



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

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Everyone deserves to breathe smoke-free air!



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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



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.



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

The image shows a screenshot of a news article from the Chicago Sun-Times and a video player from abc7 NEWS. The article, dated Friday, April 23, 2010, by Monifa Thomas, is titled "Feds to help CHA tenants kick Habit" and "W. Side – Pilot program to offer smoke-free option". The article text includes: "The Chicago Housing Authority's Roosevelt Road federal pilot program announced..." and "Under the proposed plan, new tenants in smoke-free residence. And smokers already with CHA residents trained as smoking..." and "This project will lay critical groundwork down the road and will engage residents and healthier," said Ron Sims, deputy superintendent of Community Development. Three other CHA buildings now under construction when they open, CHA spokesman Matt Aguilera said.

The video player shows a news anchor and two guests in a studio setting. The video title is "Community Grants to Help Push Smoke-Free Buildings" and it is dated Sunday, July 10, 2011. The video player includes a search bar, a "SEE IT ON TV?" button, and a "SHARE" button. The video description reads: "July 10, 2011 (WLS) -- The Chicago Tobacco Prevention Project is awarding grants to several housing organizations to encourage the adoption of smoke-free policies in apartment and condos in Chicago. Awardees include Claretian Associates, Institute of Cultural Affairs and Lakeside Community Development Corporation. Further awards are expected by September."



Using market research *to persuade managers*

CHICAGO RENTERS WANT SMOKE-FREE APARTMENTS

Market research shows that Chicago renters want 100% smoke-free buildings. And that's good news for you.

Smoke-free properties keep your tenants happier, healthier and safer. Plus, by eliminating smoking in units, you protect your investment from smoke damage and fires.

If your property's not smoke-free, why are you waiting? We've got free tools to help you get started.

www.ChicagoSmokeFreeHousing.com

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Using market research *to target consumers*

The screenshot shows the Martha Stewart Living website. At the top, there is a navigation bar with links for 'Sign In | Register Now', 'ABOUT MARTHA', 'COMMUNITY', 'RADIO', 'MOBILE', 'BLOGS', and 'SUBSCRIBE'. Below this is a search bar and a large banner for 'LIVE SMOKE-FREE BREATHE SMOKE-FREE RENT SMOKE-FREE' with the text 'Find a smoke-free apartment in Chicago.' A secondary navigation bar lists categories: 'FOOD', 'ENTERTAINING', 'HOLIDAYS', 'WEDDINGS', 'CRAFTS', 'HOME & GARDEN', 'PETS', 'WHOLE LIVING', 'TELEVISION', and 'SHOP'. The main content area is titled 'Home & Garden' and features a sidebar with sub-categories like 'OUTDOOR LIVING', 'DECORATING 101', etc. The main article is 'Weekend Decorating' with a photo of a bed and text: 'Got 48 hours? We've got easy projects to update any room. Design a Dreamy Bed'. Below the article are 'PLUS' items: 'Create Savvy Storage Areas' and 'Cover Your Walls with Style'. To the right is a 'FREE EMAIL NEWSLETTER' sign-up for 'ORGANIZING TIP OF THE DAY' with an email input field and a 'subscribe' button. At the bottom right, it says 'MARTHA STEWART LIVING™'.

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Using market research *to educate families*

The screenshot shows the HerDaily.com website interface. At the top, there are navigation tabs for HOME, ENTERTAINMENT, BEAUTY & FASHION, HEALTH & FITNESS, TRAVEL, RELATIONSHIP, PARENTING, RECIPES, VIDEOS, PHOTOS, GALLERY, and POLLS. A search bar is located on the right. The main content area features an article titled "Parenting tips for Twins" with 502 likes and 469 comments, posted on 27-Jun-2011. The article text reads: "Feeling overwhelmed with receiving double happiness in one go! True however along with happiness responsibilities also double. Looking after twins can be very stressful to mothers however small tips can really change your life. As parents you need to involve yourself in proper time management so that your challenges and responsibilities do not overshadow a lifetime experience of love and happiness." Below the text is a photo of two newborn twins. To the right of the article is a sponsored message in an orange box: "Children who live in buildings where smoking is allowed are at an increased risk of asthma attacks, ear infections and SIDS." The message is circled in red. At the bottom right, there is a green button that says "Learn more about a different...".

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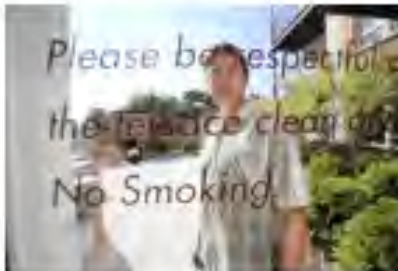
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Using market research *to earn media hits*

Chicago Tribune

Thank you for not smoking

Renters will pay more to live in smoke-free buildings



November 19, 2010 Mary Limberger 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.

