



BUILDING A FRAMEWORK FOR HEALTHY HOUSING

Smoke-Free Multi-Unit Housing **A Cutting Edge Issue for Health, Safety & Cost Reasons**

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Why Smoke-Free Apartments?

- SHS in apartments/rental units effects millions of people
- Tenants want smoke-free apartments
- Secondhand smoke cannot be controlled
- Health risks the same as elsewhere
- Increasing numbers of complaints about secondhand smoke infiltration in multi-unit dwellings
- It's legal to do
- Good deal for landlords



Millions live in rental dwellings

In the U.S., 34% of dwelling units are renter-occupied; % varies by state

Over 35.6 million units/households

Over 92.3 million people live in rental dwellings

-- U.S. Census Bureau, 2000 Census



Millions in priority populations live in rental dwellings

20% of all renter households (7 million) earn less than \$10,000/yr; of these households,

53% are White, 29% Black, 13% Hispanic

46% are under age 65 & working; 31% under 65 & not working; 23% are 65+

-- America's Rental Housing. Joint Center for Housing Studies of Harvard Univ., 2006



Millions in priority populations live in rental dwellings

Almost 16 million of the 35.6 million rental households are minority households (45%)

About 4.1 million rental households are 65+; 57% pay more than 30% of their incomes for rent, & 34% pay more than 50% for rent

-- America's Rental Housing. Joint Center for Housing Studies of Harvard Univ., 2006



Smoke-Free Households Are the Norm and Increasing

In 2003, 72% of U.S. households were smoke-free

In 1998-99, 60% of U.S. households were smoke-free

In 1992-93, 43% of U.S. households were smoke-free

An increase of 67% between 1992 & 2003

-- Morbidity & Mortality Weekly Report, CDC, May 25, 2007



Smoke-free is the norm, but ...

Smoke-free homes are the norm in the U.S., not the exception.

But, currently, most apartment & condo buildings are not smoke-free. A family with a smoke-free policy in their apartment or condo can easily have secondhand smoke intrusions.

Residents want housing that meets their desire to have a smoke-free home.



Residents want smoke-free apts

- Healthy Androscoggin in Auburn, Maine surveyed 850 tenants; 76% would choose to live in a smoke-free apartment complex
- Twin Cities (MN): random sample survey -- 55% of renters said they had moved or would move from an apartment because of secondhand smoke seepage
- ALA-California in 2006 surveyed apt owners: 67% favored a SF apt law when they learned it would protect people from SHS and could reduce their fire insurance premiums. In 2004 survey, 69% of renters favored requiring all apt buildings to have SF sections.

For opinion surveys: www.tcsg.org/sfelp/public.htm



The market for smoke-free housing is huge

About 80% of U.S. adults don't smoke

About 90% of persons 65+ don't smoke

Non-smoking rates among minority populations: 77% of African Americans; 85% of Hispanics; 90% of Asians excluding NH/PI; 32% of Native Americans & Alaskans

Many smokers don't want smoke in home

**Most apartment buildings allow smoking --
the marketplace is way behind demand**



Economic: Market is there

**The market for smoke-free housing is huge,
regardless of income level**

Almost 70% of people in MI households with incomes under \$20,000 don't smoke

About 75% of people in MI households with incomes between \$20,000 & \$75,000 don't smoke

Over 87% of people in MI households with incomes over \$75,000 don't smoke

-- 2005 Michigan BRFSS Estimates



Economic: Market is there

**The market for smoke-free housing is huge,
regardless of race/ethnicity**

Michigan African Americans -- 76% don't smoke

Michigan Hispanics -- 72% don't smoke

Michigan whites -- 79% don't smoke

-- 2005 Michigan BRFSS Estimates



What's the problem?

Secondhand smoke spreads throughout multi-unit dwellings:

Air quality studies in apartment buildings show that anywhere from 5% to 60% of the air in apartment units comes from other units in the building.



Secondhand smoke problem

Secondhand smoke cannot be controlled by ventilation or air cleaning:

On June 30, 2005, the American Society of Heating, Refrigerating & Air-Conditioning Engineers (ASHRAE) issued their latest position document on secondhand smoke. It states: **“At present, the only means of effectively eliminating health risk associated with indoor exposure is to ban smoking activity.”**

www.ashrae.org



Secondhand smoke problem

It is a **Toxic Air Contaminant**, putting secondhand smoke in the same category as the most toxic automotive and industrial air pollutants.

