**A summary of the recommendations for smoke-free housing in Colorado and why**

Coloradans are experiencing the health benefits of smoke-free environments at work, casinos, restaurants, bars and most indoor public places. However, exposure to secondhand smoke continues to be a concern when it infiltrates into people’s residences through doors, windows, or ventilation systems, and leads to serious health consequences. Often that exposure can be just as intense, just as harmful, and more prolonged than when people were exposed to secondhand smoke during a full days work. Patching and sealing the source of secondhand smoke may help reduce some exposure, but as the 2006 U.S. Surgeon General concluded, “Eliminating smoking in indoor spaces fully protects nonsmokers from exposure to secondhand smoke. Separating smokers from nonsmokers, cleaning the air, and ventilating buildings cannot eliminate exposures of nonsmokers to secondhand smoke.” Residents of multiunit dwellings should have the same protection from secondhand smoke afforded to the majority of Coloradans at work and in public. The best way to effectively provide residents with a safe and healthy living environment is to eliminate smoking in multiunit housing.

Dealing with smoke-free housing issues requires a multi-pronged comprehensive approach based on the best practices that have been used in other states and the experiences of advocates in Colorado. Flexibility is important because some strategies and techniques may work better than other techniques in some communities than others and may be dependent on the extent of support and readiness for smoke-free housing.

For this document GASP of Colorado uses five key actions starting with the letter E: Educate (the community), Engage (partners and the community), Endorse (obtain support), Expose (the truth), and Enforce (implementation). Until community norms have first changed to the point where the community agrees and supports smoke-free housing, it is important to emphasize educational programs and activities, and efforts to engage the community in smoke-free housing efforts.

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| **Strategy** | **Types of**  **Activities/Actions/Programs** | **Why?** |
| **Education – Target Audiences**  **Education – Target Audiences** | • Develop and disseminate educational materials for residents and landlords, including brochures, letters, fact sheets, presentations, signs, surveys, etc., with key educational messages to help de-normalize smoking policies in multiunit housing.  • Research and analyze the legal issues under Colorado’s housing laws.  • Develop presentations and provide materials (magnets, stickers, etc) for presentations, conferences, trainings, booths, etc.  • Use paid and earned media to increase awareness of Colorado’s smoke-free housing Web sites and registries, and inform the public of their resources. Educate the housing industry about the benefits, the legalities, the costs, etc. Use direct mail and print media, newsletters, billboards, radio, banner ads, etc.  • Write and submit articles for housing publications, and print professional materials for the housing industry.  • Develop consistent messages that can be used for educational campaigns, presentations, etc.  • Obtain the services of consultant with experience in the housing field. | • Education leads to policy change.  • Many people in the housing industry do not think smoke-free policies are legal, hard to implement, fear the loss of residents, and do not think smoke-free policies are enforceable.  • Many residents do not think there is much they can do, do not know what they can do, and do not know where to go for assistance.  • Property owners or managers often need model polices and surveys, how-to tips, and other tools to implement a smoke-free policy. |
| **Education - Health Advocates** | • Provide educational and training opportunities at conferences, through conference calls, at meetings, and provide opportunities to share concerns and experiences with colleagues.  • Develop a protocol for assisting residents as well as an organizational flow chart.  •Provide a yearly opportunity to learn how the housing industry works.  • Provide training on how to make good presentations.  • Develop materials to assist health advocates develop partnerships and conduct assessments for people in the housing industry.  • Provide health advocates with a resource guide and flow chart for technical assistance on smoke-free housing.  • Maintain and expand contact lists for the housing industry, affected residents, and multiunit housing both locally and statewide. | • Some public health grantees may not understand the issue, its importance, how to address it, and where they can obtain technical assistance.  • Understanding the housing industry is often something new and unfamiliar to people new to the area.  • Databases help establish contacts, and could be used for targeted direct mail and other media campaigns. |
| **Engagement — The Community** | • Create and expand local and statewide coalitions working on smoke-free housing. Involve people in the housing industry as stakeholders and include landlord**/** resident associations, housing authorities, property owners, landlords, government entities, etc.  • Make presentations, attend conferences, join associations, and explore other partnerships like green building efforts. Identify existing landlord training programs and seek out presentation opportunities. Join or become involved with statewide or local apartment/housing associations.  • Obtain testimonials from affected renters, owners, and housing providers that have successfully implemented smoke-free policies.  • Help organize resident efforts in individual apartments or community-wide. Seek out partnerships with tenant’s rights groups | • These groups understand the housing industry and can be important allies amongst their peers. Their testimonials can help influence their peers. They are likely to be the key to obtaining significant policy change. |
| **Endorsement** | • Obtain the support, buy-in, and endorsement of people in the housing industry for materials developed, surveys, media campaigns, and other efforts | • People in the housing industry are much more likely to trust information that comes from the industry itself. |
| **Evaluation** | • Assess attitudes and behaviors among landlords, residents, and people in the housing industry using surveys, focus groups, and personal meetings.  • Compile and keep up-to-date a list of smoke-free multiunit dwellings.  • Collect Web statistics, number of people referred or assisted, media reach, materials distributed, etc.  • Evaluate the effectiveness of the materials used and disseminated to target audiences by using follow up interviews and evaluation forms. | • Statewide and local statistics often have a greater impact than out-of-state statistics.  • Provides evidence of public support and helps neutralize resistance to policy change.    • Provides baseline data to evaluate progress.  • These are standard assessment tools.  • People who are suffering from secondhand smoke intrusion in their units need quick results. The best way to accomplish that is to evaluate the effectiveness of the materials and the strategies that are used for policy change. |
| **Enforcement** | • Provide information on how to implement and enforce smoke-free housing policies.  • Provide cessation assistance to interested parties. | • Good implementation and enforcement policies lead to less problems and confrontations. |
| **Explore —**  **Policy Options** | • Work on voluntary approaches with public-housing authorities, property management companies, and landlords.  • Work with local communities on incremental legislative policies or incentives.  • Explore using tax credits or other incentives for new builders.  • Assess any existing state laws or local laws that can be applied. | • By focusing on the people who can affect policy change in a larger arena with more properties, policy change occurs at a faster pace than going apartment by apartment. Once smoke-free policies are enacted and put into writing they are rarely changed.  • Tax credits are proven incentives to encourage builders and developers to implement smoke-free housing in new multiunit housing developments. |
| **Endowment** | • Explore additional options for funding smoke-free housing programs though a variety of sources including the housing industry itself, foundations, corporations, and other sources. | • Tobacco use is decreasing which is causing a reduction in tobacco tax funding for prevention activities.  • Diversification of funding support is healthy. |

