing Council created renter materials Guardian announced policy - Media!	State contractor hired to coordinate, provide TA

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Project timeline - later


2009	2010	2011
Landlord trade associations lobby for disclosure law	Statewide communication about disclosure law with and through partners	16/22 housing authorities have no-smoking policies
Housing Authority of Portland adopts no-smoking policy (public housing units)	Communicated about HUD notice	Outreach to other affordable housing providers
Oregon legislature passes smoking policy disclosure law		Collaboration with CAI on condo outreach Firefighter outreach Realtor materials developed


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Live Smoke Free 


Creating an Identity

How did you brand your program?
Have you found branding to be important?



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Becoming Live Smoke Free

- Originally the Initiative for Smoke-Free Apartments
 - Not an easy name 
- Re-branded in 2007 to become Live Smoke Free
 - Brainstorming sessions with staff
 - Wanted something “light” and easy to remember
 - Hired graphic designer; many drafts!

Maine History and Branding



Goal is for supply of smoke-free housing to meet demand.

Structured to gain support and trust of property owners/managers as an ally.

The Coalition has met with success primarily due to the engagement of stakeholders, collaborative partnerships and consistent market-friendly messaging.



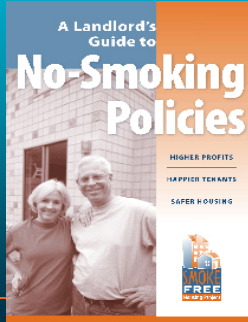
Portland-Vancouver Metro Area Smokefree Housing Project

Primary Partners:

American Lung
Association of
Oregon

Multnomah
County Health
Department

Clark County
Public Health



Oregon Smokefree Housing Project





Project is funded by Oregon Tobacco Prevention & Education Program and includes:
Health in Sight LLC, smokefree housing contractor
Coordinators from 34 local health departments and tribal coordinators
The Metropolitan Group, media contractor
Statewide Advisory Board

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Policy Strategies

How did you decide on your goals?


 **Strategies** 

- Voluntary policies; beginning to adopt “other” policy options such as tax credits
- Work on all housing types: subsidized, market rate, condominiums, etc.
- Goals: We now know our capacity and can achieve ~60 policies per 1.0 FTE
 - Depends on size of geographic area and amount of housing stock




 **Pitfalls/Strategies to Avoid** 

- 100% smoke-free indoors is the bottom line. No smoke-free floors, no indefinite grandfathering!
 - Our services and materials are not available without a comprehensive indoor policy
- Focus on landlords but we still take renter calls and help as best we can
 - Have to set limits with some renters



Maine Policy Strategies

- ▶ Need to determine what strategies will work best for your area based upon your goals, partnerships and capacity.
- ▶ In Maine, its:
 - Voluntary policy change.
 - First focused on PHAs, now addressing SFH with both market-rate and subsidized housing.
 - Providing support for both tenants and property owners/managers.



Potential Policy Pitfalls

- ▶ Advocate for 100% smoke-free policies – its not a smoke-free building if some residents are still exposed to SHS.
 - If possible stay away from grandfathering – if it is put into place, make sure there is a time limit.
 - May cause more headaches for property owner/manager because of enforcement issues.



Setting policy goals

- ❖ Found out what was happening in other states - Followed progress on national list serve
- ❖ Listened to the local housing industry
- ❖ State public health dept had opportunity to put disclosure on Governor's agenda

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We focus on Landlords because:

- ❖ They are in the position to make desired change
- ❖ It will result in more renters being protected faster

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Housing world: They all watch each other

❖ **Changing the culture:** Getting buy-in from and weaving messages through one sector has impact on other sectors:

- Private market rate properties
- Public and affordable properties
- Organizations who serve/support landlords
- Realtors and developers of multi-unit properties
- Condo associations

❖ **If one door closes, walk through an open one!**

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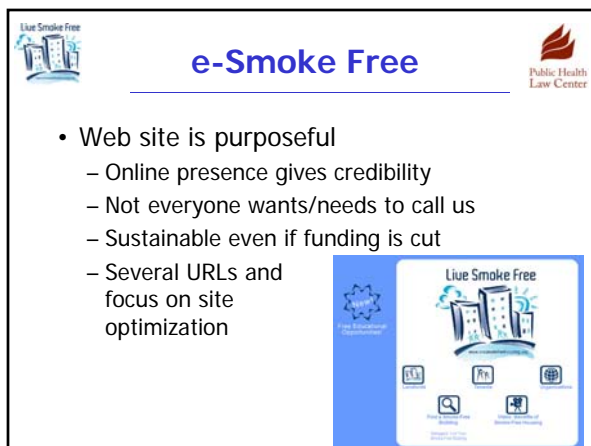


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Online Presence

Do you have a web site?
What is its purpose?





