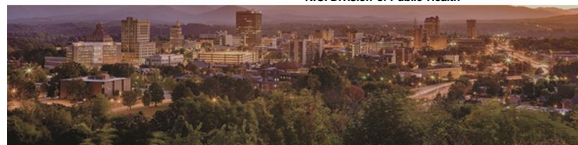


Healthy Homes and Smoke-free Housing Policies in North Carolina
Asthma Summit May 24, 2017 Burlington NC

Presented by:
Sally Herndon, Michelle Mulvihill, and Carleen Crawford
Tobacco Prevention and Control Programs
N.C. Division of Public Health



Today's Agenda

Update on Strategic Planning for Healthy Homes and Sustainable In-Home Asthma Interventions

Overview of the HUD Smoke-Free Public Housing Rule

Benefits of Smoke-Free Policies, Legal Issues, Implementation Tips

Resident Engagement

Q&A



North Carolina Forum Sustainable In-Home Asthma Management September 13, 2016

The full slide set from this exciting day includes presentations from:

- Federal Partners: HUD, EPA and CDC
- NC Success Stories
- Success Stories from other States
- Resources for Technical Assistance

Is on the Asthma Alliance of NC website!



Understanding Sustainable Financing Options

Bringing multiple streams of funding together to cover the full spectrum of in-home asthma care is often referred to as "braided funding."

The illustration here represents ways that funding for home-based asthma care services can be combined to cover critical in-home asthma care needs.



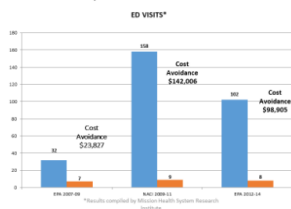
NC Programs Show Strong Returns on Investments

Regional Asthma Disease Management Program Population-Based Healthcare Grant Outcomes Summary



NC Presented Successful Programs West, Piedmont and East:

- Mission Hospital
- Wake County CCNC and LHD Partnership
- ECU/Vidant



NC Asthma Program Updates

... in pursuit of sustainable solutions for evidence based in-home interventions

Recent History:

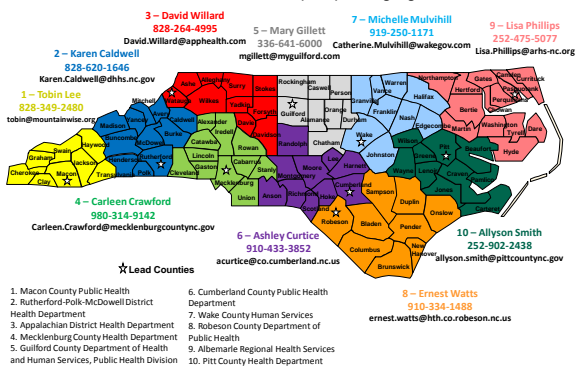
- 2014: NC Lost CDC Asthma Funding in 2014
- 2015: "Stone Soup Group" and Asthma Alliance of NC continue to seek solutions for sustainable solutions for evidence-based in-home interventions
- 2016: HUD/EPA/CDC Forum in NC to Advance Sustainable In-home Asthma Interventions. Strong ROI
- 2017-18: TPCB has applied to EPA One-time funding Application; \$21,000 in FY17-18
 - Survey of LHDs; interest; Met with EH Supervisors; Key Informant Interviews to finalize selections; Likely 4- 6 Seed Grants using Healthy Communities Agreement Addenda

Future Possibilities:

- Maryland's Environmental Health Program is pursuing a State Plan Amendment (SPA) Health Services Interventions for Asthma and Lead. If approved, NC will follow Maryland's lead.
- Continue to educate health payers about the strong ROI from evidence-based in-home asthma interventions.



