COMMUNITIES PUTTING PREVENTION TO WORK

Prevention in Practice: Smoke-free Multi-unit Housing in Chicago

Presentation to the Advisory Group on Prevention, Health Promotion and Integrative and Public Health

April 12, 2012

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Everyone deserves to breathe smoke-free air!

Chicago Tobacco Prevention Project Objectives:

⬇ adult smoking rate by 10%
(from 20% to 18%)

⬇ youth smoking rate by 25%
(from 15% to 11%)

⬇ exposure to secondhand smoke in Chicago

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Reducing tobacco use

- Raised awareness and demand for smoking cessation resources
  - Quitline calls increased by 70 percent

- Integrated tobacco use screening into clinical systems
  - "Ask, Advise, Refer" implemented at 33 clinics, of which 25 now include tobacco screening in patients' electronic health records

- Reached youth to prevent tobacco use initiation
  - More than 1,000 youth participated in Operation Storefront, a hands-on curriculum addressing tobacco marketing to teens

Reducing exposure to secondhand smoke

- ## Created smoke-free or tobacco-free places
  - 9 mental health and substance abuse facilities
  - 5 hospital campuses
  - 3 college/university systems
  - Archdiocese of Chicago Catholic Schools (87,000 students)

  - More than 3,363 units of smoke-free public and private multi-unit housing

Why multi-unit housing?

- Approximately 35 to 65 percent of the air in apartments and condominiums is "shared" with air from other units and common areas.

- Children living in MUH where smoking is allowed have cotinine levels 45 percent higher than children living in detached homes.

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Our strategies and process:

1. **Conduct market research** and share findings to raise awareness/demand

2. **Make the case** to owners, managers, resident leaders, etc.

3. **Support community-led change** with tools and resources

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Using market research *to persuade managers*

Using market research *to target consumers*

Using market research *to educate families*

Using market research *to earn media hits*

Chicago Tribune

Thank you for not smoking

Renters will pay more to live in smoke-free buildings
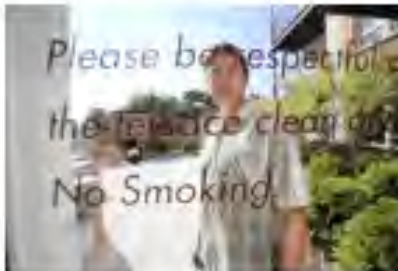
November 19, 2010 Mary Umberger On Real Estate

Maurice Ortiz says that people of a certain age are incredulous when he mentions that, not so long ago, passengers were allowed to smoke on airplanes.

Banning smoking there and in other public environments has become such a given in many communities that it's hard to remember back to the day when, say, the co-worker in the next cubicle could routinely light up. But banning it in private spaces is a more, shall we say, combustible topic.

A few communities, mostly in California, have made it illegal to smoke anywhere in apartment buildings because of the risks from inhaling secondhand smoke that seeps into nonsmokers' units or is wafted through ventilation systems. Other cities have considered such laws then backed away, saying that smoking in one's residence is a private matter.

Nonetheless, even in the absence of legislation, smoking increasingly is becoming a no-no in Chicago rental apartments.

Warren Nisley moved into a smoke-free rental building near Loyola University, where a terrace is also smoke-free. (Nancy Stone/Chicago Tribune photo / September 13, 2009)

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Making the case to stakeholders

SMOKE-FREE IS **LEGAL** · SMOKE-FREE IS **PROFITABLE** · SMOKE-FREE IS **EASY** · Chicago landlords: Click here!
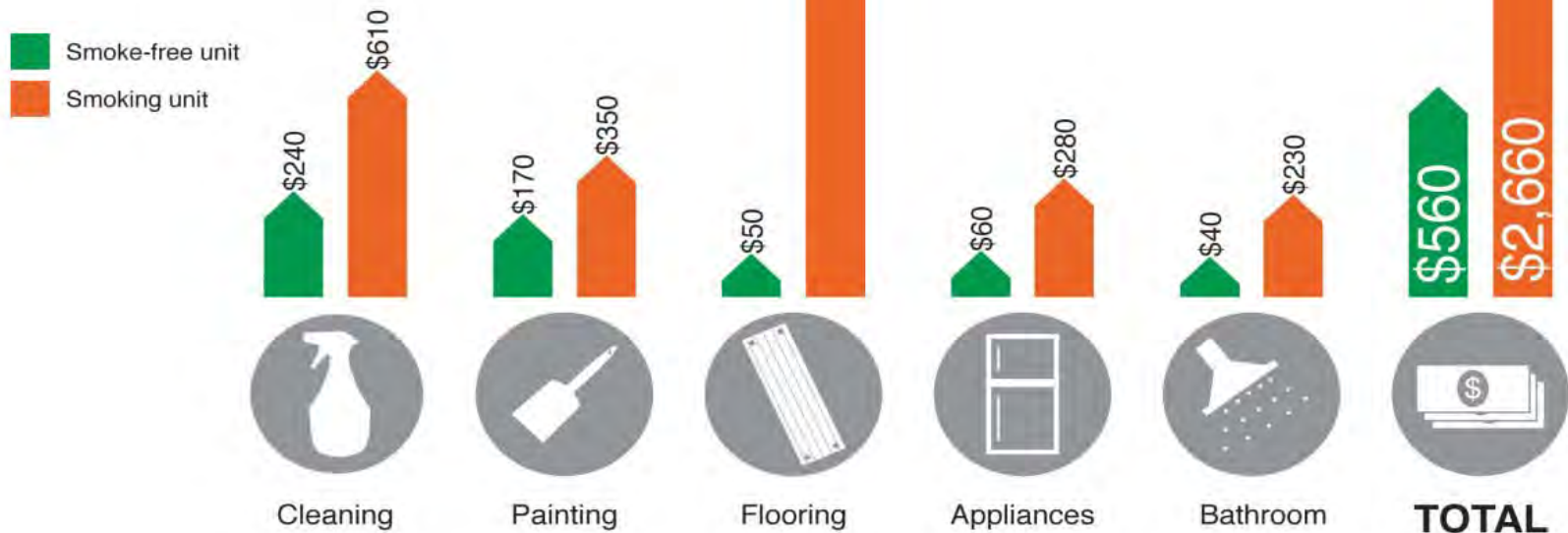
- Provide toolkit that includes:
  - Sample lease agreements
  - Timelines for implementation
  - Indoor and outdoor signage
- Emphasize economic "win" for property owners/managers

