

How to Successfully Adopt a Smoke-Free Policy in Public and Multifamily Housing

Moderator: Dr. Peter Ashley, U.S. Department of Housing and Urban Development

Presenters:

- **Bill Cook:** Director of Property Management, King County Housing Authority
- **Rick Ball:** Executive Director, Housing and Redevelopment Authority of Duluth
- **Mary Kurth:** Smoke-Free Living Collaborative Program Director, American Lung Association in Arizona

March 5, 2015

2:00-3:00pm EST



Call-In Information:
Phone-Number: (702) 489-0007
Access Code: 603-264-945




An Overview of HUD's Smoke-Free Multifamily Housing Initiative


Peter J. Ashley, DrPH

**Office of Lead Hazard Control and Healthy Homes
U.S. Department of Housing and Urban Development**

HUD Smoke-Free Initiative

- **2009:** Office of Public and Indian Housing issued Notice PIH 2009-21
- **2010:** Office of Housing issued Notice 2010-21
- **2012:** Office of Public and Indian Housing issued Notice 2012-25 and HUD released “Smoke-free Housing” toolkits
- **2012** Federal Register Notice published soliciting feedback on HUD initiative (e.g. barriers, effective implementation practices)
- **2014:** Office of Lead Hazard Control and Healthy Homes releases “Action Guide”

	U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT WASHINGTON, DC 20410-8000
ASSISTANT SECRETARY FOR HOUSING- FEDERAL HOUSING COMMISSIONER	
U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT	
Special Attention of:	NOTICE: H 2010-21
Multifamily Hub Directors	Issued: September 15, 2010
Multifamily Program Center Directors	Expires: September 30, 2011
Rural Housing Services (RHS) Directors	Cross References:
Supervisory Housing Project Managers	
Housing Project Managers	
Contract Administrators	
Multifamily Owners and Management Agents	
Subject: Optional Smoke-Free Housing Policy Implementation	

	U.S. Department of Housing and Urban Development Office of Public and Indian Housing Office of Healthy Homes and Lead Hazard Control
SPECIAL ATTENTION OF:	
NOTICE: PIH-2012-25	
Regional Directors; State and Area Coordinators; Public Housing Hub Directors; Program Center Coordinators;	Issued: May 29, 2012
Troubled Agency Recovery Center Directors; Special Applications Center Director; Administrators; Resident Management Corporations Public Housing Agencies; Healthy Homes Representatives	Expires: Effective until amended, revoked or superseded
	Cross Reference: 24 CFR 903.7 (e)(1) 24 CFR 966.3
Subject: Smoke-Free Policies in Public Housing	

U.S. Department of Housing and Urban Development
Office of Lead Hazard Control and Healthy Homes



CHANGE IS IN THE AIR

An Action Guide for Establishing Smoke-Free
Public Housing and Multifamily Properties

October 2014

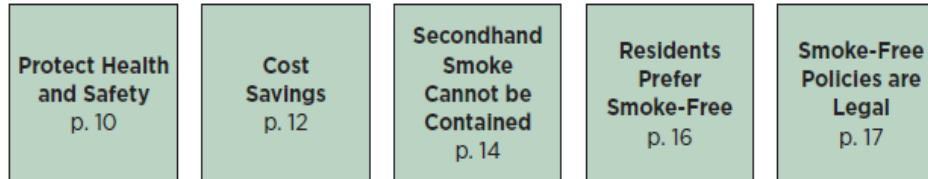


Major Contents of HUD's *Action Guide*

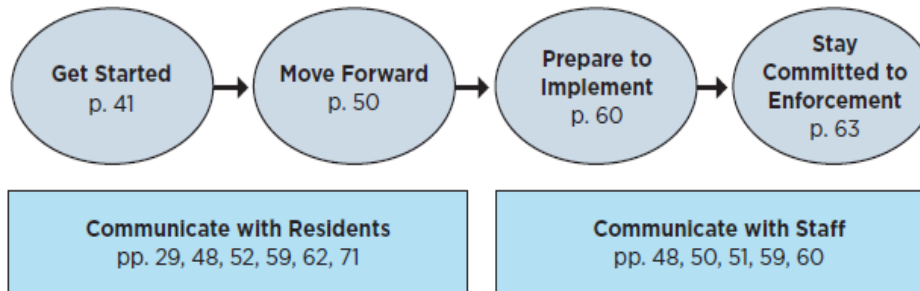
- Reasons to adopt a SF housing policy
- Summarizes interviews with 9 “Smoke-free housing pioneers” (representing: public housing agencies; federally subsidized multifamily housing, and market-rate housing)
- Recommended steps to adopting and implementing a SF policy
- FAQs
- Appendices (HUD Notices; Resources; summary of Fed Reg comments)