Tobacco Prevention and Control Branch (TPCB) Funding Regions 2015-2020



As of February 2017

Smokefree Multi-Unit Housing

Overview HUD Timeline for Smoke-free Housing

November 2015: HUD proposed a rule to make all public housing smoke-free

November 30, 2016: HUD Secretary Julian Castro announced that public housing developments in the U.S. will be required to provide a smoke-free environment for their residents

February 3, 2017: HUD announced the “[Instituting Smoke-Free Public Housing Rule](#)” is now effective

July 30, 2018: PHAs must fully implement the smoke-free policy

Prohibits smoking of lit tobacco products within 25 ft. of buildings

- Cigarettes
- Cigars
- Pipe tobacco
- Hookah tobacco, water pipes

Basic Requirements of the Rule

Applies to all housing types, including single family

Allows for further restrictions (e.g., buffer around playgrounds, restrict smoking to designated outdoor areas, property-wide smoke-free policy)

PHAs required to document policies in their annual plans (includes plans for resident engagement, public meetings).

The prohibition would be written into tenants’ leases either through an amendment or at the annual lease renewal.

Help improve the health of more than **2 million** public housing residents

Impact the more than **940,000 units** that are currently not smoke-free, including more than **500,000 units** inhabited by elderly individuals

ESTABLISHING
#SMOKEFREE
PUBLIC HOUSING WOULD
REDUCE SECONDHAND
SMOKE AND HELP
IMPROVE THE HEALTH OF
760,000 CHILDREN
LIVING IN PUBLIC HOUSING.

www.hud.gov @HUDgov

The Final Rule Does Not Cover

Housing units in mixed finance developments

Privately owned, federally subsidized multifamily housing (i.e., referred to as Project-based Section 8 housing)

Electronic cigarettes

Public housing authorities may find it beneficial to include e-cigarettes in their individual smoke-free policies.



Do you mean to tell me that you think people should not be able to smoke in their own homes?

- **Paradigm shift:** Should people be able to breathe clean air in their own homes?
- **Changing norms:** NC Smoke-Free Restaurants and Bars Law (since 2010)
 - 2012 poll showed 83% of North Carolinians support the law, with strong support across the political spectrum
 - People spend far more time in their homes than they do in restaurants and bars



Why are smoke-free policies needed?

Secondhand Smoke is Dangerous

Exposure to SHS increases the risk of:

- Heart disease and increased blood pressure
- Lung cancer and emphysema
- Bronchitis and pneumonia
- Frequency and severity of asthma
- Sudden Infant Death Syndrome

38,000-65,000 deaths a year in the US are caused by SHS



Tobacco smoke moves through buildings via

- Air ducts and vents,
- Gaps in walls, floors, ceilings, and
- Mechanical chases



Thirdhand Smoke is a Health Risk

Thirdhand smoke is the residual nicotine and other chemicals left by tobacco smoke on a variety of surfaces, such as carpets, walls, and blinds

It remains in the environment long after the act of smoking has stopped (about 10% of the smoke from every cigarette)

It reacts with common indoor air compounds to create a cancer-causing mix that can be breathed in or absorbed through the skin

Children are particularly at risk for damage from thirdhand smoke



Electronic Cigarettes

- E-cigarettes heat a liquid solution, typically containing nicotine, to create an aerosol that is inhaled by the user.
- Users of e-cigarettes exhale a cloud of aerosol into the air that looks similar to cigarette smoke.
- The American Society for Heating, Refrigeration, and Air Conditioning Engineering (ASHRAE) recommends that e-cigarettes be banned in places where smoking is banned.



E-cigarette Aerosol

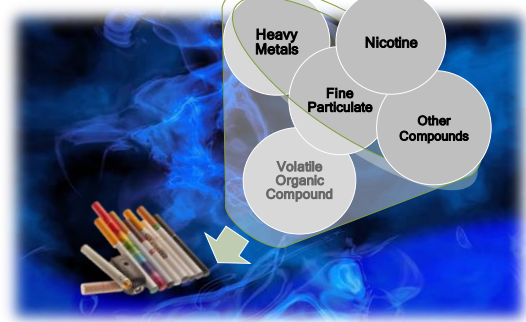


Image Courtesy of Brian King, PhD, MPH, Deputy Director for Research Translation, Office on Smoking and Health, CDC

IT'S NOT JUST "HARMLESS WATER VAPOR"

E-cigarette aerosol contains at least 10 chemicals on California's Prop 65 list of chemicals known to cause cancer, birth defects or other reproductive harm.

