




Program Sustainability

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



Part Nine of Nine | February 23, 2012









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 (ANSR)
 - 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 Centers for Disease Control and Prevention. 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
- Technical assistance will be available until December 2012



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*
- *Strategies to Reach the Housing Industry*
- *Working with Property Owners/Managers to Adopt a Smoke-Free Policy*
- *Providing Cessation in Smoke-Free Buildings*
- *Working with Renters Exposed to Secondhand Smoke*
- **Program Sustainability – February 23rd**

View archives at
www.mnsmokefreehousing.org/cppw



 **Program Sustainability** 

Topics Covered Today:

- The role of public health departments and smoke-free housing
- Creating partnerships to sustain your work
- What can your program do right now?
- Public policy as sustainability
- Evaluating your work
- Future research needs



**Public Health Departments
and Smoke-Free Housing**



The Role of Public Health in Smoke-Free Housing



- Many state health departments have staff that work directly on smoke-free housing initiatives
- Local health departments should designate staff to become experts on smoke-free housing; if there's no capacity in-house, then contract out the work to a community organization
- Provide guidance/framework for materials, website, policy direction



Minnesota's History



- The Association for Nonsmokers—Minnesota (ANSR) worked on smoke-free housing for years with little funding; approached many funders to convince them of the need for smoke-free housing
- The Minnesota Department of Health's (MDH) Tobacco Prevention and Control Program began funding ANSR and a few other community groups to work on smoke-free housing in 2007
- In 2012, MDH began requiring all local health department recipients of Statewide Health Improvement Program to work on smoke-free housing
- Other funders have noticed the success and importance of smoke-free housing



Why Did Funding Begin?



- Minnesota is often on the forefront of health issues; MDH saw a health need and developed a solution
- Several MDH departments receive calls from frustrated renters; MDH wanted to be able to refer renters to resources
- MDH has goals to protect youth and disparate populations from secondhand smoke; those groups are often exposed in the home
- Studies show that smoke-free environments lead to smoke-free social norms; sustainable change

*These thoughts are from Live Smoke Free and are not the words of MDH



Why Has Funding Continued?



- A smoke-free housing initiative can quickly see growth and success
 - An increase in policies is easily measured and happens relatively quickly
- It's easy to see how smoke-free housing policies help to meet MDH's vision of keeping all Minnesotans healthy
- Work has expanded because MDH and other funders see smoke-free housing as an effective and efficient movement

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Why Fund Local Partners?



- In Minnesota, ~5 non-profit organizations, ~17 local health departments, and 1 tribal reservation are currently funded to work on smoke-free housing
- Doesn't require staffing capacity within a state health department
- Local programs have the potential to get to know their community and build relationships better than a state agency
- MDH can see the big picture and help to coordinate strategy
- Funding local programs puts money directly into communities

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Finding Funding for Your Work





Possible Funding Organizations



- Asthma awareness organizations
- Healthy housing/indoor air quality organizations
- Nonprofit tobacco control foundations
- Disparity, social justice, and quality of life organizations
- National foundations
- National voluntary health organizations (and state chapters)
- State and local health departments and nonprofits



Making the Case for Funding



- Smoke-free housing is the next step in tobacco control
- Housing is one of the last indoor places in which people are exposed to secondhand smoke
- Disparate populations are often the ones who suffer the most





The Next Step in Tobacco Control



- 23 states, along with Puerto Rico, the U.S. Virgin Islands, and Washington D.C, have a law in effect that requires non-hospitality workplaces, restaurants, and bars to be 100% smoke free (Americans for Nonsmokers' Rights, 2012)
 - These laws, along with local laws in other states, protect 48.6% of the U.S. population
- Many government agencies recognize housing as an important venue to protect people from secondhand smoke
- A voluntary smoke-free housing movement can happen alongside a workplace ordinance movement without hindering progress





Few Indoor Places Still Allow Smoking



- 21,884 municipalities are covered by a 100% smoke free provision in [at least one of the following venues:] non-hospitality workplaces, and/or restaurants, and/or bars, by either a state, commonwealth, territorial, or local law, representing 79.7% of the US population (Americans for Nonsmokers' Rights, 2012)



- In areas that have comprehensive or nearly comprehensive smoke-free public place laws, housing may be one of the last indoor places where smoking is allowed
- It makes little sense to stop our work short of protecting people in their own home



Disparate Populations Suffer Most Often



- Racial/ethnic minorities, low-income persons, and the mentally/physically disabled may be exposed at higher rates than other populations
 - Chronic health conditions already exist
 - Little access to healthcare for treatment
 - Few options to move to a new home



- Many grants are now focusing on protecting disparate populations; having a smoke-free housing component can demonstrate a quick and effective way to reach those populations