California Air Resources Board Report, issued January 26, 2006 by the California Environmental Protection Agency.



Secondhand smoke problem

- There is no risk-free level of exposure to secondhand smoke. Breathing even a little secondhand smoke can be harmful.
- The only way to fully protect yourself and your loved ones from the dangers of secondhand smoke is through 100% smoke-free environments.

**Surgeon General's Report on Secondhand
Smoke, issued June 27, 2006**



Secondhand smoke problem

- There is no risk-free level of exposure to secondhand smoke. Breathing even a little secondhand smoke can be harmful.
- The only way to fully protect yourself and your loved ones from the dangers of secondhand smoke is through 100% smoke-free environments.

**Surgeon General's Report on Secondhand
Smoke, issued June 27, 2006**



The market & need are obvious ...

- Yet, in most states, virtually no smoke-free apartments or condos can be found in market-rate or affordable housing
- Many multi-unit property owners think it is illegal to have a smoke-free policy
- Some newspapers still think it is illegal to allow ads saying “no smoking” or “SF”
- Most tenants don’t realize they have some rights to smoke-free housing



Smoke-free apartments in 2004?

- Virtually no smoke-free apartments or condos could be found in **Michigan** in market-rate or affordable housing
- Most multi-unit property owners thought it was illegal to have a smoke-free policy
- Many newspapers thought it was illegal to allow ads saying “no smoking” or “SF”
- Most tenants didn’t realize they had some rights to smoke-free housing



Smoke-free apartments in 2008?

- Hundreds of thousands of units of SF market-rate apartments and condos in **Michigan**
- Well over 15,000 units of SF “affordable” multi-unit housing in Michigan
- 27 public housing commissions in MI have adopted SF policies (all since 2005)
- Most newspapers allow “no smoking” ads
- Some online apt listing services now have “no smoking” as an amenity item, e.g., RentLinx





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20 in Michigan.**



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950 Taylor Avenue

Grand Haven, MI 49417

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Fax: 616-842-8939

Email:

info@heritageseniorcommunities.com

Smoke-Free Properties:

Village at Appledorn, Holland

Village at Park Terrace,

Muskegon





Smoke-free community:

Country View Apartments & Town Homes

1928 East Britain Avenue
Benton Harbor, MI 49022

Telephone: (269) 926-8068



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The logo for Forest City, featuring the words "FORESTCITY" in a white, serif font against a dark blue background.

FORESTCITY

Forest City Enterprises

1100 Terminal Tower

50 Public Square

Cleveland, OH 44113-2203

Phone: 216-621-6060

Smoke-free MI properties:

Frenchtown Place, Monroe



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Preservation Management

707 Sable Oaks Drive
S. Portland, ME 04106

Office: (207) 774-0501

Office: (888) 553-2020

Smoke-free MI properties:

Warren Plaza, Detroit



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Wilson White Management

Wilson White Management

Wilson White Management
2008 South State St
Ann Arbor, MI 48104
Phone: 734 995-9200

**Many smoke-free
properties.**



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Harwood Properties, Inc.

453 W. Three Mile Road
Sault Ste. Marie, MI 49783

Phone: (906) 632-9047

Smoke-Free Properties:

Woodfield Terrace Apts.

Bingham Ave. Apts



Flo-Mar Apartments

121 Perrin - Office

Ypsilanti, MI 48197

Phone: (734) 483-2240

**All 30+ properties
smoke-free.**



Jewish Apartments & Services

15000 W. Ten Mile Road
Oak Park, MI. 48237
Phone: 248.592.1102

**All properties smoke-free;
over 800 units.**



Smoke-Free Properties:
Cherry Creek Village,
Marquette
Other buildings in Upper
Peninsula and Wisconsin

**Lutheran Social Services
of Wisconsin and Upper Michigan, Inc.**
647 West Virginia Street
Milwaukee, Wisconsin 53204
Telephone: 414-281-4400
E-Mail: info@lsswis.org

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**Many smoke-free
properties.**