- TOLUENE
- ACETALDEHYDE
- BENZENE
- CADMIUM
- FORMALDEHYDE
- ISOPRENE
- NICKEL
- LEAD
- NICOTINE
- N-NITROSONORNICOTINE



©2014 CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

What is the business case for smoke-free housing?



Damage to an apartment in Brunswick County after 7 years of heavy smoking.
Photos courtesy of Ernest Watts, NC TPCB Region 8 Manager

Save Maintenance Costs

Turning over a smoking unit can cost two to seven times more than turning over a smoke-free unit

The Monetary Impact

Cost to Rehabilitate a Unit Where Smoking is Prohibited vs. a Unit Where Smoking is Allowed

	Non-Smoking	Light Smoking	Heavy Smoking
General Cleaning	\$270	\$500	\$720
Paint	\$170	\$225	\$480
Flooring	\$50	\$950	\$1,425
Appliances	\$60	\$75	\$480
Bathroom	\$40	\$60	\$400
TOTAL	\$560	\$1,810	\$3,515

Data reflects surveys from housing authorities and subsidized housing facilities in New England. Collected and reported by Smoke-Free Housing New England, 2009

Source: Breathe Easy Coalition of Maine



Prevent Fires

Smoking in the home is the leading cause of residential fire deaths.

Almost 1000 people die every year in smoking-related fires – **50% are residents of multi-unit housing** and 1/3 are children

Thousands more are injured by fires that were caused by smoking.

The US Fire Administration reports that smoking-related fires result in 326 million dollars of property damage every year.



National Fire Protection Association, Fire Analysis and Research Division, 2012; photos courtesy of Scott Alderman and Rick Allen

Smoke-Free Housing Fits "Green" Trends

- Smoke-free housing fits into many property owners' desire to promote their property as a healthy place to live
- Developers can earn credits toward LEED (Leadership in Energy and Environmental Design) certification from the US Green Building Council for implementing smoke-free policies
- LEED certification and "green" building standards may be viewed favorably by funders



LEED Gold certified
Charlottetown
Terrace, Charlotte
Housing Authority

Attract Renters

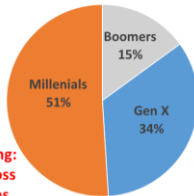
It's What Residents Want

Amenities with Similar Interest Levels Across Generations Surveyed

Amenity	National Interest
Parking	94%
Soundproof Walls	88%
Patio or Balcony	87%
Microwave	87%
Garbage Disposal	83%
Ceiling Fan	81%
Non-Smoking Building	76%*
Washer dryer Hookups	73%
Alarm System	60%

National Multifamily Housing Council, 2015 survey - 119,256 respondents

Non-Smoking Building: < 2% Difference Across All Three Generations

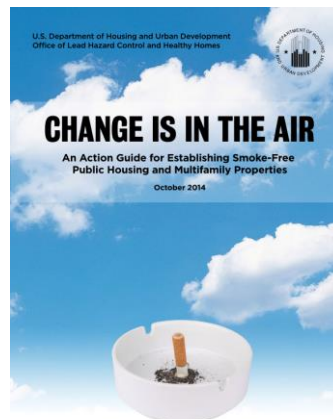


Smoke-Free Housing Policies are Legal

- There is no constitutional protection for smokers
- Smokers are not a protected class
- Smoking is not a fundamental right

