

 **SIMPLE** 

 **LEGAL** 

 **SMART** 

Your Guide to Going

SMOKE FREE

The best thing to do for your residents,
budget, employees, and community.

FREE ADVERTISING, RESOURCES, and SUPPORT



Bay Area Community Resources

Youth Policy Leaders

Health Rights Campaign

ypl.bacr.org step@BACR.org

Tough  **issues...**

SIMPLE ANSWERS

Top Five Reasons to Adopt a **Smoke-Free Policy!**



1. Save money.

Save on insurance and turnover costs by reducing your building's risk of fire and property damage.



2. Help your neighborhood.

Healthy living space should be a right, not a privilege. Help make smoke-free housing more accessible.



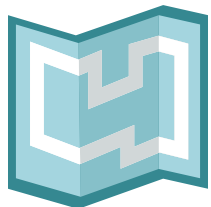
3. Increase your property value.

Luxury buildings use smoke-free policies to add value. You can accomplish the same in your market.



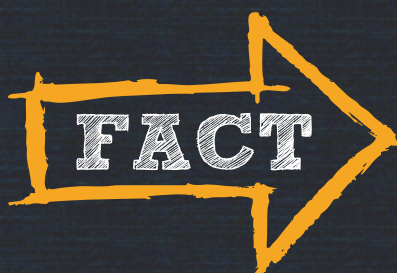
4. Make your residents happier.

Going smoke-free is legal and more popular than ever. 89% of people we surveyed support these policies.



5. We've got your back.

Your custom policy will be designed using insights and best practices from other communities.



Implementing smoke-free policies across the country in subsidized housing would save approximately \$521 million per year.

Here's how you can save money

Don't underestimate how much a smoker can cost you in property damage.

Turnover costs for a smoker can be

 **6 times more expensive**

The Monetary Impact

Cost to Rehabilitate a Unit Where Smoking is Prohibited vs. a Unit Where Smoking is Allowed

	Non-Smoking	Light Smoking	Heavy Smoking
General Cleaning	\$270	\$500	\$720
Paint	\$170	\$225	\$480
Flooring	\$50	\$950	\$1,425
Appliances	\$60	\$75	\$490
Bathroom	\$40	\$60	\$400
TOTAL	\$560	\$1,810	\$3,515

Data reflects surveys from housing authorities and subsidized housing facilities in New England. Collected and reported by Smoke-Free Housing New England, 2009

Source: Breathe Easy Coalition of Maine



In extreme cases, repairing a smoker's apartment can cost **\$15,000**



Nicotine and tar permanently stain ceilings, walls, and carpets. Known as thirdhand smoke, these chemicals are especially harmful to children, pets, and the elderly.

Insurance Savings

- ➔ A smoke-free policy substantially minimizes your building's risk of fire and property damage.
- ➔ Most insurance companies offer a smoke-free credit that can reduce premiums by 10%.
- ➔ Smoke-free policies qualify you for housing tax credits with the California Tax Credit Allocation Committee.

Market Advantages

“It's a huge advantage to be smoke-free. Marketing a unit with smoke damage can be as difficult as marketing one with asbestos—it's dangerous and unattractive.”

—A California Multiunit Realtor



People Smoke-Free Housing!

We surveyed low-income tenants in San Francisco and

89%

support adopting smoke-free policies where they live.

Only **13.5%** of San Francisco residents still use tobacco products.



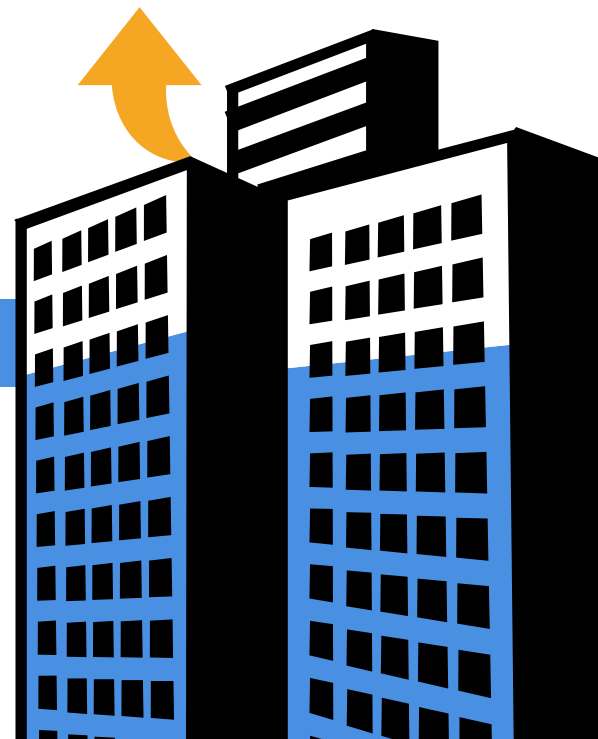
Have you had problems filling vacancies since going smoke-free?