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Tourville Apartments

910 Lincoln Avenue
Marquette, MI 49855

Phone: (906) 288-9284

**All properties are
smoke-free.**

Tourville North



*Luxurious And Affordable Living
In A Convenient, Safe and Healthy Community!*



Treecity Properties, LLC

Treecity Properties

1024 Lincoln Ave.

Ann Arbor, Michigan 48104

Phone: (734)994-8733

**All properties smoke-free
inside and outside.**



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Village Green Companies

Corporate Offices

30833 Northwestern Hwy.,
Farmington Hills, MI 48334

Telephone: (248) 851-9600

Smoke-free MI properties:
Village Green/Kiwanian, Lincoln
Park



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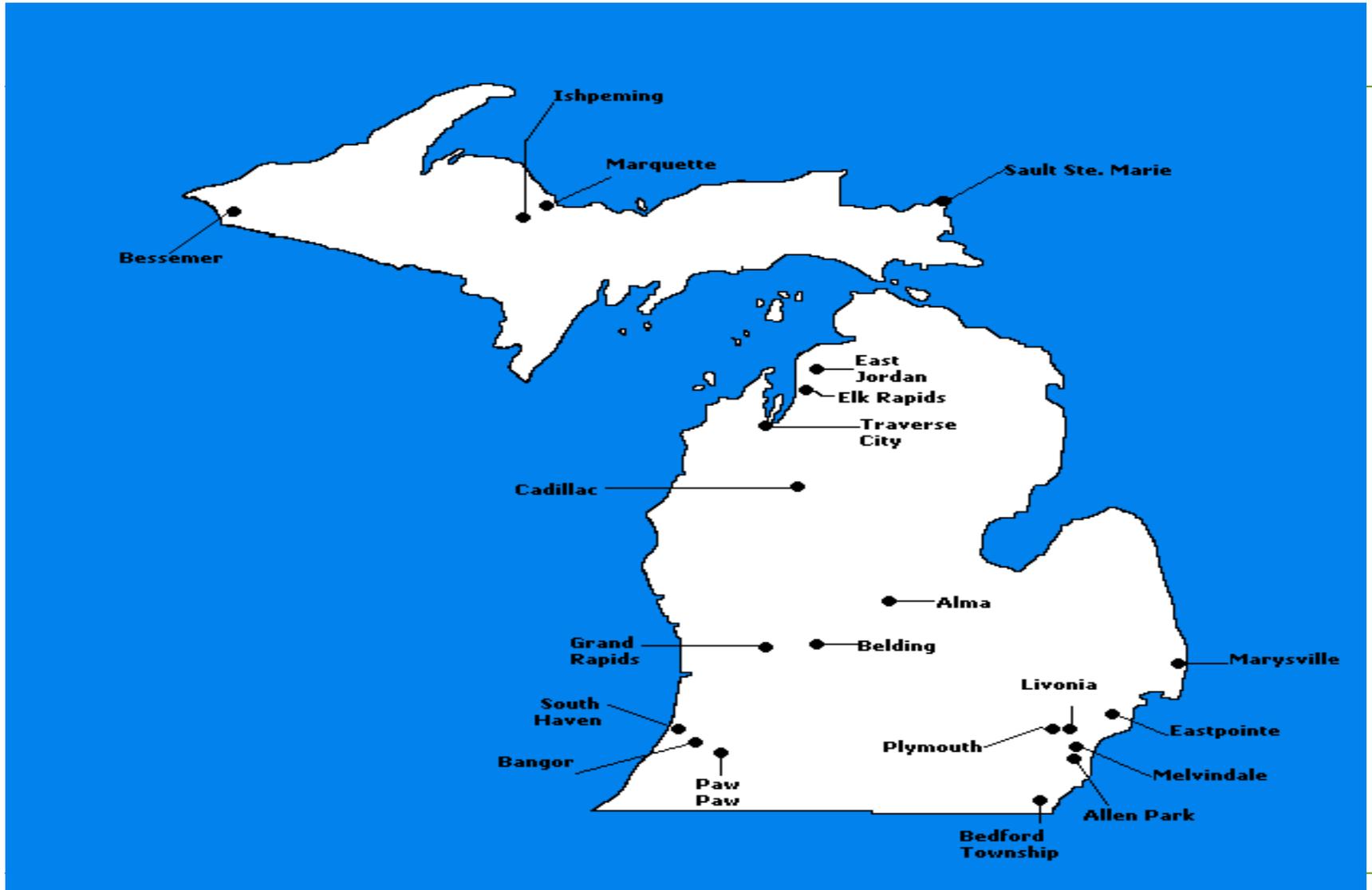
MISmokeFreeApartment Initiative uses a voluntary approach

MISmokeFreeApartment Initiative begun in Michigan in July, 2004 because:

- Other remedies, including legal, weren't getting the results we hoped for.
- We thought multi-unit property owners would adopt smoke-free policies if they were sure it was legal.
- We didn't think a legislative approach would succeed at this time.



