

Smokefree Multi-unit Housing

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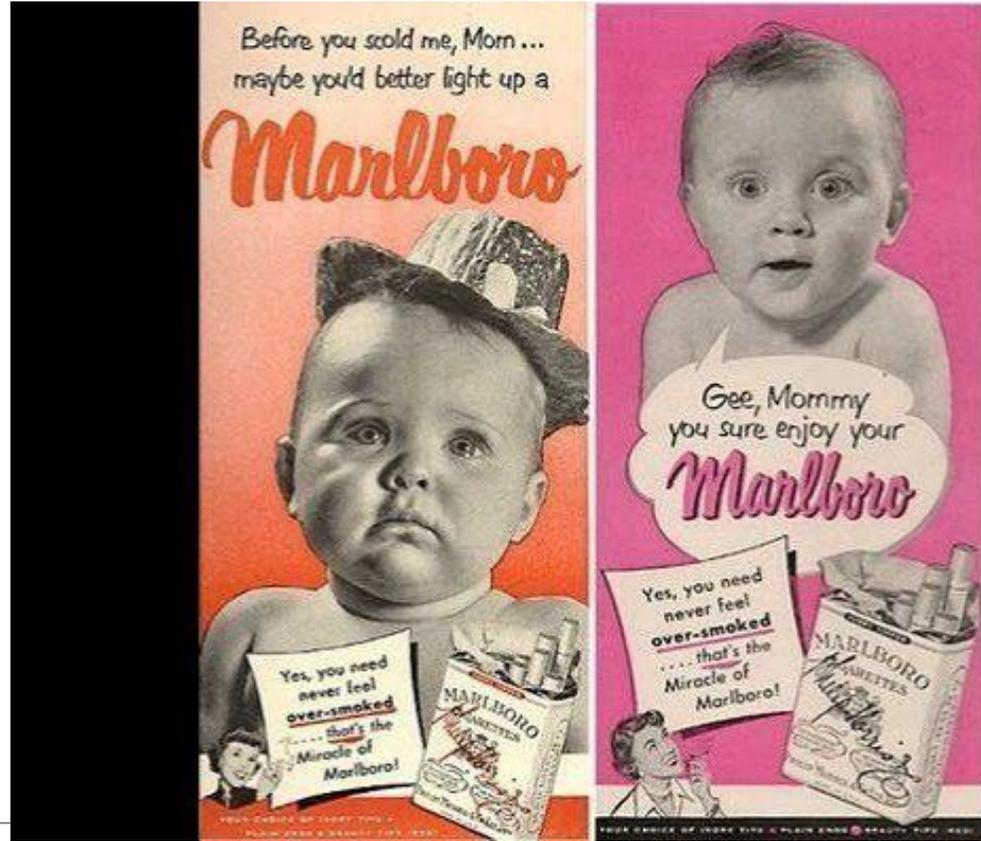
The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease, through research, education and advocacy. Our work is focused on five strategic imperatives: to defeat lung cancer; to improve the air we breathe; to reduce the burden of lung disease on individuals and their families; to eliminate tobacco use and tobacco-related diseases; and to monitor and enhance organizational effectiveness.



Project Overview of Smoke-Free@Home from FY12-FY15



Where we were



And Now We Have

- **Smokefree restaurants**
- **Smokefree hotels**
- **Smokefree bars**
- **Smokefree schools**
- **Smokefree government facilities**
- **Smokefree work places**

