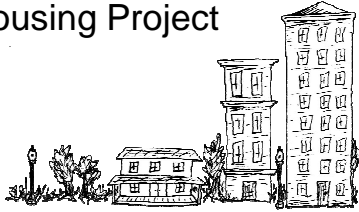


Oregon Smokefree Housing Project



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Public Health Problem:

- ❖ People in Oregon were protected from SHS at work but not always at home.
- ❖ ALAO and MCHD were getting calls like this:
“HELP! My neighbor’s smoke is coming into my place and it is making me and/or my kids sick. What can I do?”

Recruited stakeholders

- ❖ Formed an Advisory Board of Who’s Who in housing world:
 - Landlord trade associations
 - Tenant rights group
 - Public and affordable housing agencies
 - Fair Housing Council
- ❖ Gave them opportunities for input when we needed them
- ❖ Didn’t make them come to “coalition meetings”

Baseline research

- ❖ Gathered info on what was happening nationally
- ❖ Hired a professional research firm to conduct:
 - Local market survey of tenants
 - Landlord focus groups
 - Key informant surveys
- ❖ Conducted one on one interviews with stakeholders

What we learned from Renters

- ❖ 3 out of 4 Portland area renters would choose a smokefree unit
- ❖ 52% would even pay a little extra rent
- ❖ 9 out of 10 already kept their own units smokefree

What we learned from landlords

- ❖ They knew smoking was costing them \$\$\$ in cleaning and maintenance.
- ❖ Protecting renters from SHS was not a motivator for them to change.
- ❖ They needed:
 - To know that no-smoking policies were legal and the market was there for them
 - To have simple steps and tools to save them time
- ❖ We needed:
 - To develop materials with a “business” layout and look
 - To use language that read acceptably from both landlords’ and tenants’ perspectives

Changing the Landlord Culture

- ❖ Smokefree messages were incorporated into existing communication/training for landlords:
 - The Landlord Times - 22 front page articles
 - Metro Multifamily Housing Association and Oregon Rental Housing Association - newsletter articles, web content, conference workshops
 - City of Portland's and Tualatin Valley Fire and Rescue's landlord trainings
 - Pro Schools Property Management Certification Program
- ❖ Smoking status became standard feature of model lease forms
- ❖ Early adopters shared their steps, documents and tools – Guardian (private) and HAP (public)
- ❖ More and more landlords adopted no-smoking policies
- ❖ "No-smoking" is featured amenity in rental listings

Creating Policy Change

- ❖ Because of relationships/trust built with landlord trade associations & Fair Housing Council, they proactively supported the **Smoking Policy Disclosure Law**.
- ❖ It sailed through and became law 1/1/10.
- ❖ They helped us communicate about the law through all their channels.

Creating sustainability

- ❖ Fair Housing Council was equipped to handle requests from tenants exposed to SHS
- ❖ Existing housing directories and listings incorporated info on smoking policies
- ❖ Smokefree housing becomes a required BPO for county TPEP work plans
- ❖ TPEP creates contract for statewide TA

Statewide Project Goals

- ❖ To increase the number of no-smoking multi-housing units available in Oregon.
- ❖ To protect people from secondhand smoke and create an environment where smokers quit.

Project philosophy

- ❖ Focusing on landlords has the greatest potential for change - This will result in more renters being protected faster.
- ❖ Providing TPEP coordinators the tools and support they need to work with local landlords is priority.

Operating principles - A

- ❖ Landlords are more likely to make the change when:
 - they feel 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
 - it is their choice to make as opposed to being "forced on them by government"

Operating principles - B

- ❖ The housing world is very interconnected.
- ❖ Getting buy-in from and weaving messages through different sectors can change the cultural landscape and have an impact on other sectors:
 - Private, public and affordable properties
 - Organizations who serve/support landlords
 - Realtors and developers of multi-unit properties
 - Condo associations
 - Vacation rentals

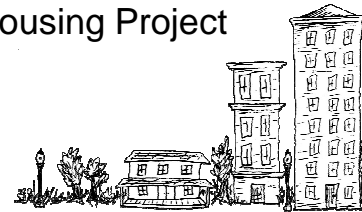
Operating principles - C

- ❖ Housing providers serving low income and other fragile communities are afraid that no-smoking policies are “another barrier to housing”
- ❖ They do respond to:
 - changes in landlord culture
 - documentation of their own resident demand
 - encouragement from funding agencies
- ❖ They need more support for their smokers who want to quit

Measuring our Success

- ❖ Rental ad tracking
- ❖ Tracking of Properties that have adopted no-smoking policies
- ❖ BRFSS questions

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