Smoke-Free Housing Commissions



The MISmokeFreeApartment initiative includes

- **MISmokeFreeApartment web site info & materials**
- **Assistance from SFELP & local partners**
- **Press releases and media initiatives**
- **Postcard mailings to multi-unit property owners**
- **Surveys of smoke-free apartment availability**
- **Listing of smoke-free apartments on web site**
- **Radio ads**
- **Billboards**



QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.

Reasons for adopting smoke-free policies

5 Major Reasons:

- 1) It's legal to do.
- 2) Economics: a) the market supports smoke-free; b) costs more to rehabilitate smokers' units; c) fire safety.
- 3) Transitioning buildings to smoke-free status isn't that difficult.
- 4) Enforcement of smoke-free policies isn't difficult.
- 5) The housing industry is lagging behind the market and the desires of residents for smoke-free housing.



Smoke-free policies are legal

- Legal research demonstrated smoke-free policies are legal in every state in the U.S..
- E.g., Michigan Attorney General Opinion of 1992 states that **neither federal nor Michigan law prohibits a landlord from making his/her apartment building totally smoke-free.**



Smoke-free policies are legal in HUD-assisted housing

- HUD Legal Counsel letter of July, 2003 states that public & subsidized housing operators are **free under federal & MI laws to make their buildings totally smoke-free**, so long as they grandfather current residents who are smokers.
- Many other HUD letters say the same.
- Grandfathering means for a reasonable period, such as until lease renewal.



Smoke-free policies are legal

- As the HUD Legal Counsel letters state: “The right to smoke or not to smoke is **not a right that is protected under the Civil Rights Act of 1964** because smokers are not a protected class under federal law.”



Costs of allowing smoking

Smoking damages residential property:

- Causes cigarette burn damage and stench to carpets, counters, etc
- Leaves smoke residue on walls and curtains
- Poses fire hazard



Costs of allowing smoking

Smoking residue increases cost of rehabilitating apartment when smoker moves out.

Owners estimate it costs \$500 to \$8,000 more to rehab an apartment in which a smoker lived than a non-smoker.



Cigarette-caused fires

Nationally:

- Smoking was the cause of just 9% of apartment fires, but
- Smoking was the cause of 40% of deaths from apartment fires, and
- Smoking was the cause of 16% of injuries from apartment fires

NFIRS, 2002



Costs of allowing smoking

- Fire damage can cause apartment units to go off-line for months
- Water and smoke damage to adjoining units can take them off-line, as well
- Former residents have to find alternative housing and probably won't return



Legal liability for apartment owner

- Residents negatively impacted by secondhand smoke actually have the right to **seek legal action against owners** who do not make adequate provisions to protect them from second hand smoke.



Transitioning to Smoke-free

To implement a smoke-free policy in a multi-unit dwelling where smoking residents already reside:

- Establish a date on which all new residents must not smoke inside
- Decide how much time current resident smokers will have before their lease will include the smoke-free requirement, i.e., grandfathering



Transitioning to Smoke-Free: Adopt New Lease Language

To implement a smoke-free policy in a multi-unit dwelling:

- Add no smoking provisions to the leases for apartment complexes or to the “house rules” in public Housing Authority buildings



Enforcement of Smoke-Free Policies

- Private and public multi-unit owners uniformly report that enforcement is not an issue
- Residents consistently follow the rule
- Violators of the smoke-free rule are most likely to be violators of other rules
- Eviction possible; rarely, if ever, occurs



Addressing market-place inertia

Multi-unit housing publications are now focusing on the benefits of smoke-free policies, e.g.,

UNITS magazine, Dec., 2007

MultiFamily Executive, Nov., 2006

**Assisted Housing Management Insider,
March, 2007**



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Addressing market-place inertia

- **Apartment and property management associations are having sessions at meetings & conferences on SF policies, e.g., NAHRO, NAA**
- **Multi-unit housing organizations are doing policy analyses and articles for members on SF policies, e.g., PMAWM, PMAMM, NMHC, NAA, etc.**



Addressing market-place inertia

- **Print and electronic media focusing increasing attention on SF policies in multi-unit housing -- virtually all positive stories:**

New York Times, Los Angeles Times, USA Today, CNN, Christian Science Monitor, Toronto Star, Detroit News, & many other local newspaper, TV and radio stories.