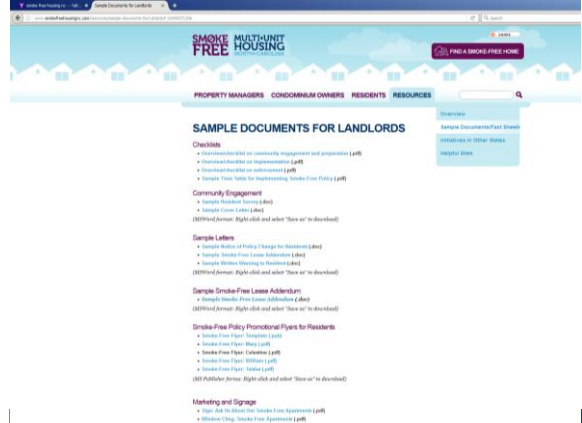


Implementation of Smoke-Free Policies



- Reasons to go smoke-free
- Steps to adopt and implement a smoke-free policy
- Recommendations from 9 housing managers with experience implementing smoke-free policies
- FAQs

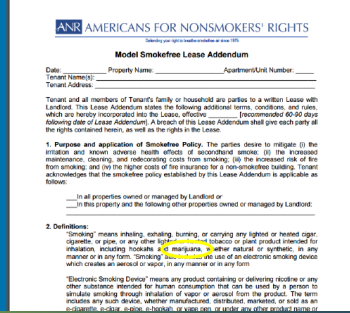




Prepare for a Change

- Engage residents
 - Conduct a resident survey
- Consider policy options
 - 100% smoke-free campus?
 - Perimeter greater than 25 foot minimum required by rule?
 - Smoking only allowed in designated areas?
 - Ban e-cigarettes and/or marijuana along with traditional cigarettes?
 - Policy in effect for everyone at same time or phase-in with lease renewals?
- Provide plenty of advance notice
- Educate residents and staff
 - Hold meetings for staff and for residents to explain policy
 - Get help from local and/or state health department to do this

Sample policy language



Broad definition of "Smoking"

"Smoking" means inhaling, exhaling, burning, or carrying any lighted or heated cigar, cigarette, or pipe, or any other lighted or heated tobacco or plant product intended for inhalation, including hookahs and **marjuana**, whether natural or synthetic, in any manner or in any form. **"Smoking" also includes the use of an electronic smoking device.**

Source: Americans for Nonsmokers' Rights

Implement & Enforce the Policy

- Update your lease agreement; House Rules; Annual Plan
- Post "No Smoking" signs around the property
- Support smokers who want to quit
- Be prepared to talk to the media about your new policy
- Use past experience
- Be consistent and organized
- Continue communicating the policy to residents
- Be prepared to tell your story in court if necessary

**Boston Housing Authority is
Smoke-Free NOT Smoker-Free**

Smoke Free Enforcement

• 5-step Initial Enforcement Policy:

- 1st Complaint: Manager visits unit and provides copy of policy
- 2nd Complaint: Manager delivers written copy of complaint
- 3rd Complaint: Manager sends written copy of complaint with added requirement for private conference for subsequent complaints
- 4th Complaint: Private conference with resident and written agreement to comply
- 5th Complaint: Manager consults legal regarding fines or further enforcement action

This go-slow process was meant to emphasize that BHA housing is smoke-free, not smoker-free and provide residents with ample opportunity to comply.



What local health departments can do to help

**Local Health Departments Can Assist with
Policy Change**

Help train housing staff

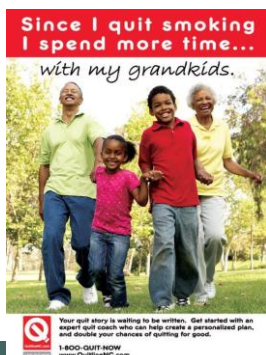
Provide an information session to residents on the health impacts of secondhand smoke

Discuss the benefits of a smoke-free policy

Provide information on QuitlineNC

Possibly provide on-site quit tobacco classes and other resources to help residents quit smoking

