

Smoke-free Public Housing: HELPING SMOKERS QUIT

E-newsletter #5, October 2019

Thank you for your interest in Smoke-free Public Housing: Helping Smokers Quit, a collaboration of the American Cancer Society, North American Quitline Consortium, and Smoking Cessation Leadership Center, generously funded by the Robert Wood Johnson Foundation. At this point in the project, we have held 18 Smoke-free Public Housing [ECHO sessions](#), with 8 more to go, and local collaboration is in full swing. We have created a [best practices/FAQ document](#) that'll we'll revise and update with lessons learned as we continue our work. Read on for more information, and visit smokefreePHA.org or contact [Becky Slemmons](#).

Smoke-free Public Housing workshop held at national tobacco conference

The day before the [National Conference of Tobacco or Health \(NCTOH\)](#) at the end of August, [Live Smoke Free](#), [North American Quitline Consortium](#), [American Cancer Society \(ACS\)](#), [National Alliance of Resident Services in Affordable and Assisted Housing \(NAR-SAAH\)](#), [American Lung Association](#), [National Housing Law Project](#), and [Public Health Law Center](#) held an ancillary workshop assessing lessons learned from the first year of the HUD smoke-free rule. The interactive session highlighted national efforts currently underway to support PHA staff and residents with smoke-free implementation and cessation, featured a panel of stakeholders who are managing the smoke-free rule on the ground, and held small-group discussions to share questions and ideas.

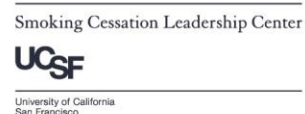
A moderated question-and-answer panel discussion was the highlight of the workshop. The panel consisted of Arnold Downing, Sr., Vice President, Leasing and Resident Services for the Topeka Housing Authority; Lorraine Lauthen, Director, Wisconsin African American Tobacco Prevention Network, Wisconsin Tobacco Prevention and Poverty Network; Sharon Sherman, Executive Director of the Greater Syracuse Tenants Network, which supports housing in Central New York; and Bambi Snyder, a resident of the South St. Paul Housing and Redevelopment Authority and champion of the smoke-free rule.

The panel discussion covered resident and staff reactions to the smoke-free rule, frustrations over the lack of enforcement, how PHAs and advocates are working with community partners, and the need to provide residents with cessation resources, among other topics. Panelists also participated in the breakout workgroups with workshop attendees, who were able to ask questions and get straightforward answers.

Workshop attendees came from all over the tobacco cessation landscape, including public health department staff, tobacco treatment specialists, from governmental and nonprofit organizations, and health systems.



(L-R in front, moderators Dr. Samuel Little from NAR-SAAH and Becky Slemmons from ACS, panelists Arnold Downing, Sr., Sharon Sherman, Bambi Snyder, and Lorraine Lauthen)



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Smoke-free Public Housing: Helping Smokers Quit heads to NAR-SAAH conference



Our initiative had a presence during the late September national conference of [NAR-SAAH](#), a nationwide organization that provides technical assistance to employees of resident services and members of resident councils to help build capacity to shape national housing policy, expand partnerships with community agencies, and leverage support for resident programs. During the conference, we displayed information at a staffed table and held a panel on creating healthier PHA communities. Several people came up to our table to tell us their quit stories. Each

had been smoking for decades, but they wanted to quit smoking because they'd promised loved ones they'd quit – and they did. The three ladies pictured at left, who come from two different PHAs, talked about how much better they feel and how they're willing to tell their stories to other residents. They support the smoke-free rule but feel it needs more enforcement. They now have a plan to help with that as well.