Making the case for a financial win

SMOKE-FREE IS

PROFITABLE

In every aspect of turnover, costs for smoke-free units are far lower than for units where smoking is allowed.

Smoke-free unit
Smoking unit

Category	Smoke-free	Smoking
Cleaning	$240	$610
Painting	$170	$350
Flooring	$50	$1,190
Appliances	$60	$280
Bathroom	$40	$230
TOTAL	$560	$2,660

Supporting community-led change

- Providing **smoking cessation resources** for residents who want to quit

- Offering **assistance** to advance policy change efforts

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Providing smoking cessation resources

Offering assistance to spur change

- Technical assistance
- Staff training
- Resident education

Short-term outcomes:
Chicagoans' weekly exposure to secondhand smoke *in their homes* decreased by 50%
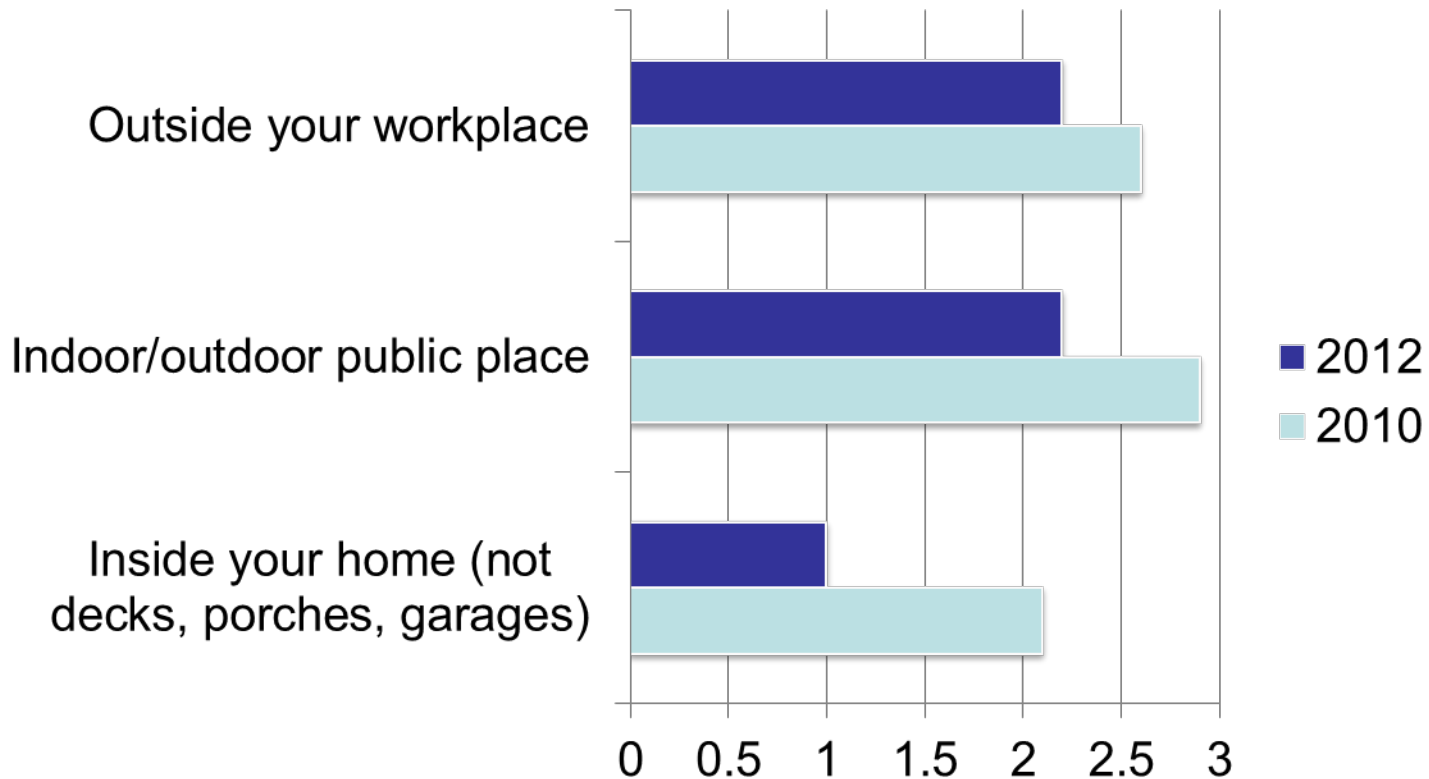
Anticipated health benefits:

- Reduced exposures to secondhand smoke, especially among children

- Fewer asthma exacerbations, heart attacks, etc.

- More successful quit attempts by smokers living in multi-unit housing with smoke-free policies

Conclusion:

- ## Smoke-free multi-unit housing is:
  - Valued by consumers
  - Economically viable for owners/managers
  - An essential component toward achieving health equity and reducing the toll of tobacco

Thank you for your time!

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