



# The Smoke-Free Public Housing Rule and Residents/Resident Commissioners

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## Today's Speakers



**Georgi Banna**  
NAHRO



**Kara Skahen**  
Live Smoke Free

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## What is Clean Air for All?

**The Smoke-Free Public Housing Project** is a partnership between:

- Live Smoke Free
- The National Association of Housing and Redevelopment Officials (NAHRO)
- The Public Health Law Center

With funding from the Robert Wood Johnson Foundation

### We offer:

- Training & education
- Consultations
- Tips for resident engagement
- Implementation tools
- Compliance & enforcement strategies
- Referrals to cessation resources
- Referrals to local support

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## VISIT US ONLINE



[www.smokefreepublichousingproject.org](http://www.smokefreepublichousingproject.org)

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## Agenda

- **Why We Are Here**
  - History of tobacco in U.S
  - Health effects of tobacco use and secondhand smoke exposure
  - Tobacco industry marketing/targeting
- **HUD Smoke-Free Housing Rule History**
- **What is in the rule?**
- **Questions & Answers**
- **Preview of next week's session**

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## POLL #1

Are you a:

- Smoker
- Former smoker
- Friend of a smoker
- Family member of a smoker
- Never smoker

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# Commercial Tobacco in the USA

- First planted in the 1600s
- Cigarettes introduced in the 1800s
- World War I: cigarettes promoted by doctors
- 1956: Link between smoking and cancer
- 1972: Secondhand smoke identified as a health risk

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# Remember when?



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## Commercial Tobacco in the USA

- 1990: Cigarettes banned on flights
- 1992: Secondhand smoke deemed carcinogen
- 1998: 46 state Master Settlement Agreement
  - Tobacco industry must pay states
  - Public health provisions

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## Commercial Tobacco in the USA

- 2018: US Surgeon General advisory warning of e-cigarette epidemic among youth
- 2018: HUD finalized its Rule requiring all public housing to go smoke free
- 2019: Tobacco 21 becomes law nationwide

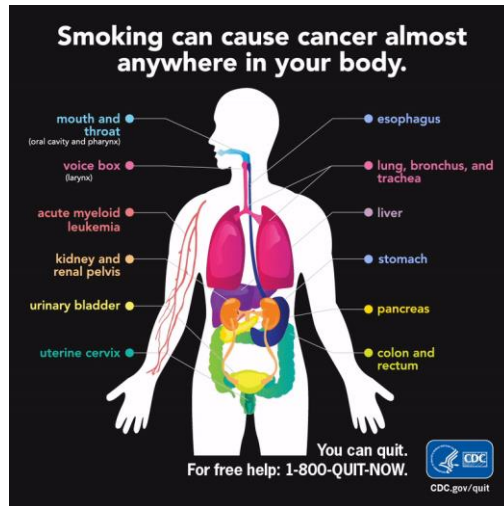
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# Health Impact of Smoking



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# Health Impact of Smoking



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# CLEAN AIR FOR ALL THE SMOKE-FREE PUBLIC HOUSING PROJECT Health Impact of Secondhand Smoke

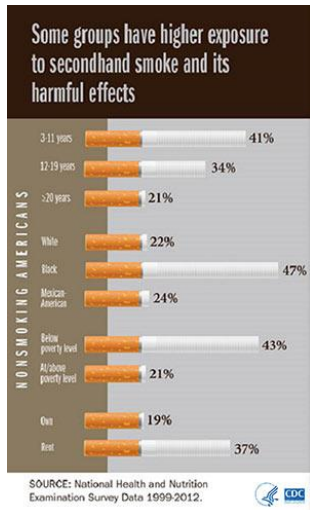


Secondhand smoke and the **harmful** chemicals in it are known causes of **Sudden Infant Death Syndrome**, **RESPIRATORY INFECTIONS**, **ear infections**, and **asthma attacks** in infants and children. They are also known causes of **HEART DISEASE**, **stroke**, and **lung cancer** in adult nonsmokers.



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# CLEAN AIR FOR ALL THE SMOKE-FREE PUBLIC HOUSING PROJECT Some groups are exposed more



Secondhand smoke causes the premature death of:

**41,000** adults  
and more than  
**400** infants  
each year.

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# Why?

## Tobacco Industry Marketing.

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## Tobacco Industry Marketing

“We don’t smoke that sh\_t! We just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid.”

—RJ Reynolds Tobacco Company Executive

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## Tobacco Industry Marketing

- For decades, tobacco companies have specifically targeted minority communities with intense advertising and promotional efforts
- Research shows that marginalized neighborhoods have a disproportionate number of tobacco retailers, tobacco marketing, and more marketing of menthol products

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## Marketing Tactics

- Financial contributions and giveaways
- Funding research to foster myths about smoking
- Providing free or reduced-cost cigarettes to targeted populations
- Blocking smoke-free policies
- Advertising heavily in certain neighborhoods
- Creating marketing plans that target marginalized populations