SCLC webinar Sept. 25 explored the team approach to nicotine cessation

[SCLC hosted a webinar](#) Sept. 25 about a team approach to nicotine cessation, including more information about motivational interviewing. During the webinar, participants learned more about how to:

- Identify meaningful ways to build rapport duration cessation facilitation
- Examine biases around nicotine use in marginalized communities
- Demonstrate brief motivational interviewing techniques associated with cessation
- Describe the value in using respiratory therapists and behavioral health clinicians in nicotine cessation

[View the slides and listen to the recording here.](#)

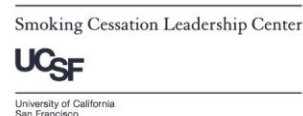
Great American Smokeout set for November 21



The annual [Great American Smokeout](#) event, this year on November 21, is a wonderful opportunity for a cessation-related event. The Great American Smokeout provides an opportunity for individuals, community groups, businesses, health care providers, and others to encourage people to use the date to either make a plan to quit or plan in advance and quit on the day of the event. Branded posters, flyers, table tents, stickers, print ads and other [resources](#) are available in English and Spanish. Community health centers and public housing agencies participating in the smoke-free public housing initiative will be holding Smokeout events, so we'll plan to share photos in our next newsletter. Do you want to hold your own Great American Smokeout event? [Contact your local American Cancer Society office](#) to learn more.

News you can use

- **Annual report released that shows where each US state stands in the fight against cancer**
NEW! [How Do You Measure Up?](#) from the American Cancer Society Cancer Action Network (ACS CAN) is an annual report— now in its 17th year – that looks at state policies that effectively prevent cancer. This year's report includes a special section on Tobacco 21 policy. State legislators play a critical role in this fight, so this report can help advocates and lawmakers know what's going on in their state, and what work remains to be done.



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- **Toolkit available to help PHAs with compliance and enforcement of the smoke-free rule**

Clean Air For All has [resources and tools](#) to assist public housing agencies in promoting compliance and enforcement of a smoke-free housing policy. It features tips and ideas to help residents and connection to additional assistance and smoking cessation resources. Also, anyone interested in smoke-free public housing news, events, training, and resources can [sign up for Clean Air For All's updates](#).

- **American Lung Association offers smoke-free housing online training**

Through funding from the Robert Wood Johnson Foundation, the Smokefree at Home Project has enabled the American Lung Association to update and improve the Smokefree Policies in Multi-Unit Housing Steps for Success online training course. The online course was designed to help smokefree housing advocates, partners and property managers implement smokefree policies in multi-unit housing properties like apartments and condominiums. To view the course and learn more about smokefree housing, please register [here](#).

- **Want to learn more about quitline services in your state?**

1. [NAQC Quitline map](#) provides a profile for each state quitline with information on services offered and how to connect with the quitline.
2. [NAQC Annual Survey of State Quitlines](#) PowerPoint presentation will give you valuable information on state quitline budgets, services, utilization, demographics and outcomes.
3. What does a quitline do? [CDC has created videos](#) to illustrate what smokers can expect when calling a quitline and the support they can receive to quit smoking for good.

- **SCLC offerings**

SCLC is offering FREE Quit Now cards to help promote the national quitline service to smokers, family members, and providers. They provide an easy, fast, and effective way to refer smokers to the plethora of resources available to help smokers quit. In addition, a **tobacco-related webinar bundle lets you earn up to 13.5 credits of FREE CME/CEU** with code **HUD20**. Topics include engaging health professionals around cessation, state and community approaches to tobacco control, quitlines, behavioral health, cessation efforts in public housing community health centers, smokeless tobacco, online interventions for cessation, pharmacotherapy and tobacco harm reduction. It's online learning at your own pace. [Click here for more information and to register for a collection](#).



- **CDC's Tips from Former Smokers campaign releases new impact data**

The Centers for Disease Control's Office on Smoking and Health has released [new data](#) showing the effectiveness of its [Tips from Former Smokers campaign](#) from 2012-2018. Featuring the photos and stories of real people, these TV and print ads, posters, and flyers are proven to help people attempt to quit smoking. Among the findings:

- In each campaign, there was an immediate, sustained, and dramatic spike in calls to 1-800-QUIT-NOW and in visits to the campaign website.
- During 2012–2018, CDC estimates that more than 16.4 million people who smoke have attempted to quit and approximately 1 million have quit for good because of the *Tips* campaign.