Action Plan for Smoke-Free Housing

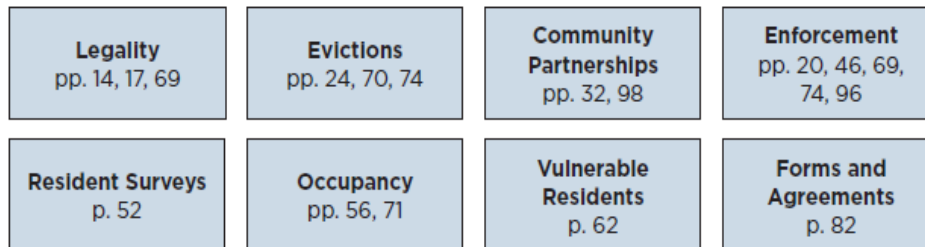
Why Should You Adopt a Smoke Free Policy?



Implementation Steps



Resources to Help You



Success Stories from Smoke-Free Housing Pioneers



Why a Smoke-Free Housing Policy?

Protect Health
and Safety
of Residents
and Staff

Cost
Savings

Smoke-Free
Policies are
Legal

Residents
Prefer
Smoke-Free
Housing

Secondhand
Smoke Cannot
Be Controlled
Between Units

Additional Health and Safety Considerations

- > 4,000 chemicals have been identified in tobacco smoke; this includes at least 69 carcinogens.
- The U.S. Surgeon General has concluded that there is no safe level of exposure to secondhand smoke.
- Tobacco smoking is the leading cause of fatal fires in the U.S.
- Secondhand smoke (SHS) is a significant source of lead exposure for children and adults and there is no “safe” level of lead exposure for young children.
- SHS exposure is associated with both the development and exacerbation of asthma in children.

Progress to Date

- From review of publically available information: ~ 570 Public Housing Agencies with SF policies (~ 16% of 3,090 PHAs that administer conventional public housing)
- This covers > 186,000 housing units
- 9 Native American communities identified with SF policies covering their public housing (i.e., tribally designated housing entities)
- Adoption by federally subsidized multifamily owners/agents (i.e., project-based Section 8) thought to be significant

HUD Plans for Smoke-Free Housing Support Activities in FY 2015

- Deliver 2 webinars, with one expected to focus on enforcement of SF housing policies.
- Significant expansion of content on SF housing web page (Office of Lead Hazard Control and Healthy Homes).
- Develop an “executive briefing” presentation and materials for outreach to housing managers, boards of directors, etc.
- Access HUD Smoke-Free Housing Toolkits and the *Action Guide for Establishing Smoke-Free Public Housing and Multifamily Properties*.

www.hud.gov/offices/lead

THANK YOU!

peter.j.ashley@hud.gov

Poll Question:

What type of organization do you represent?

- a. Federally funded public housing
- b. Private multifamily property management
- c. Public health department
- d. Government agency
- e. Health-focused group
- f. Other

Poll Question:

What topic are you most excited to hear about today?

- a. Steps to implement a smoke-free policy
- b. Obtaining buy-in from staff and residents
- c. Strategies for enforcing a smoke-free policy
- d. Partnering with community organizations
- e. Common challenges and possible solutions

KCHA's Guide to Adopting a Smoke-Free Policy

Bill Cook

Director of Property Management



KCHA “At A Glance”

- Located in King County, Washington State
- Roughly 3,500 units
- Public Housing, Project-based Section 8, Multifamily
- 350 employees / 140 in Property Management