Creating Partnerships to Sustain the Work



Live Smoke Free


Partner with the Housing Industry



- Encourage trade associations to have materials for managers
- Get a smoke-free lease addendum on trade web sites
- Work with apartment search services to get “smoke free” as a searchable amenity

Live Smoke Free

Work with Trade Associations



Our Community is Becoming Smoke Free!
Learn more about why we are taking this important step

The Benefits of Becoming Smoke Free

- **Reduces costs:** cleaning costs are lower when we don't have to scrub walls, and replace items in an apartment that smell like "cigarette" or "cigar" instead of smoke. We can pass these savings directly on to you.
- **Keeps the risks of smoking-related fires and health care costs down:** The more smoke-free buildings we have, the more likely we are to attract tenants who are health conscious. That means that buildings have less risk of fire. It's one of our rental requests: "company" or "no" other "a" building.
- **Protects those susceptible to smoke:** With a smoke-free policy at our apartment, all tenants, guests, and staff members will be protected from the smoke, health dangers associated with secondhand smoke exposure.

How This Change Will Affect Your Lease

1. We will notify you of the change in writing and will be available to sign a lease addendum.
2. The new policy will be incorporated into the lease and will be included in the annual renewal of the new policy.
3. Once the policy goes into effect, the lease will be renewed and you will not be charged a penalty.
4. Smoking in any area where smoking is not permitted will be considered a violation of the lease terms and will be considered a breach of the lease agreement.


The Minnesota Multi-Housing Association (MHA)
The Minnesota Multi-Housing Association (MHA) is a state-wide nonprofit trade organization. With nearly 2,100 members representing more than 250,000 housing units throughout Minnesota, MHA is the voice of the state's multi-housing industry.

Live Smoke Free
Live Smoke Free is a national program that provides free, downloadable, smoke-free lease addendums to multi-housing associations. The addendum was created by Live Smoke Free and distributed by the Minnesota Multi-Housing Association.

The Minnesota Multi-Housing Association distributes fact sheets written by Live Smoke Free about becoming a smoke-free community

Live Smoke Free

Work with Trade Associations



MAIN ABOUT MEMBERSHIP CALENDAR CIG MINN WEST GREATER MN CAREERS STORE

MHA
Minnesota Multi-Housing Association

The Minnesota Multi-Housing Association (MHA) is a state-wide nonprofit trade organization. With nearly 2,100 members representing more than 250,000 housing units throughout Minnesota, MHA is the voice of the state's multi-housing industry.

SEARCH MY MHA | SHOPPING CART

Rental Document Downloads
Enter pertinent information about your resident and policies to create a customized rental form.

Document Menu

- Smoke-Free Addendum**
\$1.00 Members/\$2.00 Non-members
Defines the smoke-free policy and outlines the responsibilities of the resident and management in enforcing this policy.
Click here to view a sample.
- Smoke-Free Addendum with Acknowledgement**
\$1.00 Members/\$2.00 Non-members
This document includes an acknowledgement that non-smoking has become a requirement in an apartment community where smoking has been permitted in the past. It also acknowledges that some residents will continue to smoke in their apartments until the end of their lease term.
Click here to view a sample.

Smoke-free lease addenda

Live Smoke Free

Work with Apartment Search Services





The screenshot shows the RENT411 website with a 'Live Smoke Free' banner. Below the banner is a search interface for 'The Apartment Living Guide'. The search filters include:

- Apartment (1)
- Search (1)
- Search By Feature: Smoke Free
- Search button

Live Smoke Free

Partner with Government Agencies



- Ask the Attorney General to include something about smoke-free housing in the state's Landlord/Tenant Law guide
- Put materials and/or a smoke-free housing directory on the state health department web site
- Encourage local municipalities to have materials and/or a smoke-free housing directory on their web sites
 - Can be updated by their inspections/licensing staff who can regularly ask if properties are smoke free

Live Smoke Free

Utilize City Web Sites




The screenshot shows the City of Hopkins website with a navigation menu (About Hopkins, City Places, City Council, City Departments, City Services, Your Home & Yard, More) and a sidebar menu (Licenses, Permits & Inspections, Business Associations, Rental Property Management, Rental License, Rental Inspections, Applicant Screening, Fire Policies, Crime Free Multi-Housing Program, Hopkins Apartment Managers Association). The main content area features an article titled 'No Smoking Policies: Tips for Rental Property Owners' with a 'No Smoking' sign icon. The article text includes:

- There are many advantages to adopting a no-smoking policy for your apartment buildings, including:
 - Reduced danger of fires from lit cigarettes
 - Reduced painting, carpet cleaning, and other maintenance expenses
 - Reduced complaints on building and smoke odors
 - Increased appeal to potential tenants
- In a recent Minnesota survey, 47 percent of current renters were "very" or "extremely interested" in living in smoke-free buildings.



