


Bringing Healthy Air Home

Building Strong Foundations for Smoke-Free Multi-Unit Housing



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Presenter Disclosures

Susan Bergquist


(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

Maricopa County, Arizona

- Approx. 4 million people
- 60% of Arizona's population is in Maricopa County
- 4th most populous in U.S.
- Includes 5 Indian reservations



 Background

U.S. Surgeon General: There is no safe level of exposure of second-hand smoke

Up to 65% of air in apartment buildings is shared

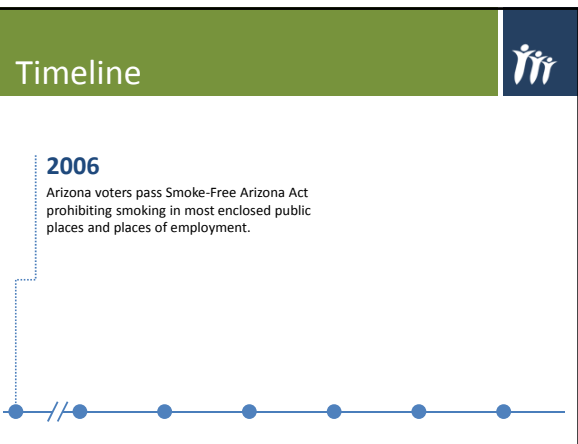


WALLS DON'T PROTECT YOU FROM SECONDHAND SMOKE EXPOSURE



SMOKE: WWW.CDC.GOV

Timeline

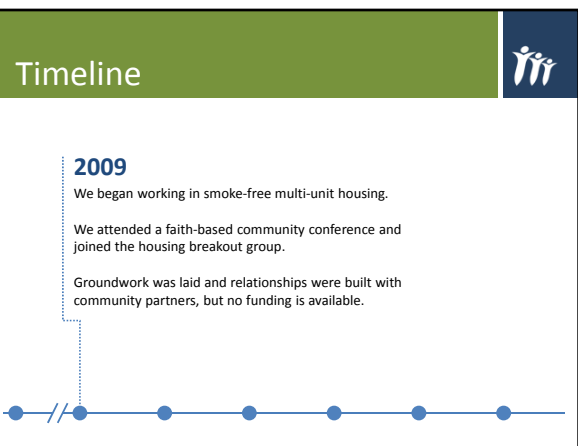


2006
Arizona voters pass Smoke-Free Arizona Act prohibiting smoking in most enclosed public places and places of employment.

Smoking is prohibited in:


- Restaurants, bars, grocery stores or any food service establishments
- Office buildings
- Health care facilities
- Vehicles owned by the employer and operated during work hours
- Enclosed common areas in hotels and motels
- Lobbies, elevators, restrooms, reception areas, halls, stairways and other enclosed common areas in public and private building including condominiums and other multi-unit residential facilities
- Exceptions
 - Casinos
 - Fraternal clubs (if not open to the public)
 - Private residence (except when used as day care)
 - Outdoor patios (with drifting smoke requirements)

Timeline



2009
We began working in smoke-free multi-unit housing.
We attended a faith-based community conference and joined the housing breakout group.
Groundwork was laid and relationships were built with community partners, but no funding is available.

Timeline



2010
First Smoke-Free Multi-Tenant Housing Mini Summit is held.
Manistee Manor, a 75-units HUD senior property, is the first to go smoke-free.

The timeline graphic shows a horizontal line with seven blue dots. A double slash (//) is positioned between the first and second dots. A dotted line connects the third dot to the text block above.


Timeline



2011
Research continues as funding is sought. We work one-on-one with individual properties.
Rehoboth Place opened as smokefree property.

The timeline graphic shows a horizontal line with seven blue dots. A double slash (//) is positioned between the first and second dots. A dotted line connects the fourth dot to the text block above.


Timeline



2012
Two-day workshop is held to educate potential partners statewide.
Survey of 941 multi-unit housing managers is completed.
Funding becomes available to American Lung Association in Arizona through a Community Transformation Grant allowing the Arizona Smoke-Free Living Coalition to be formed.

The timeline graphic shows a horizontal line with seven blue dots. A double slash (//) is positioned between the first and second dots. A dotted line connects the fifth dot to the text block above.