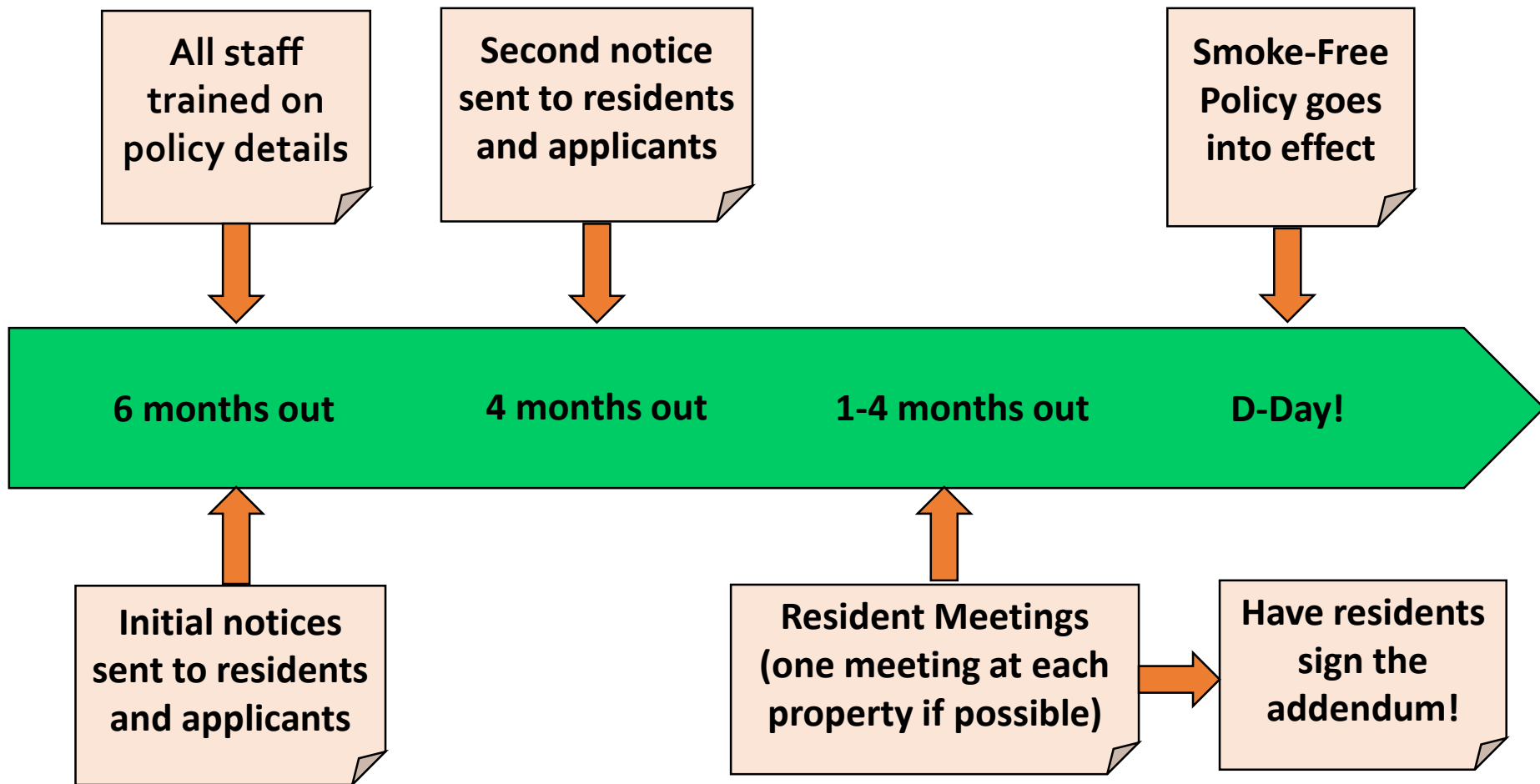
Benefits for Residents, Staff and Properties

- Promotes better health for low-income residents
- Safer indoor air environment for staff
- Decreased KCHA expenses relative to unit turns
- Risk of fires
- Expensive habit for residents
- It's the right thing to do

Planning and Buy-In

- Partnered with the King County Department of Health and Comprehensive Health Education Foundation (CHEF)
- Convincing **all** staff that this is a good idea
- Convincing **all** residents that this is a good idea
- Convincing the ED/Executive Management that this is a good idea
- Convincing the Board that this is a good idea
- Re-convincing yourself that this is a good idea!

