



# Rethinking Your PHA Smoke-Free Policy

*Smoke-Free Public Housing  
Training for Resident  
Commissioners and Leaders*

*September 21, 2020*

Supported by funding from the Robert Wood Johnson Foundation



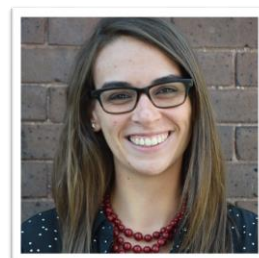
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## Today's Speakers



**Georgi Banna**  
NAHRO



**Jackie Siewert**  
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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# Poll #1

## Sign Up for our E-mail List!

Would you like to be added to the Clean Air for All e-mail list to receive smoke-free public housing news, resources, and events?

–Yes

–No

Sign up at [smokefreepublichousingproject.org/signup](https://smokefreepublichousingproject.org/signup)

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## Agenda

- Engaging Residents in Smoke-Free Housing
- No Longer Living in Public Housing – Keeping Repositioned Units Smoke Free
- Mental Health and Tobacco Use
- E-Cigarettes and Vaping
- Timeline for Updating Policy
- Q&A



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# Resident Engagement

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## Host Resident Meetings

- Educate residents about the policy rationale and details
- Hear resident concerns and answer questions
- Invite community partners to present at meetings
- Take resident feedback into consideration

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## Positive Messaging

- Show compassion, empathy, and support for both smokers and nonsmokers
  - Remember that this change is especially hard for some residents who smoke
- Maintain that smoke-free living is the right thing to do and will benefit everyone's health

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## Continuing Engagement

- Regular policy reminders
- Post-policy resident surveys
- Post-policy resident meetings
- One-year anniversary event
- Explore options for continued cessation support

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## Community Partners

- Smoke-free housing programs
- State or local public health departments
- Nonprofit community or health organizations
- Health clinics and health insurance providers
- Resident service providers
- Mental health clinics or organizations
- Local fire departments
- Local pharmacies
- Researchers (colleges, universities)

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## How to Find Partners

- Global Directory of Smoke-Free Housing Partners available at [www.smokefreepublichousingproject.org](http://www.smokefreepublichousingproject.org)
- Consider existing PHA partners
- Connect with potential new partners
  - Research community organizations
  - Utilize your network



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# Not Living in Public Housing

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## Section 8, RAD, Tax Credit Properties

- What is RAD?
    - The Rental Assistance Demonstration (RAD) program was created in 2012.
    - Allows recapitalization of the Public Housing infrastructure, which was chronically underfunded by Congress.
    - Shifts subsidy from Public Housing to Section 8
  - Smoke-Free RAD Housing?
    - Section 8 units are exempt from the Smoke-Free Public Housing rule.
    - Smoke-Free Section 8 housing is an owner choice.
    - Owner considerations
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# Mental Health and Tobacco Use

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## What is Mental Health?

- **Mental health** includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices.<sup>1</sup> Mental health is important at every stage of life, from childhood and adolescence through adulthood.
- **Mental illnesses** are conditions that affect a person's thinking, feeling, mood or behavior, such as depression, anxiety, bipolar disorder, or schizophrenia. Such conditions may be occasional or long-lasting (chronic) and affect someone's ability to relate to others and function each day.

**Poor mental health ≠ mental illness**

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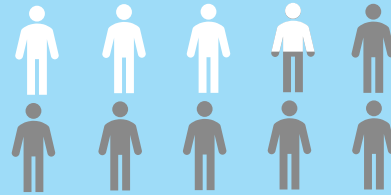


## SMOKING AND MENTAL ILLNESS

Despite the national cigarette smoking rate being 14 percent overall among adults, it is 23 percent for individuals with a mental illness.<sup>1</sup>



It is estimated that 35 percent of cigarette smokers have a mental illness and account for 38 percent of all U.S. adult cigarette consumption.<sup>1</sup>



1. Centers for Disease Control and Prevention. National Center for Health Statistics. National Health Interview Survey, 2017. Analysis performed by the American Lung Association Epidemiology and Statistics Unit using SPSS software.  
 2. Schroeder SA, & Morris CD. Confronting a neglected epidemic: Tobacco cessation for persons with mental illnesses and substance abuse problems. Annu Rev Public Health. 2010; 31: 297-314.