Assist with compliance issues



Tools in Our Toolbox

- Policy implementation experience in other settings
- Community Engagement Skills
- Listening Session Guide
- Powerpoint Templates
- Visual Aids
- CO Monitors
- Tips from Former Smokers Ads
- Materials from maintenance staff
- Interactive activities and discussion
- Motivational Interviewing Techniques

Image: AC Vents from a non-smoker's unit and a smoker's unit. Photo credit: Mary Gillett

Engage Residents

Acknowledge that the change may be difficult

Secondhand smoke affects everyone and is hard to get rid of

Thirdhand smoke is toxic, remains in apartments, and is harmful to others, including children



Maintain a welcoming message

You do not have to quit smoking to remain living in your home

Following the new policy helps keep everyone safe like protecting from asbestos and lead

Would you like to hear about free help for quitting tobacco use?



Be Clear

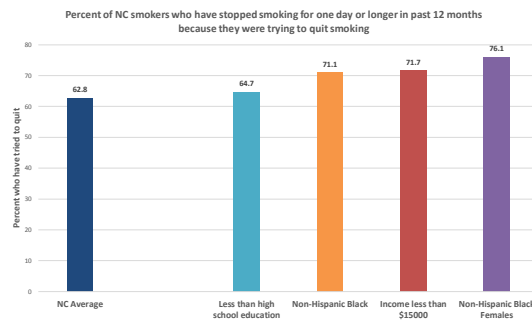
Provide clear, concise messaging that is easy to understand and not "I'm the expert"

Check literacy level of materials

Provide ONGOING support and resources



North Carolinians Want to Quit Tobacco Use



Smoke-free policy supports successful quit attempts

Policy Can Motivate Change



**Mary L. 77 years old
Smoking 62 years**

"When we rented here...this was our home, our castle to live in. I pay my rent, I keep my bills paid. It feels just like when you snatch a toy away from a child."

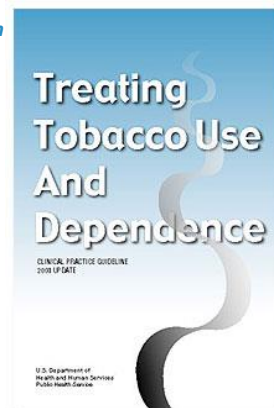
2 weeks later, after she decided to join a smoking cessation class

"I've had 4 heart attacks. My doctors have been talking to me about quitting smoking. The smoke-free policy has been the push to get me started."

Tobacco Use is an Addiction We Know What works

Research indicates the most effective tobacco treatment is a combination of:

- ✓ Evidence-based coaching and
- ✓ FDA approved medications.



QuitlineNC Services Open 24 hrs/day, 7 days/week



1-800-QUIT-NOW
1-800-784-8669

Spanish Speaking
1-855-Dejelo-Ya

Commercial / Privately Insured
One counseling call

Medicare
Four counseling calls
Two weeks nicotine patches - free

Medicaid
Four counseling calls
Two weeks nicotine patches - free

Uninsured
Four counseling calls
Eight weeks of nicotine patches - free

10 call protocol for pregnant women

Texting

Web only - www.quitlineinc.com

Make Support Available

Post Quitline resources — posters, cards, or reminders in e-mail, newsletters or other communication channels.

Provide a "first aid" station with candy or gum, bottled water, quitline referral cards, encouraging smoke-free messages.

Use the opportunity to promote new health opportunities such as walking groups or farmers markets.

Celebrate and share successes large and small!