Addressing market-place inertia

- **Online apartment listing companies are adding “smoke-free” as an amenity item on their listings, e.g., RentLinx**
- **“Smoke-free” is becoming more common as an amenity item in marketing by apartment owners/managers**





Tenants' Rights

Your Resources

- Smoke Free Apartment Listing
- Useful Links
- Quick Fixes

Did You Know

Contact Us



Your Resources
Smoke-free
Apartment Living

Find a Smoke-Free Apartment

Use the form below to search for smoke-free rental housing in Michigan.

Location:
(city, zip code or exact address)

Min Bedrooms:

Max Rent:

Keywords:

- Amenities:
- Smoke Free
 - Dogs Allowed
 - Cats Allowed

List a Smoke-Free Apartment

Property managers, [list your smoke-free rental housing](#) on our website for free. Our apartment listing is powered by [RentLinx](#), the [Rental Housing Multi-List](#).

- [Instructions to list your smoke-free property](#)

Smoke-Free Apartment Listing

The following is a listing of Michigan rental properties whose owners have stated that they are entirely smoke-free dwellings. This listing is updated regularly, with new smoke-free rental units added almost weekly.

Changing Lives One Home at a Time



Are you or a loved one ready to make the move to convenient, low-maintenance housing? Comfortable apartments, duplexes, and quadraplexes are perfect for seniors, near elderly and those dealing with disabilities. **Our facilities offer a number of favorable features and amenities, including:**

- * 24 hour emergency maintenance
- * Secure units with extra safety precautions
- * Conveniently located near grocery stores, medical offices, & area churches
- * Spacious Parking
- * Carpeted Units with Curtain Rods provided
- * Kitchen stove and refrigerator provided
- * Barrier Free Units
- * Laundry Facilities or Laundry Hook-up
- * Emergency Call System in Each Unit
- * Hard-wired smoke detectors provided
- * Cable T.V. at a Reduced Rate
- * Lovely Community Room with Kitchen Facilities
- * Patio & Container Gardening space
- * **Smoke-free buildings for senior & disabled housing**



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Parkside Commons Apartment Homes

Parkside Plan

Apartment Features

Amenities

100% Smoke Free

100% smoke-free environment

The demand for smoke-free environments is rising, and Parkside is listening.

Parkside Commons will be a **100% smoke-free environment**, making it one of Massachusetts' premier smoke-free rental communities, inside and out. Smoking is banned in all common areas, on the grounds, and in the apartments themselves. Why 100%? Cigarette smoking is hazardous to your health and it's the number one preventable cause of death. Second-hand smoke can be just as deadly. Cigarette smoke and its very noticeable odor travels farther than most of us realize, permeating rooms and getting into walls, ceilings, carpeting, drapes and clothing. At Parkside, you have a right to fresh and pure air.

Parkside welcomes residents who care about themselves. Our non-smoking policy is simply another way to support our commitment to creating **a clean, healthy, active community for all.**

Chelsea's
Read Blog



Our goal ...

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.





BUILDING A FRAMEWORK FOR HEALTHY HOUSING

Eliminating Environmental Tobacco Smoke in Multi-Unit Housing: A Look at the Maine Campaign

Amy K. Olfene
Project Coordinator
Smoke-Free Housing Coalition of Maine
207-874-8774 www.SmokeFreeForME.org



Who We Are

- The Smoke-Free Housing Coalition of Maine is a group comprised of over 50 public health advocates, tenants, landlords, property managers, legal professionals, environmental health professionals and many others.



Our Mission

- To protect residents in multi-unit housing from involuntary exposure to secondhand smoke.



Why Should We Care?

- Americans spend approximately 90% of their time indoors; 65% of their time inside the home. (ALA, 1999)
- Infants, children, and the elderly are extremely vulnerable to the negative effects of secondhand smoke. (CDC, 2006)
- Secondhand smoke is of particular concern to elderly and disabled persons, especially those with heart or respiratory disease or disorders such as emphysema, asthma, COPD, cardiovascular disease or allergies. (CDC, 2006)
- Children exposed to secondhand smoke in the home are 44% more likely to suffer from asthma. (ARC, 2006)



Why Should We Care?