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## Smoking and Mental Health

- Nicotine has mood-altering effects that put people with mental illness at **higher risk for cigarette use and nicotine addiction**.
- Stressful living conditions, financial stress, and lack access to health insurance, health care, and help quitting, can all contribute to poor mental health and mental illness.
- All of these factors make it **harder to comply with smoke-free policies and more challenging to quit**.

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## Big Tobacco Company Targeted Marketing

- Marketing targeted towards people with mental illness
- Gave free cigarettes to psychiatric facilities to get patients hooked

**"COWBOYS NEED HEALTHY NERVES — AND, BELIEVE ME, SO DO HOUSEWIVES"**

**How Are Your Nerves?**

**Camel's Costlier Tobaccos**

**NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE**

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## Trivia Question

People with mental illness who smoke cigarettes are not interested in and not able to quit smoking.

- True
- False

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## Myths About Tobacco Use Among People with Mental Illness and Substance Abuse

- **Myth:** They are not interested in quitting
  - **Fact:** Most people with mental illness and substance use disorders want to quit smoking and want information on cessation services and resources.
- **Myth:** They cannot quit
  - **Fact:** People with mental illness and substance abuse disorders can successfully quit using tobacco at rates similar to the general population.
- **Myth:** Quitting makes it harder to recover from mental illness or addictions
  - **Fact:** Smoking cessation can help people recover substance use disorders. For example, if someone quit smoking at the same time they are quitting drinking, they can have a 25% greater chance of staying clean and sober.

Centers for Disease Control  
American Lung Association of Minnesota

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## Myths About Tobacco Use Among People with Mental Illness and Substance Abuse

- **Myth:** Tobacco is not as harmful as other substances
  - **Fact:** Tobacco is the leading cause of preventable death and disease in the United States.
- **Myth:** Tobacco is necessary for self-medication and tobacco cessation would be too stressful
  - **Fact:** Tobacco is not a safe way to treat or manage mental illness. Tobacco use leads to poorer health outcomes.
- **Myth:** Tobacco cessation efforts might prevent treatment of other addictions
  - **Fact:** With careful monitoring, quitting smoking does not interfere with treatments for mental illness and can be part of the treatment.

Centers for Disease Control  
American Lung Association of Minnesota

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## More Myths and Facts



<http://mnsмоkefreehousing.org/wp-content/uploads/2019/02/Smoking-and-Special-Populations-Addressing-Myths-Reducing-Barriers-to-Providing-Smoke-Free.pdf>

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## What Can You Do?

- Promote mental health and cessation resources in public housing buildings
  - Make sure **all** residents receive this information
- Educate staff and resident service providers
- Encourage residents to work with management on individualized compliance strategies
- Show compassion and flexibility when possible



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# Cessation Resources

**YOUR BUILDING IS SMOKEFREE... HOW ABOUT YOU?**

Quitting smoking improves your health. It lowers your chances of getting:

- Heart disease and stroke
- Cancer
- Lung disease, including COPD
- Other smoking-related illnesses

"You have the power to make the decision to quit smoking. Some of the best things for the most quitting are staying front again, and being able to walk and feel free as well of breath."

**Secondhand smoke contains poisons.** Breathing even a little can be harmful, especially for kids, older people, and those with health problems made worse by secondhand smoke. Smokefree policies protect everyone's health.