**A smokefree environment
is now the norm**

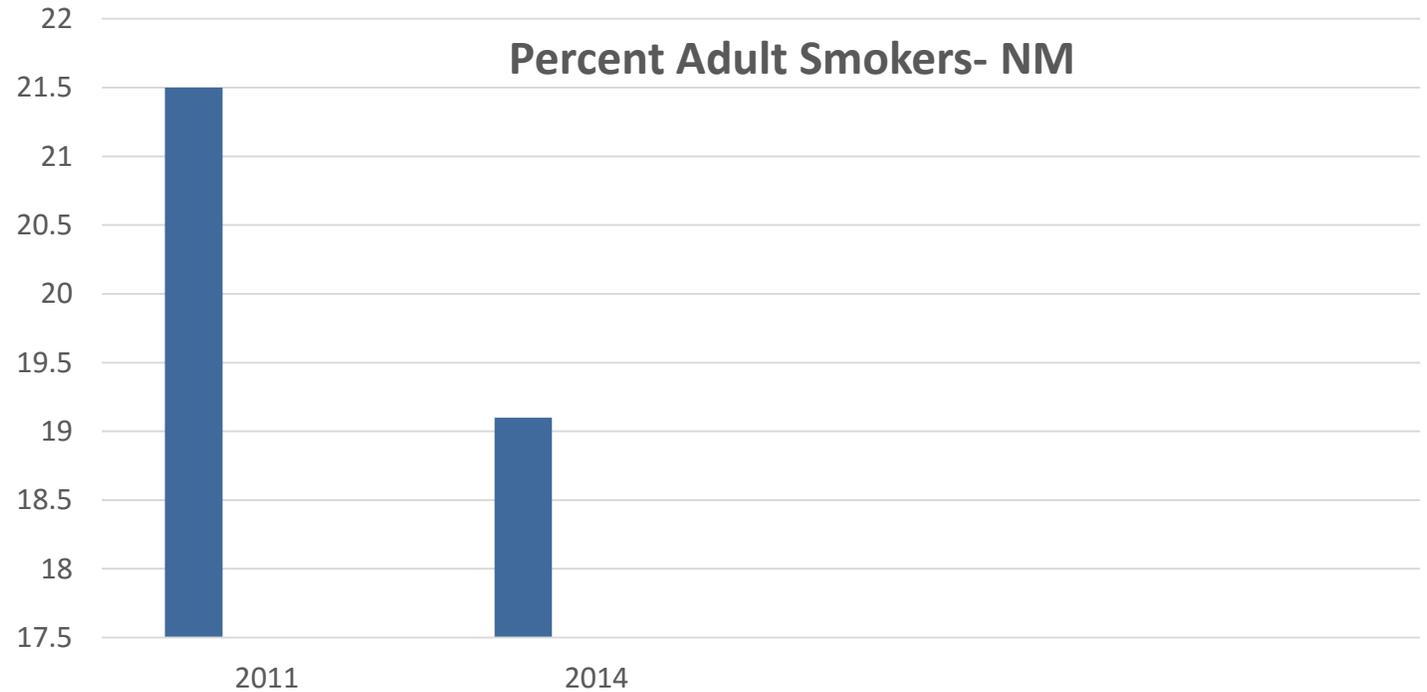


Benefits of Smoke-Free Multi-Unit Housing

- **Economic**
- **Health & Safety**
- **Health Equity**

Market Demand for Smoke-free Housing

81% of New Mexicans are non smokers



Cigarette smoking declined from 21.5% in 2011 to 19.1% in 2014, representing about 35,700 fewer adult smokers. (TUPAC 2015)

Baselines

- 2012 ALANM worked with the University of New Mexico to create a georeferenced database to map all multi-unit housing in NM
- 2013 ALANM worked with Campbell DeLong Resources to create a market demand survey which we polled NM renters
- 2014 ALANM worked with Sputnik Moment to create a Salesforce Database to incorporate all data.

72% of New Mexico renters
favor nonsmoking policies
where they live.



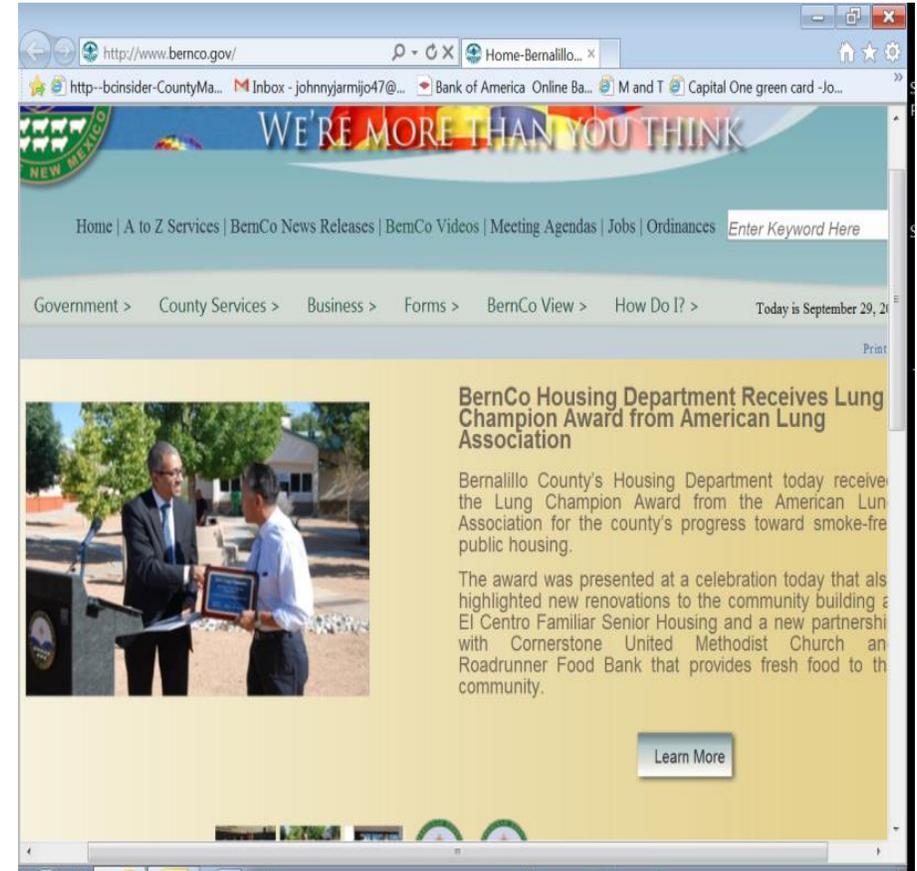
Steps Towards Policy Adoption

- Manager and Owner Trainings
- Resources and Materials (HUD Toolkit)
- Surveys for Residents
- Onsite educational events
- Onsite Thinking About Quitting workshops
- Information on DOH Quit NOW Smoking Cessation Services