Create Norm Change



- With enough momentum, apartment managers may continue to adopt smoke-free policies without a funded tobacco control partner
 - Movement will be slower, but it will still be possible to see progress
- Creating norm change can't happen unless you employ several strategies to help sustain the work
 - Managers will still need places to find resources
 - Renters will still need to see the importance of asking for smoke-free environments



Creating Norm Change




What do other smoke-free housing advocates do to contribute to sustainability?

- "Policy work in and of itself is sustainable. Once a no-smoking policy is implemented, people are protected from SHS and many seek help in quitting. And as we know, once a policy is in place landlords don't go back."
- "Documenting and keeping lists of properties that have implemented no-smoking policies helps in many ways too. It shows the growing trend, it demonstrates the changing rental landscape, and provides an incentive and affirmation to undecided landlords that it's happening and they may as well join because the tide is (or has) turned."
- Nationally, advocates have worked together to get publications/recommendations from organizations like HUD and the National Apartment Association



What Can Your Program Do Right Now?



Live Smoke Free 

Sustaining a Web Site

- Cheap to maintain (~\$10/month for hosting and ~\$30/year for the domain)
- Can be a unique URL or a section of your organization's existing web site
- Reaches a very large audience
- All materials and steps can be posted
- Optimize your web site to ensure it's found in web searches
- Web sites work best when they are updated often, but many web sites can serve as resources without being updated regularly

Live Smoke Free 


Live Smoke Free's Web Sites



Page on parent web site; offers basic information





Program site; offers detailed information

Live Smoke Free 


Write Your Story



- Submit academic journal articles
 - On research, campaigns, and program evaluation
- Tell your story to the media
- Write a formal evaluation report
- Case Study: The Portland-Vancouver Metro Area Smoke-Free Housing Project
 - [Academic journal article published in Preventing Chronic Disease](#)
 - [23-page final evaluation report](#)
 - Both publications analyze program strategy and evaluation

 **Advocate for Your Program** 

- Share your successes with the legislature, department heads, or foundation boards that control your grant(s)
- Mobilize community members who can explain why your program is important
 - Renters, managers, other partners
 - Many community members may be surprised to learn that your funding is not guaranteed and will want to help
- If you don't fight for your program, you can't expect that anyone else will
 - There are many ways to advocate for your program without crossing the lines of lobbying!

 **Public Policy as Sustainable Change** 



 **The Public Policy Strategy** 

- Most states/programs are working on voluntary policies with a few public policy incentives
- Many municipalities may not be ready for an ordinance requiring housing to be smoke free
- Public policy can be seen as more sustainable since it would take more effort to overturn an ordinance than a building policy
 - Public policy can still be overturned and the consequences would be very lasting
- If you'd like to do any public policy, conduct research and assessments to see what would be appropriate and well-received

Disclosure


Renters are made aware of smoking policies before signing lease

Benefits

- Broad-based effect but not a mandate to adopt a policy
- Educational for renters and managers
- May prevent secondhand smoke exposure for some renters

Challenges

- May not result in any smoke-free policies
- Hard to assess effectiveness and enforcement
- May hinder some renters in finding relief to exposure problems



RENTERS HAVE THE RIGHT TO KNOW
Smoking Disclosure - Duluth's New Rental Requirement

Nuisance


Establish secondhand smoke as a legally-defined nuisance

Benefits

- Broad-based effect but not a mandate
- Educational for renters and managers
- Provides another solution for renters looking for relief

Challenges

- May not result in any smoke-free policies
- Solutions are one person at a time
- Costly for renters to bring complaints



Laws Confirming Authority


State laws may allow managers to make buildings smoke free but do not explicitly give that authority; a recent law in California makes it clear that managers may adopt smoke-free policies

Benefits

- Broad-based effect but not a mandate
- Educational for renters and managers

Challenges

- Doesn't really change anything
- Has resulted in some counter efforts





Low Income Housing Tax Credit



Financially incentivizes certain amenities; developers compete for points which could earn them the tax credit; a smoke-free policy can be included as a possible amenity

Benefits

- Potentially broad-based effect (depends on how many developers compete)
- Encourages smoke-free policies in low-income properties
- Little political capital may be needed to pass this policy

Challenges

- May not result in any smoke-free policies



Fee Benefits



Municipalities can offer a financial incentive or waive fees for properties that go smoke free

- Fees could include licensing, inspection, or fees to join a local manager association

Benefits

- Not a mandate
- Allows the municipality to be involved
- Managers may be interested since they can save money



Challenges

- May not result in smoke-free policies



Mandating Smoke-Free Policies



Require all or certain percentage of units to be smoke free at all properties in municipality

Benefits

- Broad-based effect (effects every property)
- Protects most renters


Challenges

- Could face significant opposition from the public and the housing industry
- Can take a lot of political capital
- May consume a lot of time and energy



Evaluation is a Key Part of Programming

- Helps you adjust and redirect your efforts if necessary in order to be as effective as possible
- Allows you to report to your grant funders about your work and successes
- Provides data that may lead to new grants or a renewal of a current grant



Finding Success


How will you know if you've "tipped the scales" and made a smoke-free housing norm change?