Proposed Timeline



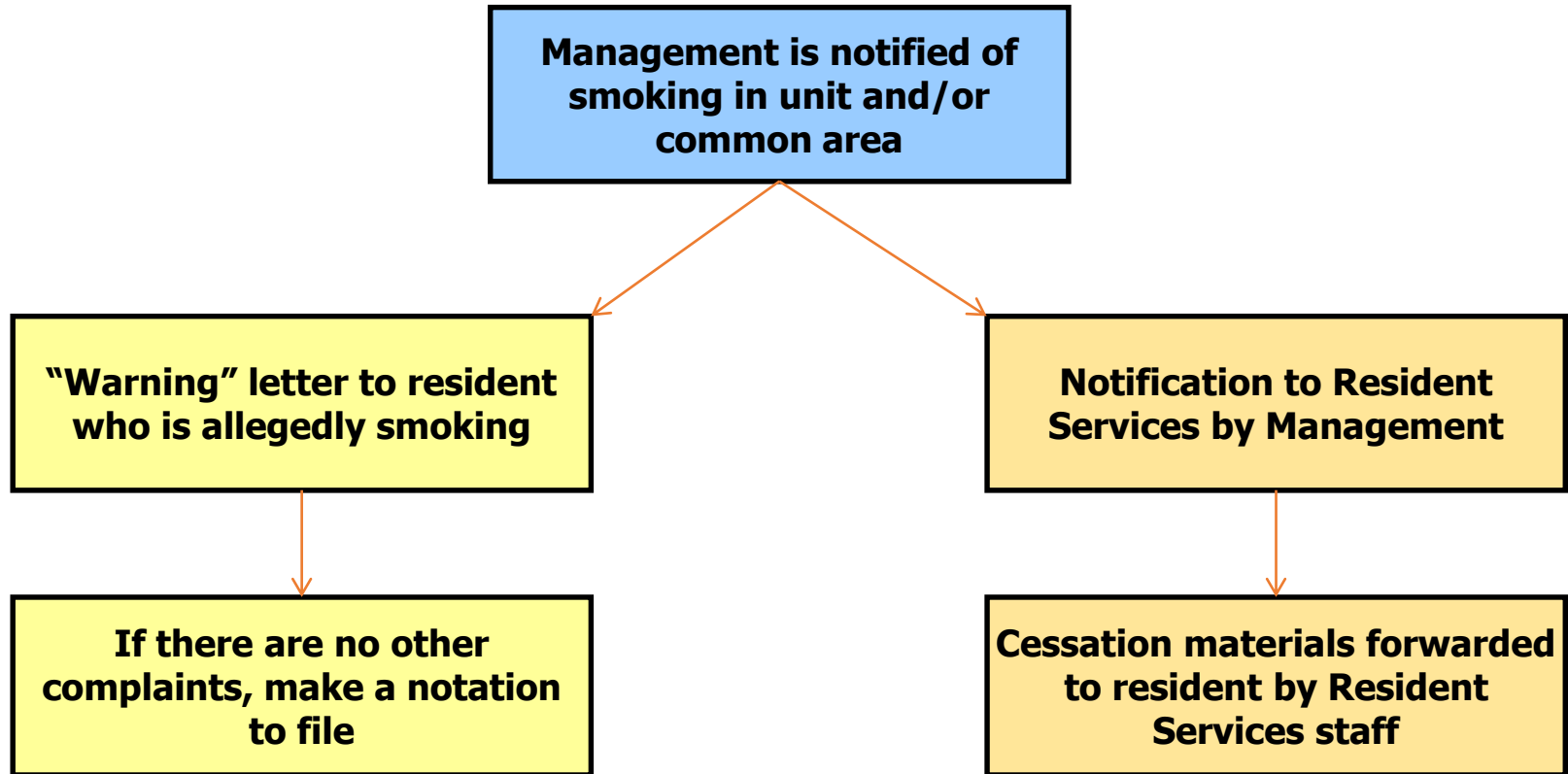
Policy and Implementation

- DO NOT GRANDFATHER!
- Model your policy documents after lease language
- Use an attorney to review
- Reach out to tenant advocate groups
- RABs and RACs
- Provide residents with ample feedback opportunities