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Public Health Law Center


e-Smoke Free

- Web site is purposeful
 - Online presence gives credibility
 - Not everyone wants/needs to call us
 - Sustainable even if funding is cut
 - Several URLs and focus on site optimization





Directory of Smoke-Free Housing



- Used to be a list staff updated via HTML; now fully interactive
- Live Smoke Free coordinates for entire state
- Large draw for managers and renters
- Positive comments from housing industry
- May be most important part of our web site
 - If funding is cut so severely that we can do nothing else, at least people can find a smoke-free place to live



Minnesota's Statewide Smoke-Free Housing Directory

Healthier Buildings, Happier Tenants, A Smart Investment.

Smoke-Free Housing Directory

SEARCH OUR SMOKE-FREE HOUSING DATABASE

Maine Smoke-Free Housing Online

- ▶ Coalition website: www.smokefreeforme.org
- ▶ Housing Registry: www.MaineHousingSearch.org
- Partner with Maine State Housing Authority to offer free listing service including smoke-free designations, icons and search options.



Portland Vancouver Metro Project

Website: www.smokefreehousingNW.com

Oregon Smokefree Housing Project

Oregon Smokefree Housing Project

- ❖ Website for housing providers
- ❖ TPEP Connection - password protected site for community programs

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Partnerships

How did you identify key partners?
What key partners did you identify?



Partners are Essential



- Printing vendors help us keep to our deadlines and our budgets
- Public Health Law Center (Tobacco Control Legal Consortium) helps us research new issues and adds more credibility to our program
- The housing industry (managers, associations, service organizations) opens doors and helps us build relationships with clients



Lessons Learned: Collaboration

Key Partners:

- Landlord Associations
- Private Market Housing
 - Condos, vacation/seasonal
- Public & State Housing
- Tribal Housing
- Fire Marshal's Office
- Social Services
 - Homeless
 - Immigrant Services
 - General Assistance
- Behavioral Health Community
 - In-patient and transitional housing facilities
- Look for non-traditional public health partners
 - Insurance industry
 - Environmental health/indoor air quality advocates
 - Tenants and tenant advocacy groups
 - **Anyone else who is willing to listen**



Key Partners - landlord trade associations

- ❖ Large property managers - MMHA
- ❖ Mom and pop landlords - ORHA
- ❖ Housing authorities - PNRC-NAHRO (AK, ID, OR, WA)
- ❖ Oregon AHMA - affordable housing providers
- ❖ Oregon Opportunity Network - community development corps.
- ❖ Tribal housing - NWIHA (AK, ID, OR, WA)

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Other key partners

- ❖ Fair Housing Council
- ❖ Landlord trainers - John Campbell
- ❖ State Fire Marshal and local FDs
- ❖ Community Association Institute (condos)
- ❖ Legal Aide
- ❖ Property manager certification programs
- ❖ Renter Advocates (afraid of impact on "hard to house")

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Tracking Your Progress

Do you have a database or tracking system?

**Database:
The Brains of Our Operation**

- Tracks interactions with property managers, renters, public officials, media, etc.
- Nearly 2,000 property managers in system
- Prevents problems usually associated with staff turnover
- One of the main reasons why we're good with relationships – we don't have to rely on memory
- Essential for grant reporting

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Access Database: Tracking Managers

Public Health Law Center

614-75-0489

Crossroads Commons

Building | Management | Owner | Materials Sent | Referred By | Contacts | Smoke-Free Policy Details

Building Name:

Contact Information

Address1: Address2:

City: State: Zip Code: County:

City Neighborhood: Building Phone:

Building Website: Building in Mass?