What other smoke-free housing advocates say:

- "For me it would be when 50.1% of all the MUH in Colorado has a policy and if the census bureau is correct, that would mean about 250,000 buildings."
- "I feel the scales tipped when the phone calls from residents asking me for help dried up. I think the market now offers enough choices for smoke-free living that residents no longer feel stuck in their current housing situation."



 **Ways to Measure Success** 

- Have you assessed the smoke-free housing stock before and after your work?
- Have you provided a smoke-free lease addendum and other materials to managers?
- Do other community partners have your materials on their web sites or available to their clients?




 **Gathering Data** 

- Track the number of policies your program helps to pass or promote
 - Follow up six or twelve months later to see if policy is being enforced
- Conduct a post-policy survey in buildings
 - Recognize that the same renters who filled out a pre-policy survey may not be the same renters filling out a post-policy survey
 - Live Smoke Free's sample [pre-policy survey](#) and [post-policy survey](#)
 - Survey managers to see if your services were helpful
 - [Live Smoke Free's sample satisfaction survey](#)

 **Gathering Data** 

What are some things that other smoke-free housing advocates track?

- Technical assistance given to grantees and other tobacco prevention contractors and agencies; success in completing work plans, follow-through, and policy change
- Resident complaints and requests from landlords
- Web site statistics and the distribution of materials

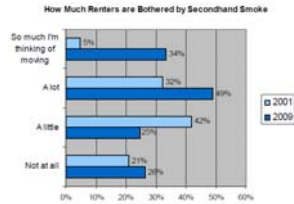




Community Research



- Conducting community-wide surveys of renters or managers gives you a broad snapshot in time of opinions
- Conducting similar research a few times in a community gives you data to compare over time
- Can be costly, but can give you a lot of useful information
- May not be necessary for your community
- View Live Smoke Free's [research summaries](#)





Future Research Needs



Why Conduct Research



- A lot of research has been done around smoke-free housing, but continued research is always necessary
 - Ensures that we are always employing best practices
- New research projects may lead to more grants and/or the ability to receive funding
- New research may be able to find patterns in successful smoke-free housing programs that will allow us to better understand sustainability and evaluation strategies





Healthcare Cost Savings



- Many government bodies are looking for ways to save on healthcare costs; grant funding may be tied to proving that an intervention can save money
- Can an overarching study be conducted or will local programs have to prove their own numbers?
- How can smoke-free housing be singled out if a community has many health prevention efforts?







Health Impact





- We know through CDC's Best Practices and other studies that smoke-free environments help people quit and prevent exposure to secondhand smoke; those benefits must lead to improved health
- How can we prove that smoke-free housing policies lead to cessation and less exposure?
- How can smoke-free housing be singled out if a community has many health prevention efforts?
- The outcome may be different for every building
- Renters can be fairly transient; how can we study a cohort when people move often?




Closing Thoughts

 **Sustaining your work** 

- **Build on early successes**
 - Industry spokespeople/testimonials lead to industry buy-in
 - Policy adoptions show progress to funders
 - Work WITH the housing industry, not against it
- **Become the expert on this issue**
 - Demonstrate the need to funders
 - In Minnesota: Twin Cities' success lead to statewide success, which lead to becoming a leader in the national movement
- **Create lasting resource materials**
 - Web site and links to materials
 - Smoke-free lease on housing industry websites
 - Apartment listing services have "smoke free" as search option

 **Tips from MN** 

- While this may seem like a new issue, it's been happening for a number of years across the country
 - There's little excuse for managers to implement bad policies
 - The housing industry is aware of this movement
- Take time to develop your program: it's hard to retroactively track progress
- Have a strong web presence
- Develop partnerships that can help you
- Realize that the work you do is important to many people! Take pride in your work!



 **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*
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- *Working with Renters Exposed to Secondhand Smoke*
- *Program Sustainability*




View archived recordings at www.mnsmokefreehousing.org/cppw





Coming later 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

We will email everyone who has registered for the webinar series to inform you on the progress of these and other materials



Contact Information



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