

# SMOKEFREE HOMES INFO PACK

GUIDANCE FOR HOUSING ASSOCIATIONS AND LANDLORDS



# ABOUT

We know that 81% of the adult population in Wales are non-smokers and smokers are now in the minority. Most already smoke outside their home, however, some don't. Smokefree homes will **protect your tenants and maintenance staff from second-hand smoke**, reduce the danger of **fires** and **reduce cleaning and redecorating costs**. That's not to mention all the **money saved** from quitting smoking.

The home is the number one place where children are most likely to be exposed to second-hand smoke. **We know that 22% of children aged 10-11 are living in households where at least one parent smokes**. Exposure to second-hand smoke in the home not only impacts families but their pets too.

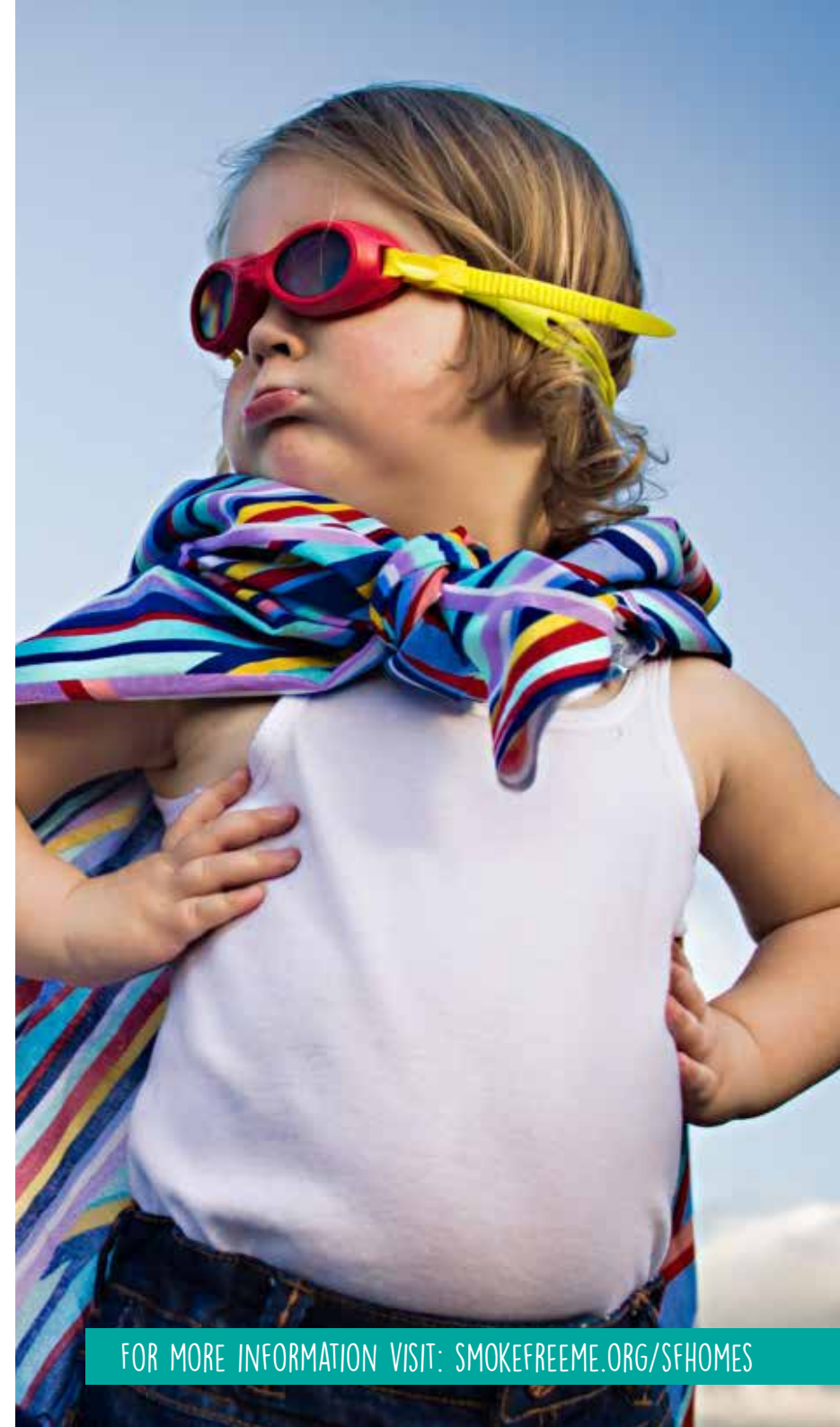
Second-hand smoke is responsible for

- 1% of all deaths worldwide
- 300,000 UK GP consultations every year
- 9,500 UK hospital admissions
- 1 out of 5 of every sudden infant deaths (SIDS)

It's been 10 years since the smoking ban in enclosed public places came into force across Wales. 83% of the Welsh population support this law, including 55% of smokers. **Public support for smokefree spaces is high**, and evidence shows people are becoming less and less tolerant of exposure to second-hand smoke.

Our campaign aims to **reduce exposure to second-hand smoke** through positive action, **promoting healthy lifestyles** with housing associations. We want to **support smokers to quit or take their smoking outside the home**.

This guide is filled with advice and information for you to **highlight and share with your tenants**.



FOR MORE INFORMATION VISIT: [SMOKEFREE.ORG/SFHOMES](https://smokefree.org/sfhomes)

# THE NEW YORK APPROACH

In November 2016, the Obama administration announced new regulations to ban smoking in all public housing developments nationwide by 2018. Smoking will not be permitted inside and within 25 ft of any buildings.

The new regulations protect millions of low-income tenants from the effects of second-hand smoke. **The biggest impact will be through the New York City Housing Authority (NYCHA).** NYCHA is the largest & oldest public housing authority in the US with more than **400,000 tenants in over 178,000 apartments.**