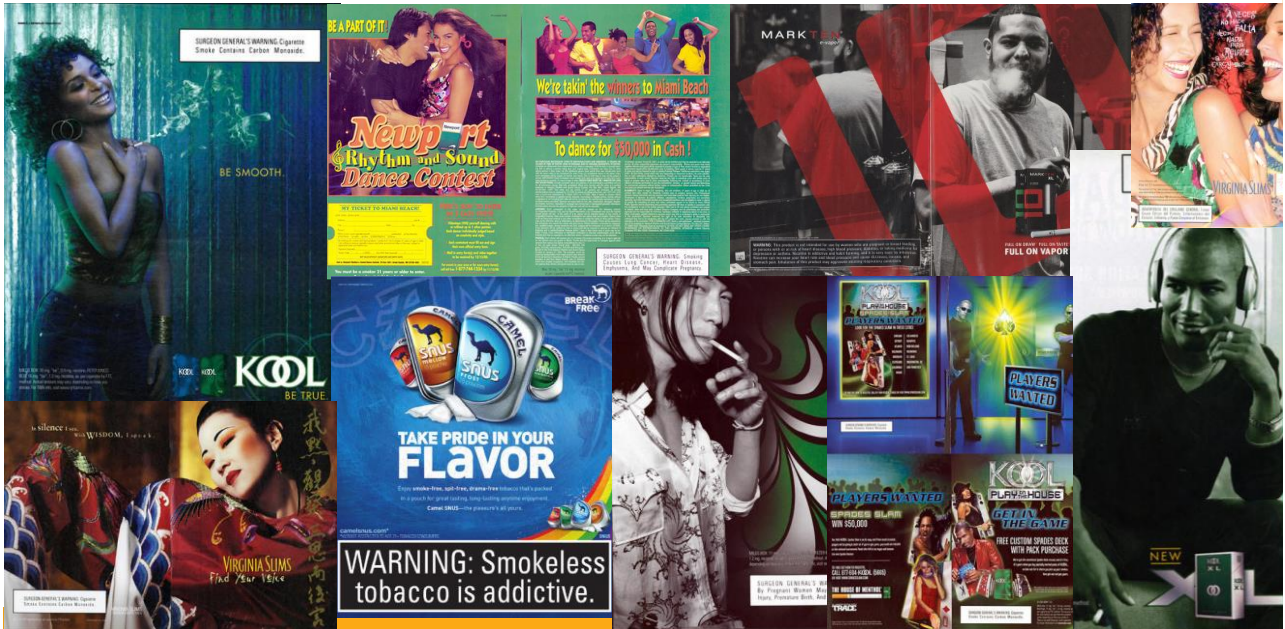
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# Project "SCUM"



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# Direct Marketing



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## POLL #2

How does it make you feel knowing that big tobacco has targeted certain groups of people:

- Angry
- Sad
- Energized to make change
- All of the above

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## What is being done?

Public health is:

- Focusing on health equity
  - Everyone deserves a healthy, safe, clean home
- Promoting
  - smoke-free housing
  - youth smoking prevention
  - banning tobacco flavors

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# Rule History

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## How did we get to the rule?

**2009** – HUD strongly suggests PHA go smoke free

- Reduces maintenance and unit-turn costs
- Significantly reduces risk of catastrophic and fatal fires
- Everyone deserves a healthy, safe, clean home

**Over 600 PHAs** have implemented smoke-free policies before the final rule!

A thick, horizontal blue bar that tapers from left to right, starting as a thin line on the left and becoming a solid block on the right.

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# Rule Justification

## Annual Cost Savings

- Maintenance and unit-turn costs – **\$38 Million**
- Reduced catastrophic risk – **\$38 Million**
- Health care and housing related costs – **\$497 million**

## People Effected

- More than **1 million units**, over **2 million residents**
- **760,000 Children**; **329,000 Elderly**

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# Rule Details

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## Smoke-Free Final Rule

- Proposed Rule Published: November 12, 2015
- Final Rule Published: December 5, 2016
- HUD Guidance on Instituting and Enforcing Smoke-Free Public Housing Policies: February 2017
- HUD Implementing Smoke-Free Guidebook: July 2017
- Rule Effective Date: February 3, 2017
- Rule Compliance Date: July 30, 2018

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## Smoke-Free Final Rule

- Smoke-free policies within public housing and all common indoor areas
  - Community Facilities
  - Public Housing Offices
  - Day Care Centers
  - Laundry Rooms
- Applies to ALL Public Housing Units
- 25 Feet Rule

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# Smoke-Free Final Rule

- Prohibited items include:
  - Cigarettes
  - Cigars
  - Pipes
- Does not include Electronic Nicotine Delivery Systems



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# Smoke-Free Final Rule

PHAs can:

- Designate other smoke-free areas on the grounds (e.g., playground, all sidewalks).
- Designate all grounds smoke-free except for designated smoking areas.
- Designate all grounds smoke-free with no exceptions.



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# Smoke-Free Final Rule

- The smoke-free policy must be included in:
  - PHA and Moving to Work plans
  - ACOP
  - Tenant leases
- The policy must be implemented by July 30, 2018.
- Policies should include enforcement plans.
- Policies should consider how PHAs will manage requests for reasonable accommodations.

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## POLL #3

Would you like to be added to the  
Clean Air for All newsletter list?

Yes

No

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# Q & A

## Connect With Us

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[www.smokefreepublichousingproject.org](http://www.smokefreepublichousingproject.org)

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## Next Week...

### *Rethinking Your PHA Policy:*

- Resident Engagement
- Other types of HUD housing
- Mental Health and Tobacco Use
- E-Cigarettes and Vaping
- Timeline for Updating Policy

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