The Financial Burden

NONSMOKING UNIT		
Labor	12 Hours x \$35/Hour	= \$420
Paint	3 Gallons	= \$ 60
Ceiling Paint	2 Gallons	= \$ 40
Carpet Shampoo		= \$ 50
TOTAL:		\$570

SMOKING UNIT		
Labor	30 Hours x \$35/Hour	= \$1050
Paint	4 Gallons	= \$ 80
Ceiling Paint	3 Gallons	= \$ 60
Carpet Shampoo		= \$ 50
Primer		= \$ 100
Replace Rug Burns*		= \$ 600
Replace Laminates*		= \$ 800
TOTAL:		\$1,340 - \$2,740*

* Costs depend on carpet and countertop condition.

Analysis provided by Sanford Housing Authority, 2004 and Auburn Housing Authority, 2006.



Why Should We Care?

Financial Cost for Non-smoking vs. Smoking-Allowed Apartments

Seton Village (subsidized, elderly), Waterville, 2008

	Non-smoker	Light smoker	Heavy smoker
Paint	\$168	\$222	\$478
Flooring	\$50	\$942	\$1,422
Appliances	\$60	\$75	\$489
Bathroom	\$40	\$60	\$400
General Cleaning	\$240	\$480	\$720
TOTAL	\$558	\$1,779	\$3,509



Why Else Should We Care?

- Possibly save on property-casualty insurance
- Larger share of the market wants smoke-free housing
- Liability



Tenant survey results in Maine

If available, would you prefer to live in a smoke-free environment?

Town/County	% YES	% NO
<i>Housing Authorities in Androscoggin</i>	76%	24%
<i>Sanford Housing Authority</i>	71%	29%
<i>Brunswick Housing Authority</i>	76%	24%
Total	(74%)	(26%)



A Growing Market

- Smoke-free living is becoming the norm, not the exception.
- Only 20.2% of Maine adults smoke (BRFSS, 2007).
- According to recent surveys, 37% of all Maine landlords own at least one smoke-free building (Smoke-Free Housing Coalition, November 2007; N=~5,000).



A Growing Market

- People are used to “taking it outside.”
- Maine has laws that protect people in bars and restaurants, public places, workplaces and even vehicles with children, but *not the place where people spend the majority of their time: **the home.***
- Maine prohibits smoking in:
 - Workplaces
 - Public places
 - Schools and schools grounds
 - Restaurants
 - Bars
 - Hookah bars/cigar bars
 - Daycare centers
 - Homes and vehicles where foster children are present
 - In cars with children under the age of 16



A Growing Market



- The supply of smoke-free housing is not meeting the demand.
- “Smoke-free” or “non-smoking” has become an amenity renters look for as they would any other.



Using the Right Message with Tenants

- It's about the smoke, not the smoker.
- A smoke-free policy is about protecting the integrity of the property and the health of the residents.
- A smoke-free policy does not require anyone to quit smoking, but rather take their smoking away from the building where smoke and fire-hazards are less likely to negatively impact the complex and its occupants.



What is the overall tenant response to smoke-free policies?

- *“I had to move out of the last apartment I rented because of the second-hand smoke that came in from the unit next to mine. I would wake up to the smell of smoke and in my living room and closets. I tried to prevent the filtering in by placing padding up against the baseboard and the flooring, however, the smoke still seeped through. After that experience, I will only rent at a building that has a smoke-free policy in writing.”*-Michelle, Portland tenant
- *“Since I've moved to a tobacco-free apartment complex I no longer need my inhaler. Its great to breathe clean air without the secondhand smoke from other apartments.”*-Claude Lajoie, Caribou tenant



Maine Housing Authorities with Smoke-Free Policies

- Auburn: 9/04 (grandfather clause abolished 11/08)
- Bangor :05/07 (no grandfathering)
- Bar Harbor: 07/06 (24 mo. grandfather; entirely tobacco free 07/08)
- Brewer 08/07: (12 mo. grandfather)
- Brunswick 10/07: (12 mo. grandfather)
- Bath: Implementation date pending
- Ellsworth: 07/06 (no grandfathering)
- Fort Fairfield: 07/06 (24 mo. grandfather)
- Mount Desert Island: 06/06 (no grandfather)
- Old Town: 07/06 (12 mo. grandfather)
- Pleasant Point Passamaquoddy Reservation: 06/08 (new complex)
- Sanford: 09/05 (unlimited grandfather)
- South Portland: 01/09 (6 mo. grandfather)
- Southwest Harbor: 07/06 (unlimited; tobacco-free at turnover)
- Tremont: 03/08 (unlimited grandfather)
- Waterville: 07/07 (unlimited grandfather)
- Westbrook: 01/09 (no grandfathering)