Prior to the implementation of this policy, NYCHA **conducted a survey among residents** to determine attitudes towards smokefree housing. They found:

- 86% of their residents are non-smokers
- 70% of them did not allow smoking in their home
- 53% had smelled cigarette smoke in their home
- **71 % would prefer to live in a building where smoking was not permitted anywhere**

In addition to the survey they **recruited resident 'Community Champions'** to deliver advice and support to fellow residents and set up cessation sessions for those looking to quit smoking.

They also instigated a **voluntary pledge** for residents to sign and provided incentives such as energy saving bulbs, raffle tickets and gift cards. **The voluntary pledge saw an 85% sign up.**

They did not adopt a hard-line policy, rather choosing to make it about choice and **encouraging smokefree housing for all, in a non-confrontational way.**



FOR MORE INFORMATION VISIT: [SMOKEFREEME.ORG/SFHOMES](http://SMOKEFREEME.ORG/SFHOMES)

# WHY A SMOKEFREE HOME?

## 80% OF CIGARETTE SMOKE IS INVISIBLE

Even after a cigarette is stubbed out, the invisible poisons can stay around for up to 5 hours. Cigarette smoke is made up of particles which are smaller than household dust so it moves easily from room to room.

### CHILDREN

Children are much more vulnerable to second-hand smoke than adults. They have small airways and breathe faster, their lungs and immune systems are still developing. This means they're more at risk of coughs, colds, ear problems, chest infections, wheezing, asthma, breathlessness and poor lung function. **It is estimated that in the UK around 2 million children are regularly exposed to second-hand smoke in the home.**



### PETS

Our pets have small lungs just like children. Smoke clings to their fur and they clean themselves by licking, so when someone smokes around them, they're licking and ingesting the smoke particles. **Second-paw smoke can cause breathing problems, asthmatic-like symptoms and cancer.**



# THIRD-HAND SMOKE

## AFFECTING MAINTENANCE STAFF AND DECORATING COSTS

Third-hand smoke is the tobacco residue left behind after smoking which builds up on surfaces and furnishings. Researchers have found homes of former smokers remained polluted with third-hand smoke for up to 6 months.

