

CLEAN AIR FOR ALL

THE SMOKE-FREE PUBLIC HOUSING PROJECT

March 3, 2020

Tips: How to Talk about Smoke-Free Policies

Positive messaging in smoke-free public housing can go a long way for policy compliance and enforcement. When residents understand the benefits of the policy and no one feels targeted or vilified, they are more likely to buy in to the policy and follow the rules.



Smoke Free, not Smoker Free

When talking about the smoke-free policy, **always** focus on the smoke as the problem, and not the smoker(s). Smoke-free housing is not smoker-free housing. It's the harmful chemicals found in secondhand smoke that a smoke-free policy is aimed at, not the people who are smoking.

Promote the Benefits

Regular reminders about the benefits of a smoke-free policy promote the idea that a smoke-free building is healthier, cleaner, and safer for all residents, guests, and staff.

Use this messaging rather than focusing on challenges related to compliance and enforcement.



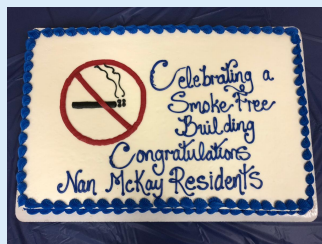
Ditch "No Smoking" Messages

Whenever possible, use "smoke free" instead of "no smoking". "Smoke free" has a positive ring to it and alludes to the benefits mentioned above. "No smoking" has a negative tone and focuses on the act of smoking instead of the smoke.

Don't Get Lost in Translation

Make sure that materials are translated appropriately for residents who do not speak English. Be mindful that some concepts can get easily lost in translation. For example, "smoke free" could be misinterpreted as "free smokes."

Having clear visual aides can help avoid these miscommunications. For example, make sure signage includes the universally recognizable smoke-free symbol.



Other Ways to Give a Smoke-Free Policy a Positive Spin

- Offer freebies to promote cessation resources like pens or notepads listing 1-800-QUITNOW
- Hold a smoke-free anniversary celebration
- Recognize residents who have quit smoking in a newsletter

Want more tips? Contact Clean Air for All!

Contact Us

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Clean Air for All: The Smoke-Free Public Housing Project is a collaboration of [Live Smoke Free](#) (LSF) a program of the Association for Nonsmokers - Minnesota and the [National Association of Housing and Redevelopment Officials](#) (NAHRO). This project is made possible with funding from the Robert Wood Johnson Foundation.