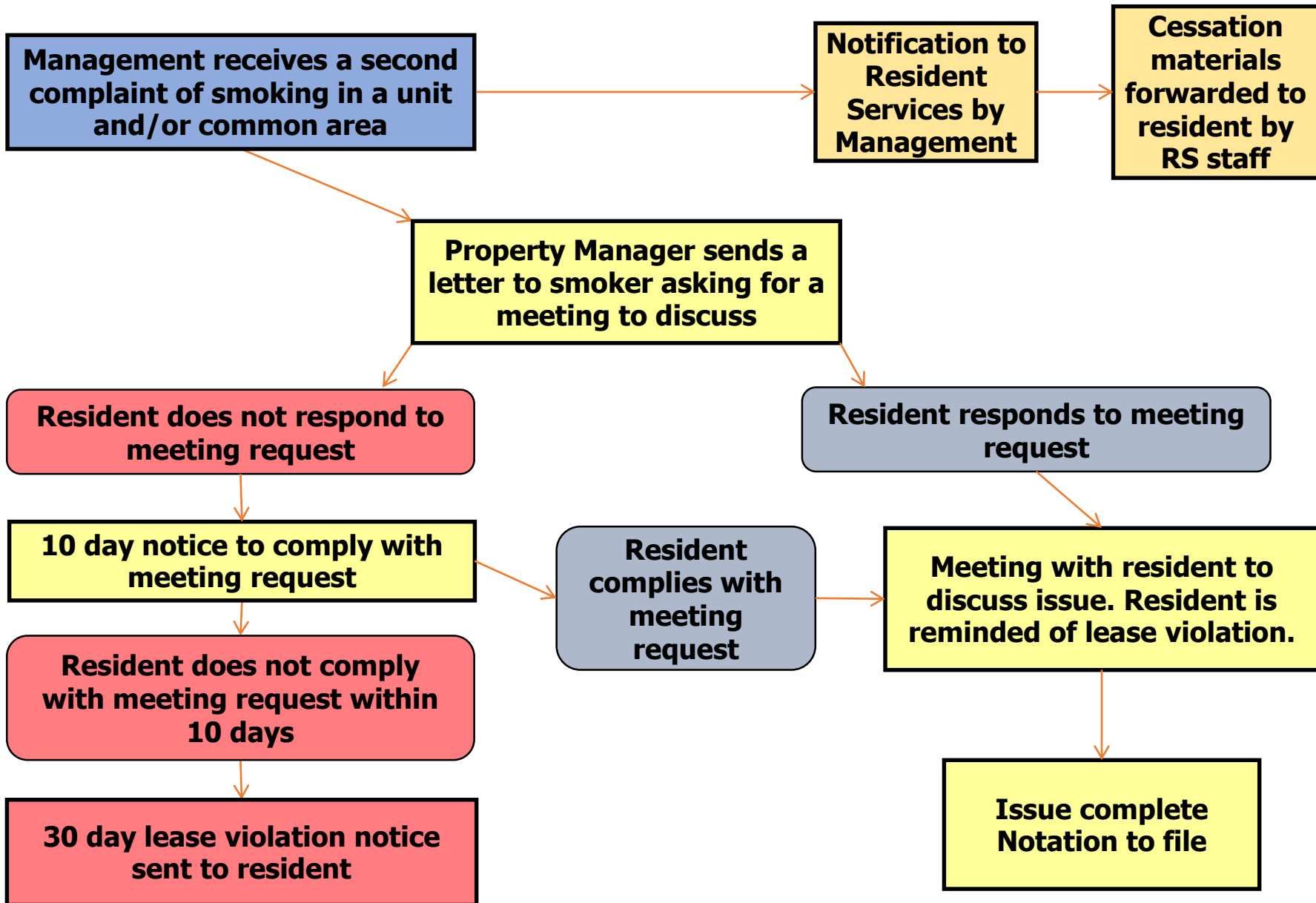
Staff Training

- Enforcement will be difficult at the start
- Consistent enforcement efforts will pay off
 - Always provide cessation support if available
- Treat smoking like any other lease violation
- Residents become your best resource
- It does get easier