Building Information

Building Type

Market Rate Apartment Senior Housing Privately Owned # Buildings:

Subsidized Condo Student Housing MHA Owned # Units:

Co-Op Gov't Owned # SF Buildings:

Town Home Non-Profit Owned # SF Units:

Building Notes:

Date Policy Stages Are Entered Complete?

Pre-Contemplation Pre-Contemplation (hasn't thought about it)

Contemplation Contemplation (weighing/considering)

Adoption Adoption (policy goes into effect)

Implementation Implementation (offered publicly after adoption)

Evaluation Evaluation (6 months after adoption)

Tenants with Concerns

Tenant 1:

Tenant 2:

Tenant 3:

Tenant 4:

Tenant 5:

Live Smoke Free

Access Database: Tracking Policies

Public Health Law Center

614-75-0489

Crossroads Commons

Building | Management | Owner | Materials Sent | Referred By | Contacts | Smoke-Free Policy Details

Smoke Free Date Policy Adopted: Policy Updated Date Adopted:

Listed on NHA Site Date Policy Identified: Policy Updated Date Identified:

Received Written Policy?

Policy Coverage Area:

Building Unit Balconies/Patio Entrance/Setbacks Most Property/DSAs Entire Property

Grandfathering Policy

No Grandfathering Temporary Grandfathering Indefinite Grandfathering

Policy Adoption Assistance Funded By:

Policy Funding: Policy Update Funding:

Policy Details:

Date Policy Stages Are Entered Complete?

Pre-Contemplation Pre-Contemplation (hasn't thought about it)

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Tenants with Concerns

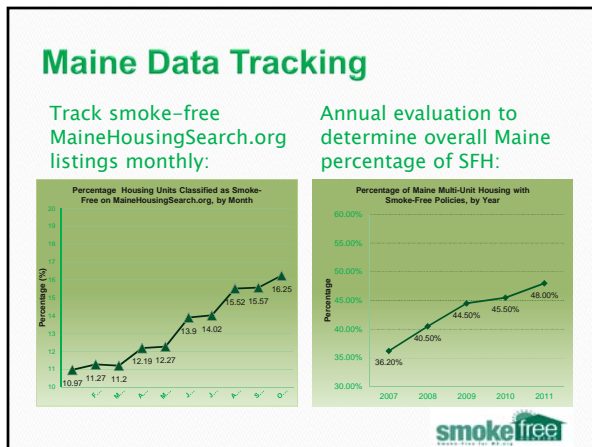
Tenant 1:

Tenant 2:

Tenant 3:

Tenant 4:

Tenant 5:



Tracking our progress

- ❖ Added questions to BRFSS
- ❖ Databases for defined groups:
 - Public housing authorities
 - Tribal housing agencies
 - Community Development Corporations
- ❖ Rental ad tracking

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Listing properties as "Smoke-free"

- ❖ HousingConnections.org (sponsored by City of Portland) featured smoking policy in their searchable criteria
- ❖ Encouraged landlords to put no-smoking in their usual ad placements

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Services & Materials

- Gathered information on what other programs were offering
- Surveyed managers at conference sessions
- Had informational interviews with managers that had smoke-free buildings
- Began to merge what managers needed with what we felt needed to be said

Services & Materials

- Everything is free – Major plus for the housing industry
- Start-to-finish consultations and service
- Sample materials for modification

Support: Technical Assistance and Materials

- › Provide free technical assistance to property owners/managers to implement smoke-free policies and support to tenants.
- › Provide free signage and support materials:

Support: Materials

Fact sheets, including: Landlord, Tenant (several languages), Pets and SHS, Enforcement, Legal Counsel, Condo Association



Materials & Services

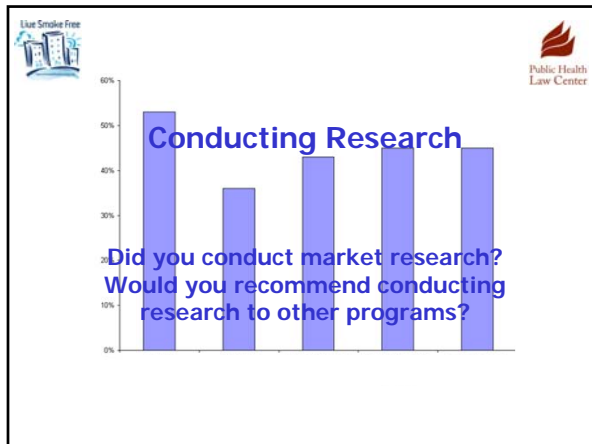
- ❖ All materials are now web-based
- ❖ Feature many tools created by real housing providers
- ❖ Gather and highlight quotes from industry folks in our materials
- ❖ Promote what local public health partners can do to support landlords:
 - Surveys, resident meetings, board presentations