**Tiffany**  
General Counsel for PHAs  
HUD - Washington

**GET FREE SUPPORT TO QUIT SMOKING.**

- 1-800-QUIT-NOW**  
(1-800-784-8669)  
24-hour toll-free quitline with support in quit coaching.
- Smoking4me**  
Online tools and support to quit smoking.
- Smokefree123**  
Text 52887 to #TSM or 47848  
CDC text messaging program.
- Smokefree**  
Mobile app to help you quit smoking.

Visit CDC.gov/phas for real stories and resources from the "Yes From Former Smokers" Campaign.  
Revised 8/2019

<http://smokefreepublichousingproject.org/compliance/CDC-Tips-Poster.pdf>

**Take Control**  
**1-800-QUIT-NOW**  
Call. It's free. It works.  
1-800-784-8669

For details on your state services, go to: <http://map.naquitline.org>

**MONEY SAVED**

Time	Money Saved
1 day	\$7
1 week	\$49
1 month	\$213
1 year	\$2,555
1 year*	\$12,775

**Kick Tobacco. Call Today!**  
**1-800-QUIT-NOW**  
1-800-784-8669  
AVAILABLE IN MULTIPLE LANGUAGES  
[www.Smokefree.gov](http://www.Smokefree.gov)  
[www.BecomeAnEx.org](http://www.BecomeAnEx.org)

To order Quit Now cards visit: <http://smokingcessationleadership.ucsf.edu>

<https://smokingcessationleadership.ucsf.edu/1-800-quit-now-cards>

**SMOKING CESSATION**  
*Get the Facts: Smoking Cessation and Mental Illness.*

**SMOKING CESSATION**  
*Frequently Asked Questions for Residents of Smokefree Housing*

**SMOKING CESSATION**  
*Tips & Tools for Managing Cravings in Smokefree Housing*

<http://sfpublichousingmn.org/residents/>



## DID YOU KNOW?

*HUD's smoke free final rule only prohibits lit tobacco products. As such, it is up to the discretion of each PHA to decide whether to implement a ban on e-cigarettes in their smoke-free policies or not.*



## POLL #4

Does your PHA prohibit e-cigarette use?

- A. Yes
- B. No
- C. Unsure
- D. Considering it

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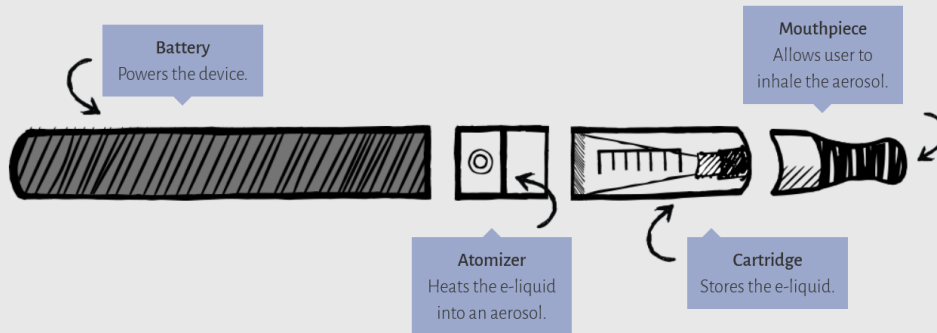
## E-Cigarettes and Electronic Nicotine Delivery Devices (ENDS)



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## How an E-cigarette Works

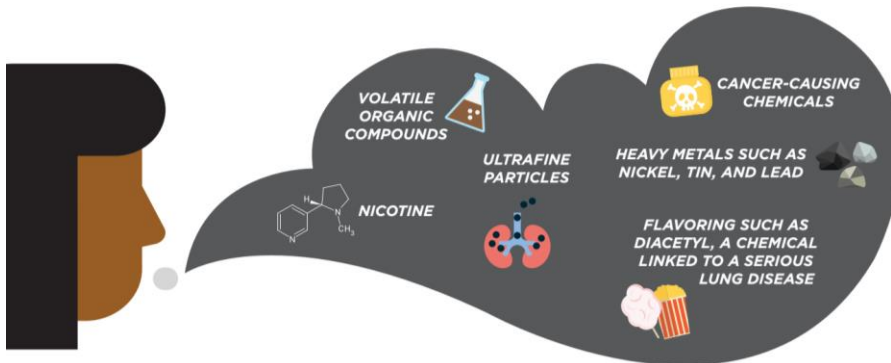
E-cigarettes create an aerosol by using a battery to heat up liquid that usually contains nicotine, flavorings, and other additives. Users inhale this aerosol into their lungs. E-cigarettes can also be used to deliver cannabinoids such as marijuana, and other drugs.