1-800-QUIT-NOW
www.QuitlineNC.com

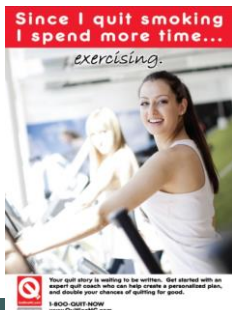
Identify Partners Who Can Help

Offer on-site classes with community resources:

- Hospitals
- Health departments
- Substance abuse agencies
- American Cancer Society
- American Lung Association

Train a staff person to conduct a class regularly (such as "Fresh Start" from the American Cancer Society)

Provide notices of community-based classes and encourage people to attend in groups



Offer Space for Web-Based Self-Help

- Web Coach – www.OutlineNC.com
- Be Tobacco Free – www.betobaccofree.gov
- Become An Ex (Adults) – www.becomestax.org
- Freedom From Smoking – www.ffsonline.org
- My Last Dip – www.mylastdip.com
- Quit Tobacco – Make Everyone Proud Military and Veterans: www.usanquit2.org
- You Quit Two Quit – www.youquittwoquit.com



Pathways to Freedom: Leading the Way to a Smoke Free Community® is a free resource designed to assist individuals and community leaders in their efforts to become smoke free, and end smoking-related diseases and death among African Americans.

Visit www.naatpn.org/pathways to order free DVD's!

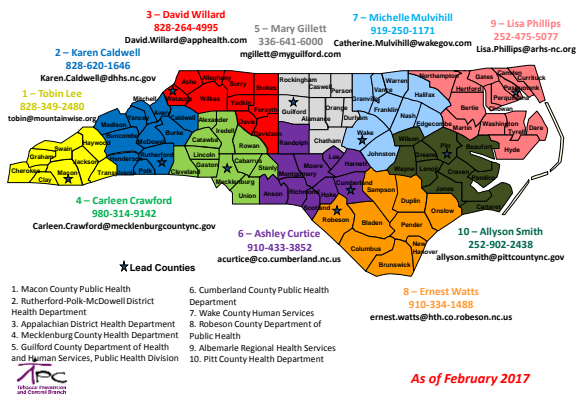
Individual and Group Counseling Programs Exist

First Quit – First Health of the Carolinas	Hoke, Moore, Montgomery, Richmond	877-342-2255
Quit Smart (Guilford County Department of Public Health)	Guilford and surrounding	336-641-7777
Quit Smart (Carolinas Healthcare System)	Mecklenburg and surrounding	1-844-375-9355 or 704-667-2565
Levine Cancer Institute - Concord	Cabarrus	onsite
UNC Nicotine Dependence Program	Orange and surrounding	Info. – 919-843-1521 AppL – 919-966-0211
Wake Forest University Physicians Tobacco Clinic	Forsyth, Guilford, Stokes, Surry, Wilkes, Davie, Davidson, Rockingham, Caswell, Yadkin	336-716-4479
Mission Hospital Nicotine Dependence Program	Buncombe and surrounding	828-213-5527
Duke Smoking Cessation Program	Durham, Oxford, Knightdale	919-668-5055

View the Helping our Neighbor Webinar Series

Date	Presenter / Topic
October 13, 2016 10:00am-11:30am RECORDED	Anna Stein and Pam Diggs Chronic Disease and Injury Section, N.C. Division of Public Health Preparing for HUD's Smoke-Free Housing Rule
December 6, 2016 2:00pm - 3:30pm RECORDED	Lucretia Hoffman Formerly Office of Minority Health and Health Disparities, N.C. Division of Public Health Implicit Bias and Cultural Competency: Preparing to Engage Residents
January 12, 2017 10:00am-11:30am RECORDED	Cornell P. Wright Office of Minority Health and Health Disparities, N.C. Division of Public Health Community Engagement and Cultural Humility: How to Engage Residents
February 9, 2017 10:00am-11:30am RECORDED	Michael Scott National African American Tobacco Prevention Network Pathways to Freedom: Tailored Tobacco Cessation Resources for African Americans
April 7, 2017 11:30am – 1:00pm RECORDED	Tamara Atkinson Walter B. Jones Alcohol and Drug Abuse Treatment Center The Spirit of Motivational Interviewing: Fostering Collaboration and Support

Tobacco Prevention and Control Branch (TPCB) Funding Regions 2015-2020



As of February 2017

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Questions??

