

Resident Engagement Ideas

For Smoke-Free Public Housing

Conduct a pre-policy resident survey

- Request resident input and assistance on:
- Location and/or design of a designated smoking area (DSA)
- Design and location of signage
- Resident communication plan
- Enforcement strategy
- Design of communication flyers
- Purchase of something new for the building/a community room with the savings from the smoke-free policy (tv, fish tank, chair, etc.)
- The planning of a smoke-free celebration
- Promotion of cessation resources
- Presenting the policy rollout to the resident council
- In-unit reminders
- Ask for additional ideas from residents. What additional questions/needs do they have?
- Ask about questions and concerns about the policy

Conduct a post-policy resident survey

- How is the policy going?
- Do you smell secondhand smoke?
- Are you interested in cessation support?
- What resources are still needed?

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Post flyers and door hangers to promote:

- Policy details
- Enforcement
- Upcoming resident meetings
- Cessation resources

Ask the resident council, resident leaders, and/or social service providers:

- What questions, concerns, and thoughts do you have about a smoke-free policy?
- What are your recommended solutions to those concerns?
- What can management provide to help this smoke-free community be successful?

Distribute resident outreach packets at scattered site and single family homes. Packet materials could include:

- Notification letter or flyer from management
- CDC Infographic on the benefits of smoke-free housing
- Cessation quit line information
- In-unit policy reminder (like a magnet or keychain)
- Resident pre or post-policy survey
- Smoke-free policy details and enforcement procedures
- “This is a Smoke-Free Home” cling for entry window or door
- Staff contact info to direct questions/concerns

Host, or invite a community partner to host:

- A resident meeting/listening session. Involve:
 - Community partners
 - Management
 - The Resident Council
 - Social Services
- A cessation information meeting for residents interested in quitting, or residents who want to support their loved ones to quit smoking
- A smoke-free celebration
- Provide games, snacks, giveaways, coloring contest, a raffle, quit kits, etc. to promote the positives of having a smoke-free building

Create a resource table in the lobby or community room with information about the policy, nutritious refreshments, giveaways, a raffle, quit kits, etc.

- Address cultural considerations:
 - Ask resident leaders or social service providers about the unique needs of the community
 - Partner with a community cultural liaison to support residents during the transition
 - Translate educational and implementation materials as applicable

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Promote a youth coloring contest with prizes

- Sample phrases to use:
- Thank you for my smoke-free home!
- I love my smoke-free home!
- Create a community calendar with the winning pages

Create a short promotional video for distribution on the building's website or circuit television

- Partner with a local community group and resident service council on the project

Form a "Smoke-Free Housing Council" to help address challenges and brainstorm solutions

- Invite resident leaders, a resident council representative, social service providers, a local smoke-free housing advocate, etc. to participate

Hang policy reminders throughout the building

- Place an appropriate amount of signage in strategic locations
- In-unit reminders in each unit (e.g. magnet, shopping list, keychain, door cling)
- Cessation brochures/resources in the office or lobby