

# New Strategies & Tools for Reaching Property Managers



Oregon Smokefree Housing Project  
[www.smokefreehousinginfo.com](http://www.smokefreehousinginfo.com)

# Statewide Project Goals

- ❖ Increase the number of rental housing units in Oregon with no-smoking rules.
- ❖ Protect people from SHS and create environment where smokers quit.

# Project philosophy

- ❖ Focusing on those who make the rules has greatest potential for change.
- ❖ Working through trade associations and those who influence our targets is key.
- ❖ Featuring success stories - colleague to colleague is powerful.

# Landlords are more likely to make the change when:

- ❖ It makes business sense for them
- ❖ It is endorsed and supported by their trade associations
- ❖ They are aware that colleagues are doing it and having success
- ❖ Tools and support are available to make it simple for them

Landlords also want it to be their choice as opposed to being “forced on them by government”

# Housing World is Interconnected

- ❖ Getting buy-in from/weaving messages through different sectors can change cultural landscape and impact other sectors:
  - Privately owned/managed housing
  - Public and affordable properties
  - Tribal Housing
  - Realtors and developers of multi-unit properties
  - Condo associations
  - Vacation rentals



HOME ▶

Affordable & Public Housing

Condos

Facts & Figures

Landlord Tools

Medical Marijuana

Rental Industry NEWS

Selling Properties

Smoking Policy Disclosure Law

Tribal Housing

Vacation Rentals

Links

About Us

## Landlord Tools

[Tenant Survey](#)

[No-Smoking Lease Language](#)

[Announcing the Policy to Residents](#)

[Signs and Stickers](#) to communicate your policy

[Enforcement & Communication Tools](#)

[Quit Line Referral Form](#)

[Free advertising](#)

## Tenant Survey

- Determine your residents' preferences - use this [sample survey](#) as is or select the questions that will help your company decide how to move forward.

## No-Smoking Lease Language

These are samples of model lease language from a variety of sources. Find the one closest to your situation and customize the language to fit your needs.

- [Sample Smoking Policy Disclosure Form](#)
- [No-Smoking lease addendum template](#)
- **HUD-funded housing:** [Model Smokefree Housing Policy from MI](#) - (this is a change to "House Rules")
- **USDA-funded housing:** [Guardian Management's Oregon House Rules](#) for Properties with Rural Development Financing
- **Lease forms for purchase** (these all have no-smoking language):
  - [Metro Multifamily Housing Associations Forms](#)
  - [Oregon Rental Housing Association Forms](#)

HOME ▶

Affordable & Public Housing

Condos

Facts & Figures

Landlord Tools

Medical Marijuana

Rental Industry NEWS

Selling Properties

Smoking Policy Disclosure Law

Tribal Housing

Vacation Rentals

Links

About Us

## Join the Growing Number of Public & Affordable Housing Providers with No-Smoking Policies

Download "[The Benefits of No-Smoking Policies in Affordable Housing](#)" with quotes from industry leaders throughout Oregon.

**National Trend:** As of January 2011, at least 230 local housing authorities had adopted no-smoking policies for some or all of their apartment buildings, with about 214 being adopted since the beginning of January 2005; an average of about 2.9 per month. That constitutes an increase in the number of housing authorities with no-smoking policies of 1300% in 72 months. [See the updated list.](#)

**Oregon Trend:** See [details of the 16 \(out of 22\) Oregon housing authorities who have now implemented no-smoking policies.](#) At least two others have plans to do so in the near future.