Warren [Nixey](#) 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)

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.

A few communities, mostly in [California](#), have made it illegal to smoke anywhere in apartment buildings because of the risks

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



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Making the case to stakeholders



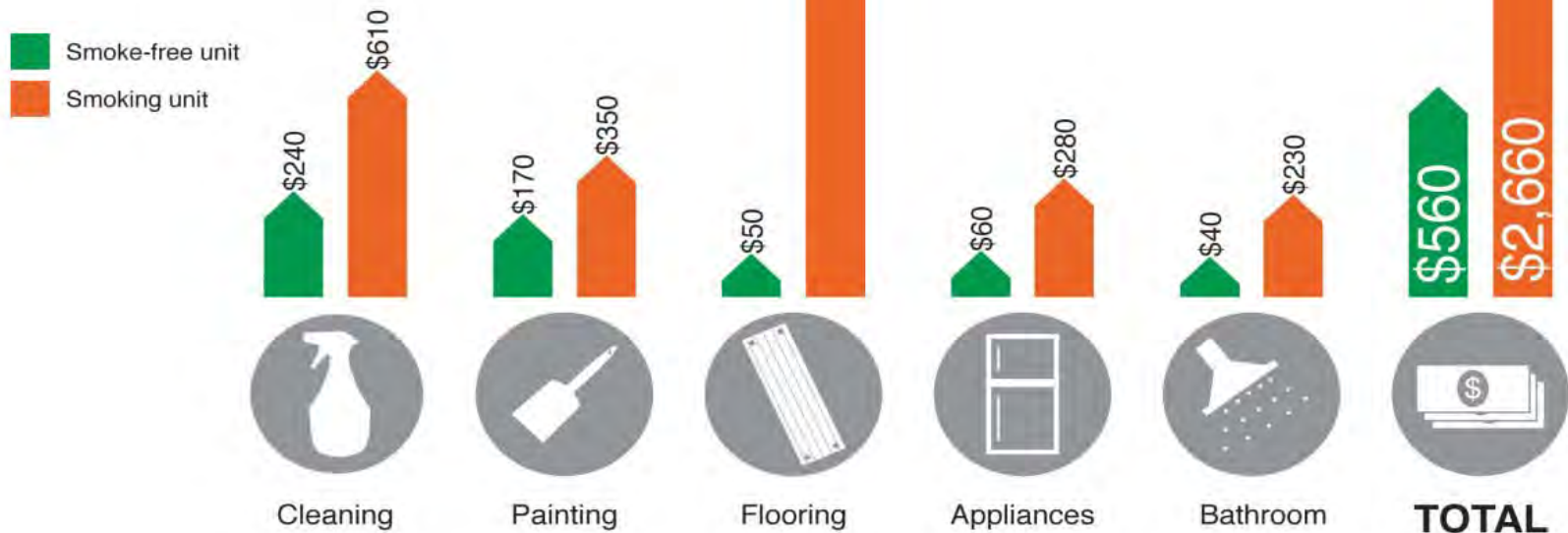
- Provide toolkit that includes:
 - Sample lease agreements
 - Timelines for implementation
 - Indoor and outdoor signage
- Emphasize economic “win” for property owners/managers



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.



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Supporting community-led change

"Your smoking hurts me, too"
Secondhand smoke is deadly.

Risks of secondhand smoke include:

- SIDS (crib death)
- cancer
- asthma attacks
- heart attacks
- ear infections
- stroke
- bronchitis
- early death

For free local resources to help you quit smoking, call:
(312) 229-6180

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RESPIRATORY HEALTH ASSOCIATION
of Metropolitan Chicago
www.lungchicago.org/ctpp

"My doctor said it could kill me"
Not one more cigarette!

You don't have to do it alone.

For free local resources to help you quit smoking, call:
(312) 229-6180

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- 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

Help your clients quit smoking

Show your support

ASK

clients at every visit whether they smoke. Take notes on:

- what form of tobacco they use
- frequency of use
- who may be exposed to secondhand smoke

ADVISE

clients with a clear, strong, personal message to quit smoking for their health and for the health of their family.

REFER

clients to available community resources listed below.

YOUR HELP MATTERS.

- 70% of people who smoke say they want to quit.
- 443,000 people die each year in the U.S. from smoking-related causes.
- Counseling on smoking cessation increases successful quit rates.
- Quitting smoking reduces the risk of COPD, lung cancer, heart attack and stroke.