**Recommendations for capturing the impact and outcomes, and evaluating smoke-free housing efforts in Colorado**

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| **Ten Key Benchmarks of Progress**  (not necessarily in order of priorities) | **How Will They Be Measured?** |
| An increase in the number of smoke-free multiunit buildings. | Database of multiunit dwellings and their smoke-free policies, Web site statistics |
| Comprehensive statewide and local media public education and awareness campaigns about the importance and benefits of smoke-free housing. | Tracking the materials distributed and requested, Web site statistics, referrals, technical assistance provided. |
| Skill building training for STEPP contractors and statewide partners to increase the knowledge and understanding about how to effectively advocate for smoke-free housing. | Number of trainings, conference calls, conferences, skill building workshops, educational materials, presentations, booths, partnerships and meetings with people in the housing industry, courses taken, and an evaluation of skills gained. |
| Contractors and partners are provided with effective resources and messaging to address smoke-free housing issues. | Tracking educational materials, presentations, tool kits, list of housing contacts, technical and legal assistance provided, dissemination of print and Web materials, and media campaigns. Evaluating the effectiveness of these tools. |
| An increase in partnerships and collaborations with people in the housing industry. | Tracking referrals, meetings, conferences attended, booths, association memberships, participation in coalition activities, trainings, presentations, and collaborations (surveys, articles in newsletters, reviewing materials, focus groups, etc.) Assistance provided in adopting smoke-free policies. |
| An initial increase in the number of resident/owner referrals and collaborations, followed by a significant drop in complaints as the number of smoke-free policies increase. | Tracking the number of unique referrals, interaction with residents and management, ability to involve other residents in a complex, coalitions developed, interaction with resident rights groups. |
| An increase in the number of organizations and coalitions addressing smoke-free housing. Further development of a statewide smoke-free housing partnership. | A) An increase in the number of STEPP contractors that have smoke-free housing in their work plans; B) Presentations, booths, or cooperative ventures with the housing industry; C) An annual smoke-free housing summit/meeting of all partners; D) An increase in the number of other organizations working on smoke-free housing. |
| Increased funding for smoke-free housing initiatives though a variety of sources including the housing industry itself, foundations, corporations, and other sources. | Tracking the funding provided by outside sources, amount of funding, in-kind funding, and cooperative ventures. |
| Attitude shifts indicating an increased support for smoke-free housing. | Conducting and/or publicizing resident and landlord surveys before and after smoke-free policies are implemented. |
| Increase in voluntary and legislated policies that encourage or require smoke-free housing. | Database of multiunit dwellings and their smoke-free policies. Compiling a list of local communities that have enacted voluntary or legislated policies that address smoke-free housing. |

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