### Recent (very positive) articles:

- Tax Credit Housing Management Insider - "[How to Implement a Smoke-Free Policy](#)" - 12/10
- Oregonian, Portland, OR - "[Mirrors, No-Smoke](#)" - 6/30/10
- Register-Guard, Eugene, OR - "[Public Housing to go Smokefree](#)" - 7/16/10
- Register-Guard Editorial - "[A sensible smoking rule/Public housing catches up with private sector](#)" - 7/18/10

### Tools for adopting no-smoking policies:

- [Questions to ask yourselves](#)
- [Analysis of unit renovation costs for non-smokers vs smokers](#)
- [No-smoking policy plan options & talking points](#) developed by PNRC-NAHRO/CHEF
- [Resident survey-](#) logistics, tools and examples
- [Housing Authority of Portland's steps and key documents](#)
- [Nampa Housing Authority's no-smoking policy](#)
- Announcing the rule to residents - [Five Reasons We Are Adopting a No-Smoking Policy](#)
- [Property Manager Training](#) - "Making No-Smoking Rules Work in Affordable Housing"

# Tribal Housing

[smokefreehousinginfo.com](http://smokefreehousinginfo.com)



Oregon Smokefree Housing Project

HOME ▶

Affordable & Public Housing

Condos

Facts & Figures

Landlord Tools

Medical Marijuana

Rental Industry NEWS

Selling Properties

Smoking Policy Disclosure Law

Tribal Housing

Vacation Rentals

Links

## Making No-Smoking Policies Work in Tribal Housing

If you missed the [February 2011 WEBINAR](#) where we highlighted stories from three tribal housing authorities in the Pacific Northwest who have successfully implemented no-smoking policies, see the [webinar slides](#).

See results of a recent [survey of Northwest Indian Housing Association](#) members on their opinions and practices regarding no-smoking rules:

- 94% said that secondhand smoke is a health hazard
- 71% said that no-smoking policies are desirable for tribal housing

Download the no-smoking policies of these tribal housing leaders in the Pacific Northwest:

- [Aleutian Housing Authority](#), Alaska
- [Coos, Lower Umpqua & Suislaw Housing Authority](#), Oregon
- [Coquille Tribal Housing](#), Oregon
- [Cow Creek Indian Housing Development](#), Oregon
- [Tlingit-Haida Regional Housing Authority](#), Alaska



Illustration: Phoenix



# Realtors can be key messengers

- ❖ They are often landlords, they have clients who buy investment properties, and they know everyone locally
- ❖ Jo Becker from Fair Housing Council worked with realtors to develop:
  - Two educational pieces and two newsletter articles for them to use with their clients
  - An article promoting the tools to realtors
  - How-to guide for Coordinators to work with/through local realtors

# Selling Properties – Tools for Realtors

**smokefreehousinginfo.com**



**Oregon Smokefree Housing Project**

HOME ▶

Affordable & Public Housing

Condos

Facts & Figures

Landlord Tools

Medical Marijuana

Rental Industry NEWS

Selling Properties

Smoking Policy Disclosure Law

Tribal Housing

Vacation Rentals

Links

About Us

## Selling Homes and Residential Properties

As fewer and fewer people smoke, and most smokers smoke outside, having a home with no evidence of smoking (to the eyes and the nose) is becoming an important priority for today's buyers. 91% of Oregonians prefer housing that has not been smoked in ([Oregon Tobacco Facts and Laws 2011](#)).

### These tools can help sellers prepare their homes for market:

- **"[Preparing Your Home for Sale](#)"** offers comprehensive staging and preparation tips from the exterior to interior and includes 53 practical and thoughtful points, including a few having to do with cigarette damage.
- **"[Smells Don't Sell](#)"** details the steps necessary to address various odor problems, including tobacco smoke.

### Realtors -- Customize these articles for your clients:

- **[Article for homeowners:](#)** This article is for folks who may be preparing their homes for market as well as those who may not be thinking about resale value right now, but should be.
- **[Article for investors with residential rentals:](#)** This market is very bottom-line conscious. They are probably well aware how costly it is to turnover a unit that's been smoked in, but they may not realize that it is not only legal, but the current trend, to implement no-smoking policies for rentals. No-smoking policies are a win-win for investors, their tenants, and future buyers.