This lingering tobacco residue has significant health risks. Young children are particularly vulnerable to third-hand smoke because they can ingest tobacco residue by putting their hands in their mouths after touching contaminated surfaces, such as furniture and toys.



# SMOKE DRIFT

## AFFECTING THE NEIGHBOURS

‘Smoke drift’ is the name for indirect second-hand smoke exposure from other people’s homes. Low-levels of exposure through smoke drift may cause irritation to the eyes and lungs, nausea and headaches as well as creating an unpleasant smell in neighbouring properties. Few people realise what a serious problem indirect smoke drift can be.



# FIRE RISK

In the UK, someone dies from a fire caused by a cigarette every 3 days. In Wales, **109 fires were caused by smoking materials** (2014/15). A recent report shows cigarette fires cause more fatalities than any other source.

Despite only accounting for less than 10% of accidental fires in dwellings, smoking materials were the source of ignition in over a third of fatalities.



# FINANCIAL COSTS

The price of tobacco products goes up year on year. Taxes on tobacco products are guaranteed to rise in line with or above inflation, this puts enormous pressure on low-income families who smoke. Use this as a guide to discuss the cost of smoking with your tenants who are struggling financially.

Over a year

**2 A DAY FOR A YEAR WILL COST**

**£292**

This could be put towards essentials, bills, rent, car costs.

**5 A DAY FOR A YEAR WILL COST**

**£730**

Treat of a new TV or household appliance?

**10 A DAY FOR A YEAR WILL COST**

**£1460**

Holiday? New car? This amount could be saved towards luxuries.

**20 A DAY FOR A YEAR WILL COST**

**£2920**

That equates to around 20% of a £16,000 income.

Week

**20 A DAY FOR A WEEK WILL COST**

**£56**

Month

**20 A DAY FOR A MONTH WILL COST**

**£243**

One pack every weekend

**20 PACK EVERY WEEKEND FOR A YEAR**

**£448**

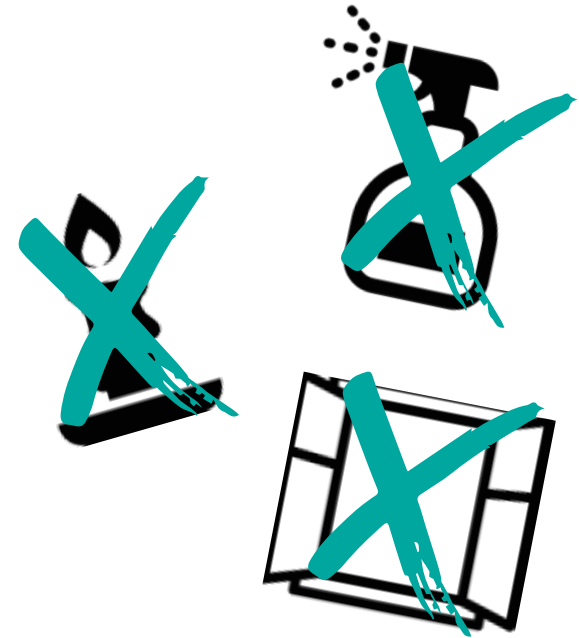
# MISCONCEPTIONS

People often think that they can remove the risk from second-hand smoke exposure by:

- Opening windows or doors
- Not smoking in front of children
- Smoking in one room
- Smoking under an extractor fan in the home
- Using air purifiers, fresheners or candles

**NOT  
TRUE**

The truth is, none of these work! Your tenant should be told there are **no safe levels of exposure to second-hand smoke**. 80% of cigarette smoke is invisible and the only way to completely reduce exposure to second-hand smoke is by smoking outside the home and closing the door.