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What Landlords Need

- ❖ To know no-smoking policies are legal
- ❖ To know the market is there for them
- ❖ To have simple steps and tools
- ❖ Materials with a "business" layout and look

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2000-2004 Research

Statewide research project on smoke-free multi-housing in Minnesota conducted from 2000-2004 (funded by ClearWay Minnesota)

- Survey of renters (2001)
 - 50% wanted smoke-free apartments
 - Only 2% lived in a smoke-free apartment
- Survey of apartment owners (2001)
- Legal advisory committee (2002)
- Testing of air movement in apartment buildings (2004)

Full reports available at www.mncee.org

2009 Research

Twin Cities research project on smoke-free multi-housing in seven-county metro area conducted from 2008-2009 (funded by Tobacco-Free Communities grant from MN Dept. of Health)

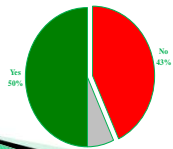
- Survey of renters (2009)
 - 75% would be likely to choose a smoke-free building over a smoking-allowed building if the buildings were the same in every other way.
 - 50% of all renters are willing to move to live in a smoke-free building
- Survey conducted by Wilder Research
- Goal was to trend data from the 2001 tenant survey
 - Kept the methods as similar as possible
 - Mail survey – phone follow-up

Full report available at www.mnsmokefreehousing.org

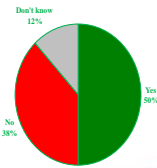
Researching Maine

- ▶ Conducted Statewide Property Owner/Manager and Tenant Evaluation – Summer 2011
- ▶ Goals: gain insight on current state of smoke-free housing in Maine AND to learn about tenant and property owner/manager opinions on smoke-free housing

Is the rental unit you currently occupy in a building that is 100% smoke-free?



Would you prefer to live in a 100% smoke-free building? *



smokefree
www.smokefreehousing.org

Baseline research

- ❖ Gathered info on what was happening nationally
- ❖ Hired a professional research firm to conduct:
 - Local market survey of tenants
 - Landlord focus groups
 - Key informant surveys
- ❖ Conducted one on one interviews with stakeholders

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Research reports

- ❖ Oregon state renter survey - 2008
 - www.smokefreehousinginfo.com/pages/Facts%20and%20Figures.html#rentersurvey
- ❖ "Opinions of Experienced Landlords..."
 - <http://smokefreehousingnw.com/pdf/current/CDRI%20Summary%20Report%20Landlord%20Smoking%20Policies%20nd%20Printing.pdf>
- ❖ Case study of our project
 - http://www.cdc.gov/pcd/issues/2011/jan/pdf/10_0015.pdf



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Considerations for Local Grantees

Do you have any thoughts for grantees working for state or local grants?



Recommendations

- Local grants may not need to do everything that statewide grants do
- Partner with other local grants in order to be a part of regional work
- Become a part of the housing industry, even if it's just your local housing coalition
- Work with other smoke-free housing programs to learn what they have done

Recommendations for SFH Programs:

- ▶ Partnerships!
 - Work with state housing authority and larger developments to set precedence around smoke-free housing.
- ▶ Develop messaging and stay on cue
 - Examples:
 - It's about the smoke, not the smoker.
 - Adopting a smoke-free policy will save landlords money.
 - Smoke-free living is becoming the norm, not the exception.
 - Smoke-free housing policies are legal and justified.



How to influence landlords

- ❖ Make the business case for them
- ❖ Form relationships with and work through their trade associations
 - Incorporate your messages into existing communication/training for landlords
 - Work with them to include smoking policy as standard feature on the lease forms they sell
 - Gather stories and quotes from trusted industry insiders

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How to influence landlords - cont.