# Condo Associations

- ❖ **CAI** is trade association for property managers, board members, attorneys, etc.
  - Conducted member survey to demonstrate desire (74%), trends; newsletter article
  - Organized panel at May luncheon on smoking policies
  - Created web pages on CAI site to post fact sheets & tools for them



HOME ▶

Affordable & Public Housing

Condos

Facts & Figures

Landlord Tools

Medical Marijuana

Rental Industry NEWS

Selling Properties

Smoking Policy Disclosure Law

Tribal Housing

Vacation Rentals

Links

About Us

## Condos and Community Associations

A Fall 2010 member survey of the [Oregon Chapter of the Community Associations Institute \(CAI\)](#) found:

- 74% thought no-smoking policies were "desirable for community associations"
- 83% have had owner complaints about drifting smoke
- managers were worried about fire hazards, property devaluation, liability risks and maintenance costs

If your community association is thinking about adopting a no-smoking rule, find tools below to help you move forward.

Make sure to consult your attorney as you work through the process. The information and materials on this website are for informational purposes only and are not offered or intended to be and should not be construed to be legal advice nor to be a substitute for obtaining legal advice from a licensed attorney.

- [Financial Benefits of No-Smoking Rules for Community Associations](#)
- [Legal Questions](#)
- [Steps to Adopt a No-Smoking Rule](#)
- [Sample resident letter about no-smoking rule](#)
- [Sample resident survey questions](#)
- [Sample resolution to prohibit smoking in common areas](#)
- [Sample amendment to bylaws for condominium associations](#)
- [Sample amendment to HOA declaration of covenants, conditions, and restrictions](#)

This materials were developed in collaboration with Clark County Public Health (Vancouver, Washington) and members of CAI. Many thanks to Minnesota's Live Smoke Free, the Public Health Law Center and The Massachusetts Smoke-Free Housing Project for generously sharing their materials for adaptation.

# SmokeFree FireSafe Collaboration

- ❖ Firefighters know cigarette fires are big problem
- ❖ Metro PIOs, PEOs, State Fire Marshal and local TPEPs have been meeting:
  - Want to provide consistent media messages when these fires happen – want to weave in smokefree housing messages
  - OSFM developed an educational piece with joint messaging; We'll work on one for landlords
  - Portland FD is beginning to ask, after a fire, if there was no-smoking policy in place
  - Exploring other policy ideas
- ❖ Valley group met and will work on projects with local partners

# Did you know?

- Smoking is a leading cause of fire deaths, even though 83% of Oregon adults do not smoke.
- 72% of cigarette fires on home properties started outside.
- One out of every five cigarette fire deaths involves smoking while using medical oxygen.



**It takes only one cigarette discarded in landscaping or potted plants to start a fire.**





**Put cigarettes out,  
all the way,  
every time!**

- If you smoke, smoke outside.
- Dispose of your cigarette butts in sturdy ashtrays or put them out in water or sand.
- Keep medical oxygen and smoking separate.

When you (or loved ones) are ready to quit smoking, contact the Oregon Tobacco Quitline for free counseling services: 1-800-QUIT-NOW (1-800-784-8669) or [www.quitnow.net/oregon](http://www.quitnow.net/oregon)

Use a QR Reader App on your Smartphone to go directly to our website.



Provided by the Oregon Office of State Fire Marshal, Your Local Fire Agency, and the Oregon Smokefree Housing Project funded by the Oregon Health Authority

# Vacation Rentals

- ❖ Quarterly conference call with local programs to share ideas and strategies:
  - Encouraging “smokefree” & “no-smoking” in ads/listings
  - Promoting use of a smoking policy disclosure to sign setting out hefty (\$250) fine if evidence of smoking



# Success so far

- ❖ 3 yrs ago, 1 HA had no-smoking policy
  - Now 77% (17/22) have policy on one/more property
- ❖ BRFSS – does your landlord have policy?
  - 36.5% in 2008, 41.1% in 2009, a 13% increase in 1 yr
- ❖ Anecdotally, low income housing providers are now saying, “Our job is to provide safe and healthy housing”

# Oregon Smokefree Housing Project



---

**Diane Laughter, MPH, Health In Sight LLC**

diane.laughter@comcast.net 503-291-9134

[www.smokefreehousinginfo.com](http://www.smokefreehousinginfo.com)