Project Highlights

- Over 29 properties representing more than 3,800 units are smokefree
- Instrumental in working with the Mortgage Finance Authority to get a 2 point tax credit for properties who develop or rehab
- ALANM is an established resource for multi-unit housing communities wanting research, guidance, and technical assistance on developing , implementing, enforcing smokefree policies

Bernalillo County Housing Department goes Smokefree

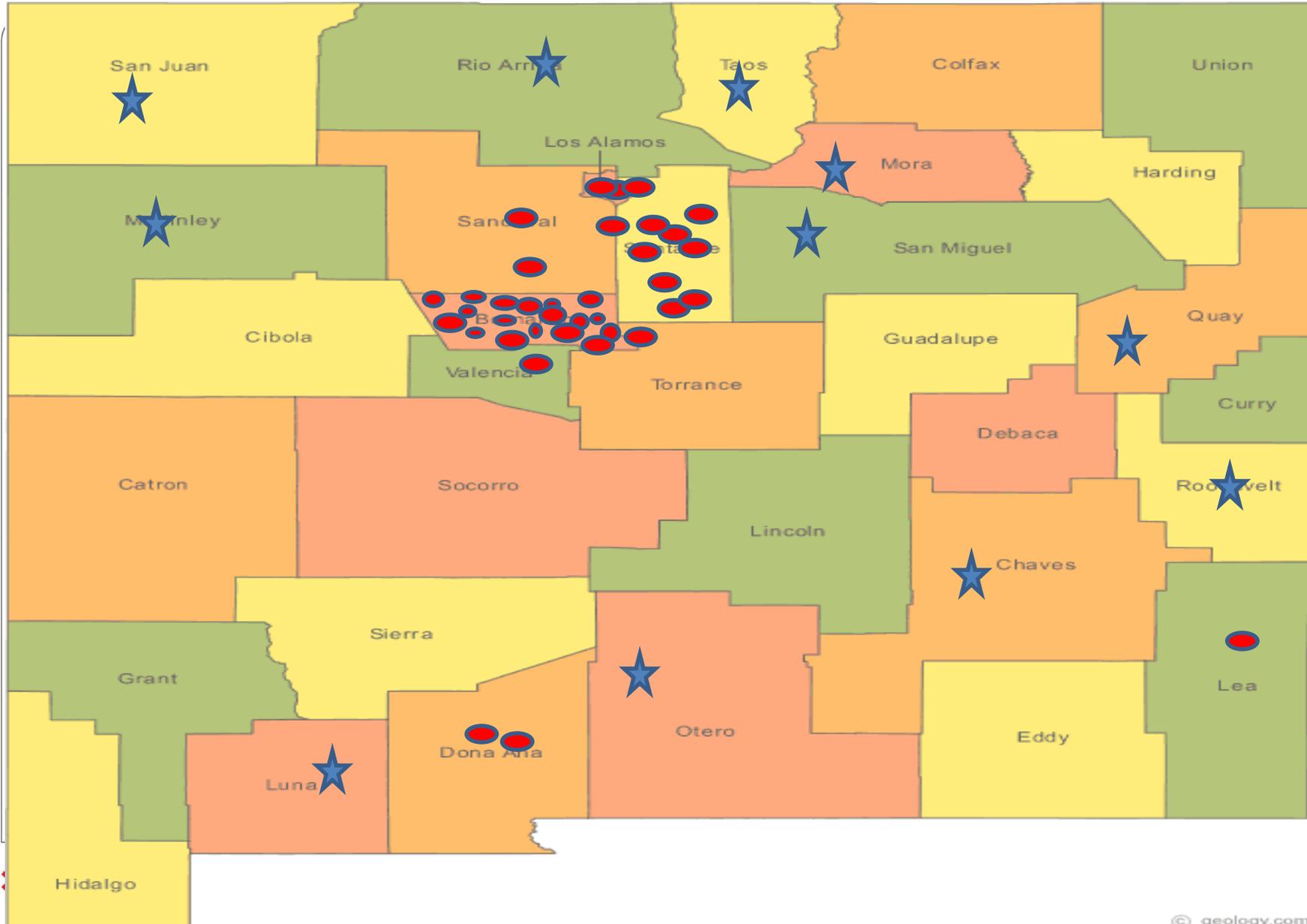


Project Highlights



- 2014 Lung Champion Santo Domingo Pueblo and San Felipe Pueblo
- 20 members from NM Tribes including representation from the Navajo Nation.

New Mexico Map



**Smokefree
(29 Properties
over 3,800
units)**



**In the
Process of
going
smokefree**

QUESTIONS?

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Our Credo

We will breathe easier when the air in every
American community is clean and healthy.

We will breathe easier when people are free from the addictive
grip of tobacco and the debilitating effects of lung disease.

We will breathe easier when the air in our public spaces and
workplaces is clear of secondhand smoke.

We will breathe easier when children no longer
battle airborne poisons or fear an asthma attack.

Until then, we are fighting for air.