Enforcement - Three Stages

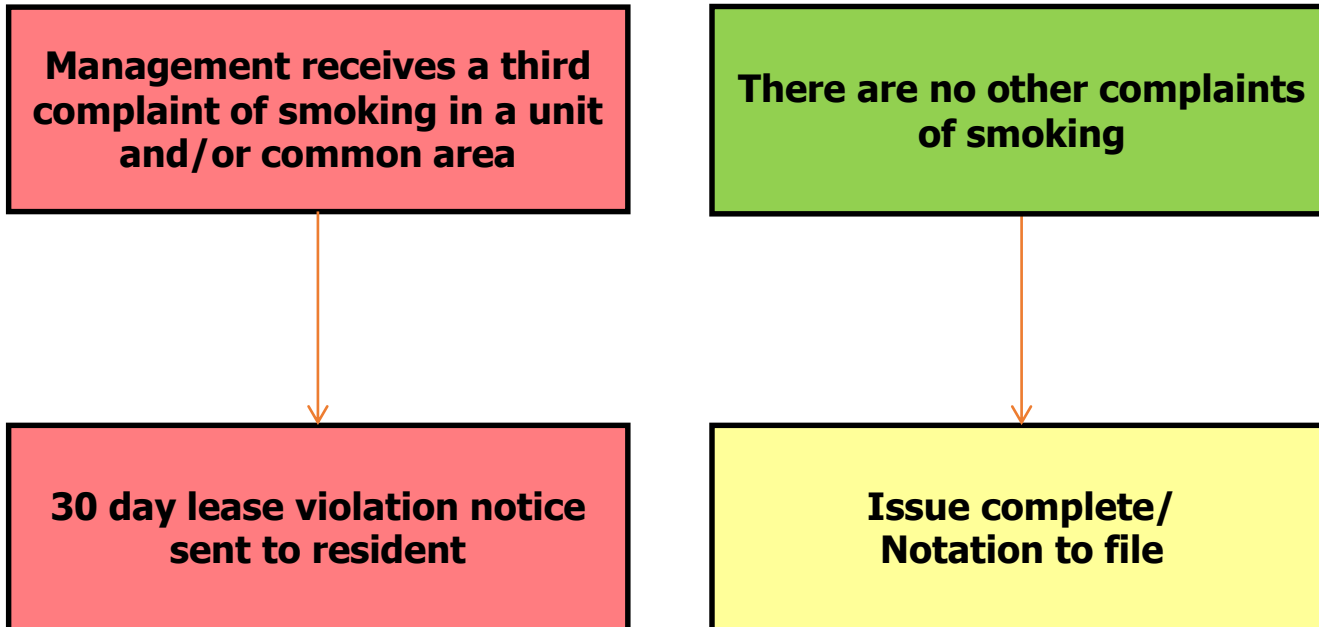


Enforcement - Stage Two

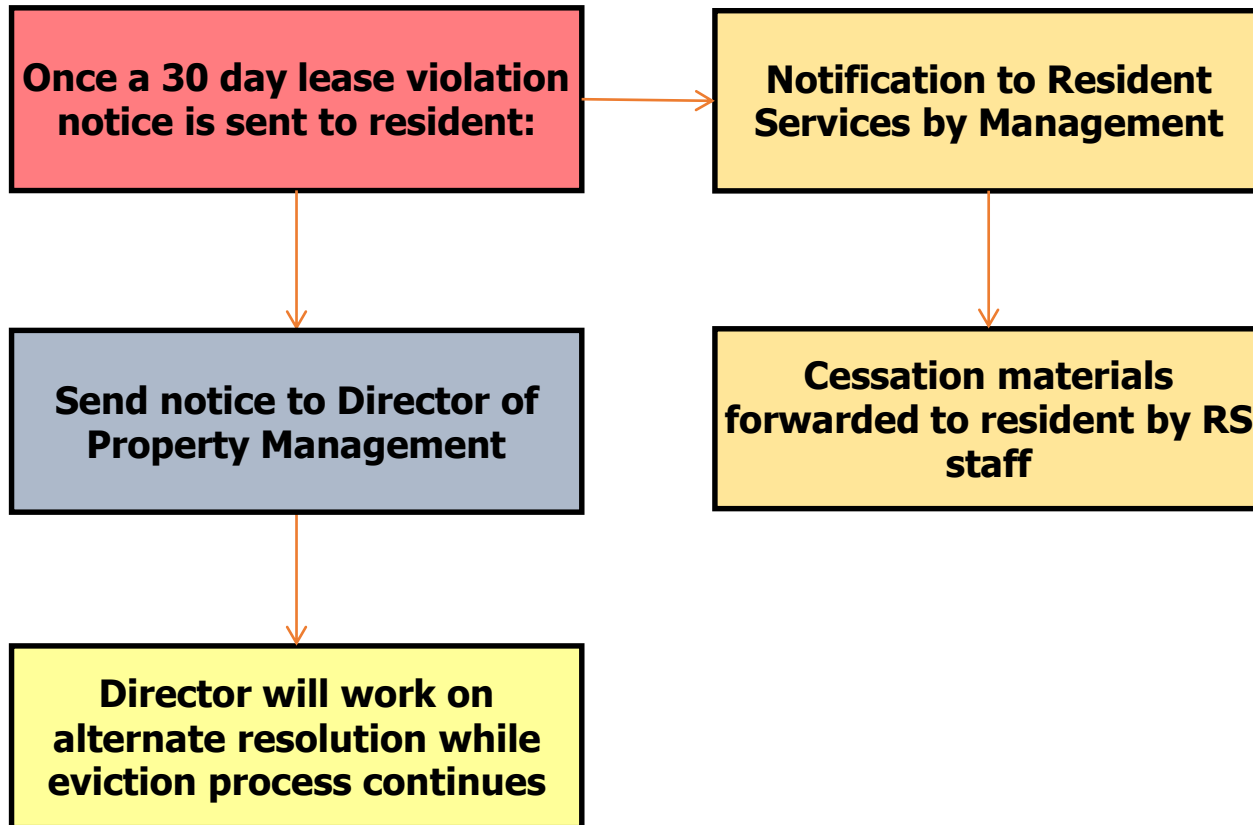


Enforcement - Stage Three

If...