“No, I would say the contrary. Prospective residents comment that they like the policy. I think more people are moving to smoke-free. People come to my building from places that didn't have a smoke-free policy.”

—A California Multiunit Landlord

Two-thirds

of breathable air in one unit can come from a neighbor.



Smoke-free policies are legal.



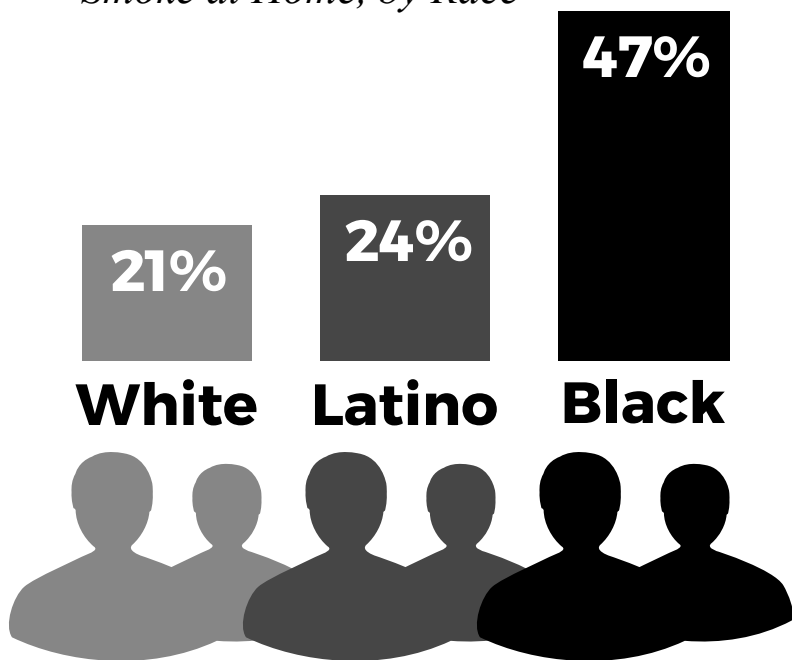
In California, landlords have the right to prohibit smoking anywhere on their property, including units.

Contrary to what some might argue, there is no such thing as a legally protected “right” to smoke.

Social Justice

Smoking in affordable housing exposes vulnerable people to more harm.

Nonsmokers Exposed to Secondhand Smoke at Home, by Race



FACTS

- ➔ Tobacco kills more Americans than AIDS, alcohol, car crashes, illegal drugs, homicide, and suicide combined.
- ➔ Rates of cardiovascular disease and asthma are significantly higher among low-income and minority populations.
- ➔ Compared to white children, children of color are 4x more likely to die from asthma.

Secondhand Smoke

When one of your tenants smokes, they all do.

Secondhand smoke kills over **50,000** nonsmokers in the United States every year.

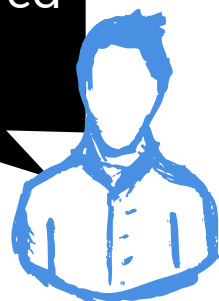
Consistent exposure to secondhand smoke can increase chances of lung cancer by **20-30%**.

Tobacco smoke contains 7,000 chemicals, including hundreds that are toxic and 70 that **cause cancer.**

After 3-9 months smoke-free, lung capacity can recover **up to 10%.**

“Secondhand smoke is a type of air pollution. The chemicals can be measured in a nonsmokers blood and urine when they are frequently exposed.”

—A California Emergency Room Doctor



Since 1964, roughly **2,500,000** nonsmokers have **died** from secondhand smoke.

FREQUENT QUESTIONS

➤ **Should e-cigarettes be included in smoke-free policies?**

What is known about e-cigarettes and their health impact is evolving. Currently, these products are not regulated, but the FDA has announced its intent to regulate e-cigarettes. HUD does not have a position on e-cigarettes at this time. Every landlord and property owner should decide for themselves how they plan to handle e-cigarettes on their property.