Provide free resources

**COURAGE
TO QUIT™**

IN-PERSON SUPPORT

Courage to Quit classes include information, practice skills and support to help people reach their smoke-free goals. Free local group and individual classes are ongoing.

QUITWINCHICAGO.COM

ex

ONLINE SUPPORT

EX is a free online program that helps people re-learn life without cigarettes through personalized quit plans and support from smokers and ex-smokers.

BECOMEANEX.ORG

**ILLINOIS TOBACCO
QUITLINE**
ILLINOIS DEPARTMENT OF PUBLIC HEALTH
AMERICAN LUNG ASSOCIATION OF SPAINCE
Where Quitters Always Win!

PHONE SUPPORT

The Illinois Tobacco Quitline's cessation counselors customize a quit smoking program for each individual, provide quit kits and information, and follow-up during the quit-smoking process.

1-866-QUIT YES



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Offering assistance to spur change



- Technical assistance
- Staff training
- Resident education



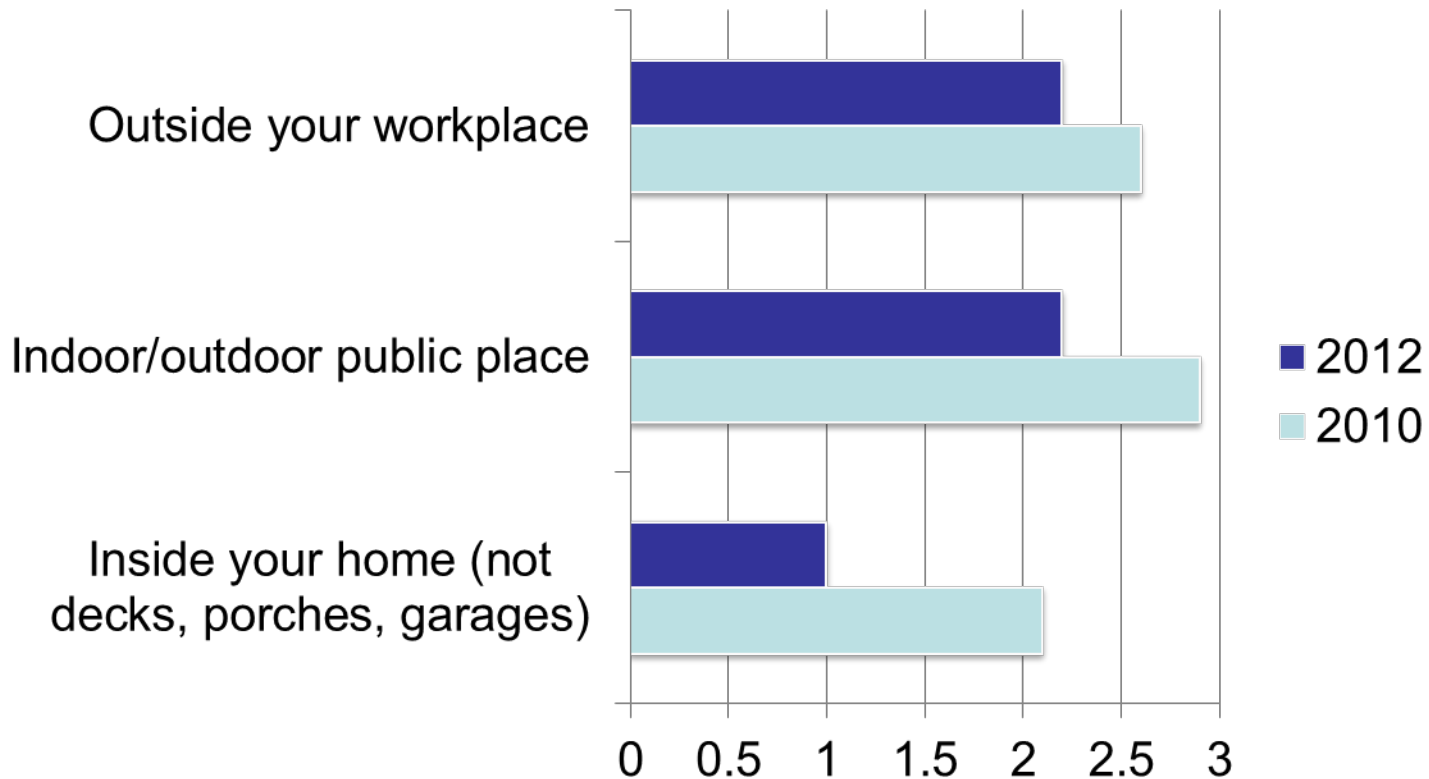
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Short-term outcomes:

Chicagoans' weekly exposure to secondhand smoke
in their homes decreased by 50%



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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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www.lungchicago.org/smoke-free-housing

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