Eviction Prevention Program



A Look Back...

- “Start up” effort
- On-going effort
- Is it working?
- How much did it cost?
- Was it worth it?

Smoke-free Living Collaborative Program

**Mary Alba Kurth
Program Director**

Funded by Tobacco Tax Dollars



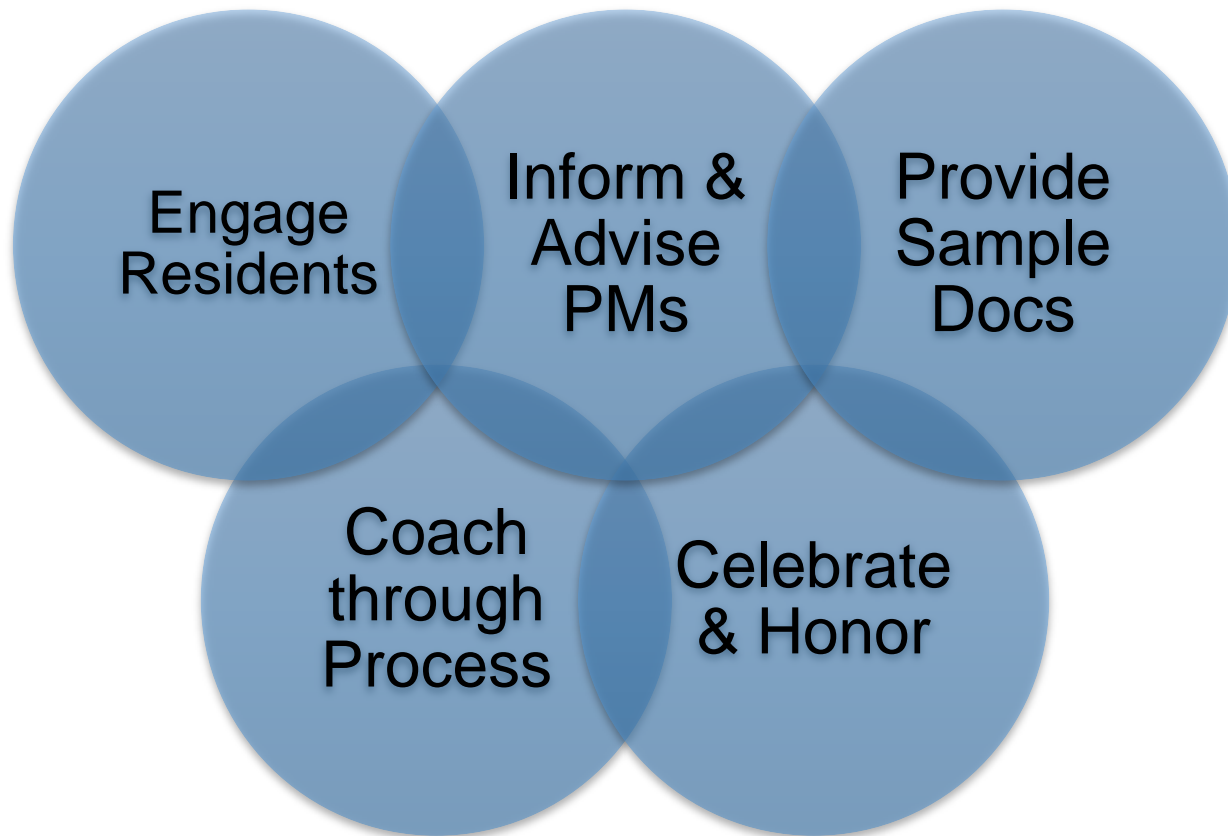
Support for program start up

CDC grant & conferences, ALA National Office

MN Smoke-free Housing, King County HA, Public Health Law Center

AZ Dept of Health Services, Maricopa County Health Dept, local nonprofits with same goals

Technical Support & Services





Over 40% of Maricopa County renters would even be willing to pay more to live in a smoke-free community.



Property Managers

Smoke free policies protect residents from the dangers of secondhand smoke while providing significant cost savings for property managers.

[Read More >](#)

Apartment Residents

Living in a smoke-free environment is a cleaner and fresher place to live, free of smoke and the toxins that linger in carpets and walls.