➤ **What if several residents smoke and won't be able to quit?**

Implementing a smoke-free policy does not mean residents must quit smoking to continue living there. Residents may smoke as long as it is in approved areas and the policy is followed. Smoke-free policies should focus on eliminating smoking inside the building in order to reduce staff and resident exposure to secondhand smoke. A smoke-free policy will likely motivate some smokers to quit, thus underscoring the value of helping residents obtain access to cessation resources.

➤ **Won't a smoke-free policy take too much time to implement and enforce?**

Of course, implementing a smoke-free policy requires effort, but many residents will help owners and staff enforce the policy by monitoring floors and shared spaces on their own. Staff can save time by checking for smoke damage while conducting routine maintenance. Also, the benefits for staff, residents, and your property assets are clear. Smoking is the number one cause of residential fire deaths, and the cost of repairing a building after a fire can be devastating. Having a smoke-free policy is worth the time, as it will protect your property from costly damage and reduce maintenance costs.

➤ **Won't a smoke-free policy lead to more tenant evictions?**

Housing providers do not report a rise in evictions due to smoke-free policies. When it comes to a resident having received numerous violations, many will either comply with the policy or move voluntarily. The goal of a smoke-free policy is to have enforcement actions that help management achieve improved compliance, with eviction only being the very last resort.

FACT

Since 1989, adult smoking rates in

CALIFORNIA

have dropped more than **50%**



ABOUT US

Founded in 1976, Bay Area Community Resources (BACR) promotes individual and family health, encourages service and volunteerism, and builds communities.

Youth Policy Leaders (YPL) is a youth-led team of policy researchers and community organizers fighting for social justice in San Francisco. The YPL Health Rights Campaign is promoting health equity in the city's low-income and minority neighborhoods. In an ongoing effort to restore these communities, YPL is developing policies to combat targeted tobacco industry marketing and expand access to affordable smoke-free housing.

With endorsements and support from the SF Dept. of Public Health and the SF Apartment Assn., BACR and YPL can provide you a variety of resources at no cost.



San Francisco
Apartment Association



The American Lung Association has developed a free online curriculum on the implementation of smoke-free policies in multiunit housing.

The training teaches you the best ways to communicate the health and financial impacts of tobacco smoke, implement smoke-free housing policies, and provide services to help smokers quit.



For more than 15 years, ChangeLab solutions has provided free legal and technical help to communities working to reduce the use of and exposure to all tobacco products.

ChangeLabs has educational materials outlining the legality of smoke-free policies and tools for effectively developing your own.



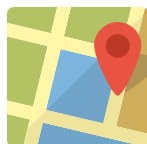
Americans for Nonsmokers' Rights is the leading national lobbying firm (501 (c) 4) dedicated to nonsmokers' rights, taking on the tobacco industry, protecting nonsmokers from exposure to smoke, and preventing addiction among youth.

ANR has model policies and enforcement tips for multi-unit housing managers.

OUR RESOURCES

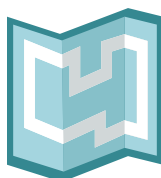
FREE

- **Advertising**
- **Consultations**
- **Legal Support**
- **Help Quitting**

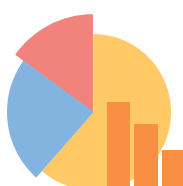


Advertise for free on our smoke-free map by registering your property with us:

www.ypl.bacr.org/health-rights



Have YPL staff make a visit to your property to provide a free evaluation and help you design a custom policy.



Schedule a free educational seminar for your residents and staff.

Youth-led presentations cover topics in smoke-free housing and social justice.



Bay Area Community Resources

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Health Rights Campaign

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email us! 

Sources: US Department of Housing and Urban Development (HUD): Office of Lead Hazard Control and Healthy Homes. US Centers for Disease Control and Prevention (CDC): Smoking and Tobacco Use. American Lung Association (ALA): Tobacco, Smoke Free Policies in Multi-Unit Housing. Americans for Nonsmokers' Rights (ANR): Going Smoke Free. The Tobacco Atlas. SmokeFreeHousingNY.org. ChangeLab Solutions: Tobacco Control and Smoke Free Housing.