- ❖ Highlight stories from colleagues who are doing it successfully
- ❖ Create tools & support to make it easy
- ❖ Make it their choice as opposed to having it "forced on them by government"

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Trust paved way for a state law

- ❖ Because of relationships/trust built with landlord trade associations & Fair Housing Council, they proactively supported the **Smoking Policy Disclosure Law**.
- ❖ It sailed through and became law 1/1/10.
- ❖ They helped us communicate about the law through all their channels.

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Live Smoke Free




Outreach Tactics




What kinds of outreach have you done?

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Outreach

- Focuses on managers
- Postcard series
- Crime-free multi-housing workshops
- Housing industry conferences
- Find smoke-free buildings through apartment search services
- Targeted mailings




Outreach:

Direct mail is generally the best way to reach landlords and trusted partners (i.e. clinics, WIC, Head Start) are the best way to reach tenants.
Reach populations where they are:

Tenants
 Craigslist, Laundromats, grocery stores, coffee shops, college campuses, libraries, doctor's offices/clinics, e-mail /e-blasts and social media.

Landlords
 Landlord association meetings & newsletters, public housing authorities, realty groups, finance authorities, local media outlets, email, direct mail, etc.



Outreach: Property Owners/Managers

The collage includes four distinct graphics:

- Landlords: Are your profits going up in smoke?** - A graphic with a smokestack icon.
- As the demand for smoke-free housing increases, will you stand out?** - A graphic with a building icon.
- List your apartments for FREE and win a \$200 Gift Certificate!** - A graphic with a gift certificate icon.
- Find all your tenants under one roof** - A graphic with a building icon and the subtext "Smoke Free Housing and Discrimination: Both are now merged under housing regulations".

New Maine Law Impacting Property Owners and Managers

All of September 28, 2015, property owners/managers can be required to notify tenants of the smoking policy of the property being rented.

The disclosure can be included in the rental agreement or in a separate written document.

It must identify whether smoking is:

- Prohibited on the property
- Allowed on the property
- Permitted in designated or limited areas of the property

smokefree

Outreach: Tenants

The collage includes two distinct graphics:

- SHUT THE DOOR ON SECONDHAND SMOKE** - A graphic with a hand turning a door handle and the text "iStockphoto".
- Want Smoke-Free Housing?** - A graphic with the **smokefree** logo and the text "You and your family deserve clean air. Shut the door on secondhand smoke. www.SmokeFreeForMe.org".




DOES YOUR NEIGHBOR SMOKE? THEN YOU MIGHT TOO.

smokefree

Outreach



- ❖ Private landlords
- ❖ Public and affordable housing
- ❖ Firefighters as conduit of message
- ❖ Realtors as conduit of message
- ❖ Community managers (for condos)
- ❖ Vacation rentals - to feature no-smoking as amenity

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Other Strategies and Advice

Is there any other advice you would give to smoke-free housing programs?


Other Advice

- Recognize that while this may seem like a new issue, it's been happening for a number of years
 - There's little excuse for managers to implement bad policies
- Take time to develop your program; it's hard to retroactively track progress and re-brand
- Have a strong web presence
- Have fun with the renters and managers!



Final Thoughts

- Keep in contact with housing professionals (and tenants) who have already gone smoke-free-- engage them in your efforts.
 - They will become your champions!
- Focus on factors most important to them.
 - Financial impact, legal complications, ease of enforcement, etc.
- Make it easy—always provide them with the resources to make the process as effortless as possible.



Final Thoughts

- Assess your population- don't assume you know what they want/need.
- Use the press whenever possible.
- Be passionate- its contagious!
- Perseverance and follow-up/through needed- policy making can be slow but the impact is long lasting.



Final thoughts

- ❖ Get to know the industry, personally
- ❖ Earn the right to influence them
- ❖ Put your "public health brain" aside when designing messages and materials for this audience
- ❖ Pulling all the stakeholders together may not be the right thing

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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 – December 1st
- 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



Training for Public Health Professionals



- Day-long training covering entire process of working on smoke-free MUH featuring national experts
- November 14, 2011, 8:30 am – 4:30 pm
- Held in Minneapolis, MN in conjunction with the CPPW "Making it Better" conference
- Registration is FREE and travel scholarships available
- Register at www.makingitbetterconference.org

Smoke-Free Housing Coalition of Maine

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Like us on Facebook

www.facebook.com/smokefreeforme



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Oregon Smokefree Housing Project



Live Smoke Free



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