[Read More >](#)

Secondhand Smoke Facts

Secondhand smoke contains more than 4,000 substances, several of which are known to cause cancer in humans or animals.


[Read More >](#)

Find Smoke-Free Housing

Coming Soon: AZ Smoke-Free Living is currently developing a smoke-free community directory. If you are a smoke-free community and want to be listed, please contact us.

[Read More >](#)

Best Practices

- 
- Collaborate with partners
 - Learn from the pioneers
 - Tracking data
 - Connect with the “peers”

Property Managers Forum

^ Identify interested PMs and a coordinator

^ Plan out objectives, carve out issues/topics
(Legal, signage, enforcement)

^ Meet or form online discussions (Yammer)

Resources

Seek out community partners! You are not alone.

Online Resource

[Smoke Free Housing Global Directory](#)

List-Serv

SMOKEFREEHOUSING-TALK@lists.tcsg.org

American Lung Association

LUNG.org

State, County or Tribal Dept. of Health

Meet, talk, explore!

Additional Resources

Appendix B in [Change is in the Air: An Action Guide for Establishing Smoke-Free Public Housing and Multifamily Properties](#)

Thank You!



www.AzSmokeFreeLiving.org

mkurth@lungs.org

 AMERICAN LUNG ASSOCIATION®
IN ARIZONA

How to Successfully Adopt a Smoke Free Housing Policy in Public and Multi-family Housing

Rick Ball

Executive Director

Duluth Housing & Redevelopment Authority

Duluth HRA

- Western-most port on the St. Lawrence Seaway
- Population 86,000
- 1153 Public Housing Units
 - 6 highrises – 782 units
 - 371 scattered site units
- 1472 Section 8 Vouchers
- 150 Rehab Units/ year
- HOPE VI redevelopment – mixed income/
mixed finance

TriTowers Resident Killed in Fire Duluth News Tribune -- Peter Passi January 2, 2011

“A fire apparently caused by an unattended cigarette claimed the life of a resident in a Duluth high-rise Saturday night, according to a report from the Duluth Fire Department. Firefighters received a call to Tri Towers, a 14-story apartment building at 222 N. Second Ave. E., at 8:56 p.m. Saturday. They found smoke coming from an apartment on the 13th floor, entered the unit and extinguished the fire, which had been partially controlled by the building’s sprinkler system. A man who appeared to have been smoking a cigarette on a couch was found badly burned on the scene. He was transported to Essentia St. Mary’s Hospital in Duluth and then airlifted for additional care to Region’s Hospital in St. Paul, but he did not survive....”

Smoke Free History

- Resident complaints
- Maintenance issues
- Fires
- NAHRO discussion
- American Lung Association – a valuable partner!
- Staff discussions
- Board Policy Discussion

Getting Started

- Surveys
- Resident Advisory Group discussions
- Pushback
- Board discussion

Survey Highlights:

- 78% of survey respondents said that they can smell secondhand smoke coming into their unit, that the smoke smell bothers them or makes them ill and/or that they are worried about the health effects of their exposure to secondhand smoke or the exposure of people they live with.
- 45% of survey respondents said that they or someone they live with suffers from heart disease or a lung condition such as asthma or emphysema.
- 73% of Survey Respondents preferred a smoke-free building or had no preference.
- 43% of respondents currently either smoke in their unit or allow others to smoke in their unit.

Implementation

- Staff Buy-in
- Timeline – strategic
- Resident Education
- Notification of residents
- Signage
- Cessation Kits
- Partnering with American Lung Association & Essentia Health Care

Enforcement

- 3-strikes and you're out
- Resident "testing" whether we will enforce
- Staff experience – 11 evictions initiated, none went to court
- Resident response – appreciation

Outdoor Shelters



- Important for compliance
- Weather shelter
- >50% open to air
- >25 feet from entrance
- Social environment
- Not just for smokers
- Not inexpensive

**Cessation Contest Winner Laura Humphrey (2 packs/day):
“How can you quit smoking in a place that you can smoke in?!”**



Contact

Rick Ball, Executive Director, Duluth HRA
rball@duluthhousing.com

218-529-6341

Question and Answer Session

- Submit your questions in the tool bar on the right of your screen.

Conclusion of the Webinar

Additional questions can be sent to:

Smokefreehousing@hud.gov

Upcoming Webinar:

June 4, 2015 (2 p.m. EST)

"Enforcing Smoke-Free Housing Policies and Overcoming Barriers to Implementation: On the Ground Strategies."