Timeline




2013

Coalition workgroups make swift progress launching workgroups: branding, database, policy, outreach, managers forum, development, and leadership team.

Coalition holds workshops, attends housing industry trade shows and connects with properties.

Additional funding was secured through the Arizona Department of Health Services.

Timeline

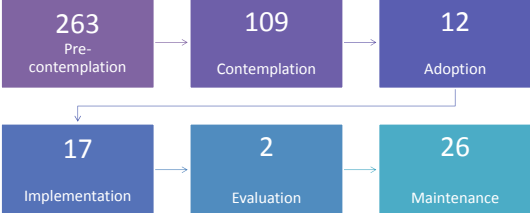


2014

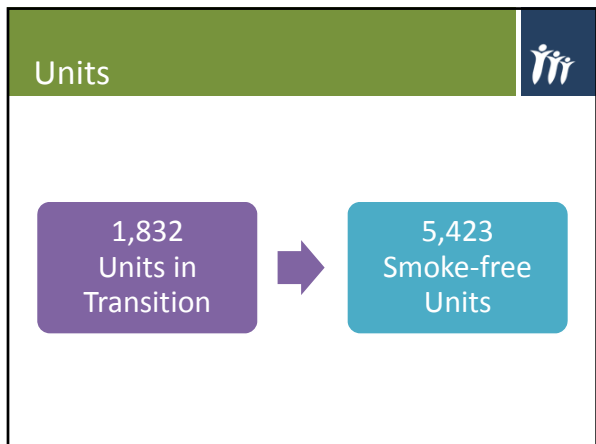
Successes to date:

- 13 properties are completely smoke-free
- 24 properties are smoke-free with designated smoking areas
- 6 properties are smoke-free in designated buildings
- 2 properties have smoke-free policies that are not yet categorized
- 12 properties are in the process of adopting new smoke-free policies

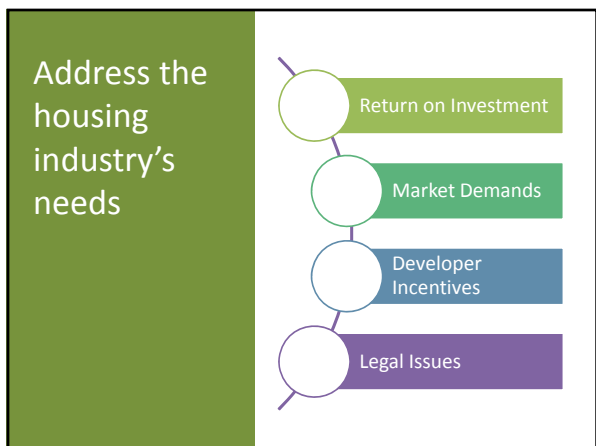
Property Pipeline



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graph LR; A[263 Pre-contemplation] --> B[109 Contemplation]; B --> C[12 Adoption]; C --> D[17 Implementation]; D --> E[2 Evaluation]; E --> F[26 Maintenance];
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Return on Investment

Results from Manistee Manor, 75 units, HUD

- Costs 9 times more to turn a smoker's apartment
- Average 12 turnovers per year, 2-3 were smokers
- 8% of maintenance cost per year
- Their wait list went up 25%
- Reduce the risk of fire

Market Demands:

2012 Survey Results

7 out of 10 renters would choose smoke-free housing

2 out of 5 renters would pay *more* for a smoke-free amenity

1 out of 5 renters *who smoke* would choose smoke-free housing

Developer Incentives:

Low Income Housing Tax Credit

Maricopa County
8 of 9 properties chose to be smoke-free

Other Counties
2 of 5 properties chose to be smoke-free

Legal Issues

- HUD recommends it
- CDC and Healthy Homes recommends it
- Smokers are not a protected class
- Smoke-free policies are legal

Find the right partners to get the job done

Community Partners

Industry Stakeholders

Build a movement through branding

Connect with champions to multiply impact


Residents
Property Managers
Property Management Companies
Decision Makers

What's next?

Questions?

Special thanks
to

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Smoke-Free Living
Coalition.

For more information 

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