

## How to Assist Landlords in the Adoption of a Smoke-Free Policy

Landlords' Process in Adopting a Smoke-Free Policy				
Pre-Contemplation	Contemplation	Adoption	Implementation	Evaluation/Maintenance
	"I'm Thinking of Adopting a Smoke-Free Building Policy"	"I've Decided to Adopt a Smoke-Free Policy"	"I Have a Smoke-Free Building!"	
<ul> <li>Never thought about it</li> <li>Have not heard it's a good idea</li> <li>Don't know resources are available</li> </ul>	<ul> <li>Not quite ready but considering</li> <li>Learning benefits</li> <li>Learning adoption process</li> <li>Learning about resources</li> </ul>	<ul> <li>Ready to take action</li> <li>Setting timeline</li> <li>Drafting lease language</li> <li>Informing tenants</li> <li>Adoption date in place</li> </ul>	<ul> <li>Implementation date is here or has past</li> <li>Advertising policy</li> <li>Posting signs</li> </ul>	<ul> <li>Implementation has past</li> <li>Enforcing violations</li> <li>Continuing to promote</li> <li>Continuing to evaluate</li> </ul>
	Live Smoke Fr	ee's Process in Assisti	ng a Landlord	
Identify landlords & outreach strategies  Identify & meet with local organizations that work with multi-housing  Submit articles to trade publications  Attend landlord conferences  Reach out to landlords to offer services and explain the benefits of	Explain benefits: Fire, legal, cleaning costs, market demand, health, etc.  Explain policy process & that a written policy is needed  Suggest surveying tenants  Ask about internal decision process  Offer presentations, survey help, etc.	Ask about internal lease/policy process  Set a timeline & work backward  Ask about internal lease/policy process  Explain process to notify tenants of policy change  Begin to determine policy details (scope, bldgs, etc.)	Learn when policy was implemented & policy details  Offer to distribute press release  Offer presentations  Create flyers & announcements  Talk about & mail publicity options (signs, banners, celebrations, certificates, web	Check in 6 months after implementation and annually or biennially  Offer enforcement suggestions: Refer to lease language for consequences, document violations, give notices of infraction to tenants, hold meeting with tenant, move to eviction if necessary  Offer continued promotion