# THE BENEFITS OF A SMOKEFREE HOME



At £8-10 a pack, **quitting smoking can save a lot of money**. It can also save the **housing association** money in terms of **redecorating and maintenance costs**.



Children will take **less trips to the doctor** for eye, ear and chest problems and are **less likely to develop asthma**.



**Pets will be healthier, no longer irritated** by second-paw smoke, saving on vet bills.



There's **less risk of a house fire** and the house will no longer smell of cigarettes!



**Promoting health and well-being** within housing, creating **healthier communities across Wales**.

# HOW TO SUPPORT TENANTS WITH SMOKEFREE HOMES

## QUIT SMOKING SUPPORT



### HELP ME QUIT

Quitting smoking can be tricky but there's [lots of free help available to support your tenant become completely smokefree](#). Help Me Quit is a new, free NHS service in Wales. They will direct your tenants to the most appropriate service for them, whether that's telephone support, one-to-one or group meetings or the local pharmacy.

Phone: 0800 085 2219 - Visit: [helpmequit.wales](http://helpmequit.wales) - Text: HMQ to 80818

## TIPS AND ADVICE TO GIVE TO YOUR TENANT



Set a date to make your home smokefree. Have a small family get together on the date you have chosen to celebrate.



Tell family and friends and ask them for support. Highlight that you are not asking them to stop smoking but to smoke outside when they visit.



Get rid of any ashtrays in the house. If you have outside space keep one out there.



Text visitors in advance, especially if they're used to lighting up in your house. Let them know they will have to smoke outside.



Get the kids to design no smoking signs for the house as a reminder that it's a smokefree place



Write a list of things to distract you, or a list of reasons why your home is smokefree. Look at this when a craving strikes.



# HOW TO SUPPORT TENANTS TO TAKE IT OUTSIDE

## WITH OUTSIDE SPACE



In case of rain, leave an umbrella or jacket by the door.



Ask a friend or neighbour to mind the kids while you pop out. Or make sure they are safe indoors before stepping outside.



Create a comfy space outside. Keep an ashtray and don't drop the butts.



Close any windows and doors near where you smoke to ensure smoke doesn't seep through.

## WITHOUT OUTSIDE SPACE



Use nicotine spray, gum, patches, lozenges or e-cigs to get you through the day, when you're indoors.



Take different opportunities to smoke such as when you're taking the rubbish out or walking to the shops.



Is there a safe area outside where the children can play while the parent has a cigarette?

# ADVICE AND SUPPORT TO QUIT SMOKING

## HELP ME QUIT

TAILORED ADVICE & SUPPORT  
ON THE BEST WAY TO QUIT!



**0800 085 2219**



**TEXT HMQ TO 80818**



**HELPMEQUIT.WALES**



UNDER 25? CHAT TO  
THE FILTER ONLINE



**@THEFILTERWALES**



**THEFILTERWALES.ORG**



Smokefree Me  
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**QUICK AND EASY  
ONLINE CHAT SUPPORT**



**/SMOKEFREEMEWALES**



**SMOKEFREEME.ORG**

FOR MORE INFORMATION VISIT: [SMOKEFREEME.ORG/SFHOMES](https://smokefree.me.org/sfhomes)

# ADDITIONAL RESOURCES

## WE CAN PROVIDE TAILORED:

- POSTERS
- LEAFLETS
- STICKERS
- SOCIAL MEDIA GRAPHICS
- SIGNAGE
- TEMPLATE POLICIES
- TENANT SURVEYS
- LETTERS TO RESIDENTS
- PLEDGE/RESIDENT PACKS
- FACT SHEETS



FOR ANY OF THESE RESOURCES OR FOR FURTHER INFORMATION CONTACT US:



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Action on Smoking and Health (ASH) Wales Cymru is a registered charity (1120834)

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