68%



Support for the Development of Smoke-Free Housing

- City of Portland adopted resolution in August 2006 “that the City of Portland does hereby declare that all residents deserve to breathe clean air and live in a smoke-free environment and that the City of Portland will collaborate with the Smoke-Free Housing Coalition of Maine and other public health organizations to advocate for an increase in the number of smoke-free housing units available in Portland.”
- <http://www.portlandmaine.gov/misc/news/resolution.pdf>



Incentives for Developers of Affordable Housing

- In 2006, MaineHousing adopted a one-point incentive to their Qualified Allocation Plan for affordable housing developments that receive housing tax credits or tax-exempt bonds (for the '07 year).
- In 2007, the language was changed to allow developers to not only make the interior smoke-free, but the entire property smoke-free (for the '08 and '09 years). All successful applicants chose the one-point incentive.
- In January 2008, the Portland City Council's Housing Committee passed a policy that awards 5% of all allotted points in their competitive financing process to newly constructed multi-unit housing with a 100% smoke-free policy.



Smart Investment for Developers of Affordable Housing

Avesta Housing, Portland



Smoke-Free Properties:

- Pearl Place, Portland (60 units)
- Little Falls Landing, Windham (24 units)
- YMCA, Portland (32 units)
- Brick Hill Heights, South Portland (30 units)
- Blackstone I & II, Falmouth (20 units)
- Village Square, Gorham (48 units)



Smart Investment for Developers of Affordable Housing

Foothills Management, Farmington

Smoke-Free Properties:

- Over 140 market rate and subsidized units in:
 - Farmington
 - Searsport
 - Wilton



Smart Investment for Developers of Affordable Housing

Preservation Management, South Portland



Smoke-Free Properties:

- Varney Square, Freeport
- Maplewood Terrace, Freeport
- Village View, Freeport
- 50 Bow St., Freeport
- Roak Block, Auburn



What do landlords have to say about going smoke-free?

- *“I recently registered our 16 unit elderly housing on the Smoke Free Registry. I was surprised to get a call so quickly from a potential tenant who found us on the site. What a great tool for tenants and landlords!”*
-Susan Babineau, Enfield landlord
- *“I have a smoke-free building with 4 units. Requiring the building to be smoke-free attracts tenants who appreciate living in healthy surroundings. Being smoke-free also helps keep my units and building cleaner.”*
-John D. Gwazdosky, Augusta landlord
- *“Auburn Housing Authority residents are already enjoying fewer conflicts with smokers as their numbers decline. Many smokers are smoking less, or even deciding to quit, due to the new smoke-free rule. These positive trends will save money for both residents and Auburn Housing Authority long term, as well as significantly improving our housing environments and the health of residents and staff.”*
-Richard Whiting, Auburn Housing Authority Exec. Director



What do landlords have to say about going smoke-free?

*“Last week, while outside of my building on Horton St. in Lewiston, I noticed smoke coming out from between two buildings three houses away. I went to check it out (I’m a firefighter) and saw that the building was indeed on fire. The fire dept. quickly put it out, but the cause of all the damage and displacement of tenants was a **discarded cigarette**. I told my wife when I got home later that that should never happen at our building. If only more people would know. That made me really glad that my building was a smoke-free one.”*

-Lou Morin, Lewiston landlord

*“I am looking at making my apartments smoke-free because we have to do a deep cleaning when a person moves out. The smoke gets everywhere including the furnace vents, fans, walls, carpet and just every single thing needs to be cleaned, **costing us time and money.**”*

-Mary Ann Chasse, Van Buren landlord

*“Since putting a smoke-free policy in effect I have cut my maintenance costs in half. Turnover time for new tenants is also cut in half! All in all, I think it is **one of the most profitable things I have ever done** as a property owner!”*

-Andrew Wallace, Sanford landlord



Resources Available for Going Smoke-Free—Maine

- Mailings
 - Postcards (over 100,000 sent in the last 4 years)
 - Fact sheets
 - Partnership with other organizations (i.e. housing authorities)
- Radio ads
- Web banners
- Craigslist ads
- Newspaper ads
- E-blasts
- Earned media
 - Press releases
 - Press conferences



Resources Available for Going Smoke-Free—Maine

- The Smoke-Free Housing Coalition of Maine provides:
 - Technical assistance to both landlords and tenants
 - Sample policy language, step-by-step guides for policy adoption
 - Comprehensive website
 - Free online registry containing nearly 3,000 units
 - Fact sheets (landlords, condo owners, tenants and translated)
 - Comprehensive brochure
 - DVD and online streaming video
 - Decals, key chains and magnets
 - Aluminum and printable signage
 - EPA Smoke-Free Homes Pledge program
 - Much more...