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## WHAT IS IN E-CIGARETTE AEROSOL?

THE E-CIGARETTE AEROSOL THAT USERS BREATHE FROM THE DEVICE AND EXHALE CAN CONTAIN HARMFUL AND POTENTIALLY HARMFUL SUBSTANCES:



"E-Cigarettes: What's the Bottom Line?" Centers for Disease Control and Prevention, 2018

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## Usage

- Not proven safe or effective for smoking cessation
- E-cigarettes are now the most commonly used form of tobacco by youth in the United States.
- Surgeon General's Advisory on E-cigarette Use Among Youth, 2018

*I, Surgeon General of the United States Public Health Service, VADM Jerome Adams, am emphasizing the importance of protecting our children from a lifetime of nicotine addiction and associated health risks by immediately addressing the epidemic of youth e-cigarette use. The recent surge in e-cigarette use among youth, which has been fueled by new types of e-cigarettes that have recently entered the market, is a cause for great concern. **We must take action now to protect the health of our nation's young people.***

**KNOW THE RISKS. TAKE ACTION. PROTECT OUR KIDS.**

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## Detecting E-Cigarettes

- Detecting e-cigarette use can be challenging
  - Less odor than traditional cigarettes
  - Can leave oily residue on surfaces
- There are devices available to detect e-cigarette aerosol
  - Clean Air for All cannot recommend a brand or model



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## Why Include E-Cigarettes in a Smoke-Free Policy?

- Secondhand and thirdhand exposure
  - *“We conclude that e-cigarettes emit harmful chemicals into the air and need to be regulated in the same manner as tobacco smoking.”*  
(ASHRAE Journal, 2014)
- Potential property damage from residue and fires
- Any exceptions to a smoke-free policy create confusion and make enforcement difficult
  - Use of e-cigarettes can look very similar to regular cigarettes

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## Updating Your Policy

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## Policy Maintenance Tips

### Ongoing Promotion of Smoke-Free Policy

Reminders in the leasing packet



At resident meetings

Newsletters, bulletin boards, other media

### Ongoing Promotion of Cessation Resources



Smoking Cessation Leadership Center



Partner with community health organizations

### Community Partnerships

Smoke-Free Housing Programs  
 State/Local Health Departments  
 Community Health Organizations  
 Resident Councils  
 Social Service Providers  
 Mental Health Orgs  
 Fire Departments  
 Pharmacies  
 Researchers



### Staff Training

Staff turnover can set back smoke-free progress

Train all current and new staff on the policy and how to handle violations



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## Policy Update Process

- Standard policy update process using the Board
- Board Meetings
  - Public Advertisement
  - Public Meeting
  - Public Comment
- Will be effective at the resident's next lease renewal

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A smoke-free policy is always a **work in progress**. Effective maintenance of the policy will lead to **improved compliance, cost savings, and better health outcomes** for all residents over the long run.



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# Q & A

## Connect With Us

[info@smokefreepublichousingproject.org](mailto:info@smokefreepublichousingproject.org)

651-646-3005 x301

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

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## Next Week...

### Promoting Compliance and Housing Stability with Your Smoke-Free Policy

- Smoke-free housing and housing stability
- Smoking outdoors and designated areas
- Cessation resources to help residents and staff quit
- Enforcement tools and strategies