Success in Collaboration



(smoke)

It can creep in anywhere. Through a razor-thin gap between floor and wall. A crack in the ceiling.



The space beneath a door. It can vanish from sight... but leave its poisons behind for days and months.



In the carpet where an infant crawls. In plastic toys and stuffed animals. Spreading. Poisoning.



Secondhand smoke goes everywhere. Please... don't smoke around your kids.



- The Smoke-Free Housing Coalition of Maine markets and provides outreach to diverse populations in order to ensure both the housing and tenant populations are aware of the legality, benefits and ease of adopting a smoke-free policy.
- The Coalition collaborates with State funders and partners to create consistent messages.



Success in Collaboration

- Partnership of the public health and housing communities on this issue has played a large role in the success of the Maine campaign.
- Smoke-free policy adoption provides financial incentives for landlords and healthier home environments for their tenants. It's a win-win situation.



Success in Collaboration

- Fire Marshal
- Social Services
 - Homeless
 - Immigrant Services
- Behavioral Health Community
 - In-patient and transitional housing facilities
- EPA Smoke-Free Homes Campaign



The image shows a screenshot of the "Smoke-Free Housing" website. The header features the "smokefree HOUSING" logo and the URL "SMOKE-FREE FOR ME.ORG". A navigation menu on the left includes links for Landlords, Tenants, and various resources. The main content area is titled "Take the Smoke-Free Home Pledge!" and contains a form for users to pledge to keep their homes smoke-free. The form includes fields for name, date, and address, as well as dropdown menus for smoking history and children in the home. It also has radio buttons for housing types and a checkbox for existing smoke-free policies. A "Submit Your Pledge!" button is at the bottom.

smokefree HOUSING
SMOKE-FREE FOR ME.ORG

Take the Smoke-Free Home Pledge!

I, , on , pledge to protect myself and others from the health risks of secondhand smoke by keeping my home smoke-free.

Before now, was smoking allowed in your home (by family or visitors)?

Do you have children under the age of 18 living in the home?

Would you like a Smoke-free Home Kit mailed to you? (if yes, please fill out your mailing address below)

Name:
Address:
City: State: Zip Code:

I live in a(n)* Single family house | Apartment | Condo | Co-op | Townhouse | Mobile Home |

If you live in an apartment, other multi-unit building, or other rental unit, does your building have a written smoke-free policy?

Submit Your Pledge!

*Required fields



Success in Collaboration

- MaineHousing plays a large role in outreach to the housing community.
- Local housing authority transition to smoke-free is due to the collaboration of the Coalition, HMPs, and key housing professionals/agencies.
- Local housing authorities, in turn, help educate landlords (specifically Section 8) about smoke-free housing.
- Overall collaborative marks a greater level of legitimacy given to the smoke-free housing initiative.



Success in Collaboration

- Smoke-free housing is one step in the movement towards creating healthier housing.
- The Smoke-Free Housing Coalition of Maine continues to partner with the Maine Asthma Program, the Maine Lead Poisoning Prevention Fund, the State Fire Marshal's Office, Code Enforcement Officers and others as part of a holistic approach to creating healthy, sustainable multi-unit housing.



Positive Results

- A comprehensive Coalition of over 50 diverse members from over 30 different organizations, serving communities throughout Maine.
- Voluntary policy change that is sustainable.
- In July 2006, 26% of all newspaper apartment listings were smoke-free. Two years later, 32% of apartments are listed as smoke-free.
- There are nearly 3,000 units listed on the Coalition's free online registry, representing 15 of the 16 counties in the State.
- 17 (68%) public or tribal housing authorities have smoke-free or tobacco-free policies; all which have been adopted in the last 4 years.
- Incentives given by housing financiers at state and local levels.
- **Approximately 90,000 Maine tenants now living in smoke-free multi-unit dwellings.**



Questions? Comments?

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