

# SMOKEFREE HOMES INFO PACK

Guidance for Housing Associations and Landlords



# THE CAMPAIGN

The home is the number one place where children are most likely to be exposed to dangerous second-hand smoke. We know that **22% of children aged 10-11 are living in households** where at least **one parent smokes in the home**. It's estimated that in the UK around **2 million children** are regularly exposed to **second-hand smoke in the home**.

Second-hand smoke is responsible for 1% of all deaths worldwide, 300,000 UK GP consultations every year, 9,500 UK hospital admissions and 1 out of 5 of every sudden infant deaths. (SIDS). **Children are particularly vulnerable** to the effects of second-hand smoke but so are **pregnant women** and those with **pre-existing heart or respiratory illnesses**.

Exposure to second-hand smoke in the home not only **impacts humans but their pets too**. It has been associated with oral cancer and lymphoma in cats, lung and nasal cancer in dogs.

There is a lack of knowledge on the effect smoking has in the home and the specific health risks for adults, children and pets - particularly in disadvantaged areas across Wales. We're working with housing associations across Wales to raise awareness of the impact smoking indoors has on children and pets whilst supporting smokers to quit or take smoking outside their home.

Smokefree homes will protect your tenants from second-hand smoke, reduce the danger of fires, reduce maintenance, cleaning and redecorating costs. **This guide is filled with advice and information for you to highlight and share with your tenants.**



# 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: [ash.wales](http://ash.wales)

# WHY A SMOKEFREE HOME?

## 80% OF CIGARETTE SMOKE IS INVISIBLE

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

## CHILDREN

Children are more vulnerable to second-hand smoke. They have small airways and breathe faster; their lungs and immune systems are still developing. They are more at risk of coughs, colds, ear problems, chest infections, wheezing, asthma, breathlessness and poorer lung function.

In the UK, second-hand smoke causes over 300,000 children's visits to the doctor every year and accounts for around 40 cot deaths every year. 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 like children. Smoke clings to their fur and they clean themselves by licking. When someone smokes around them, they lick the smoke particles on their fur.

Second-paw smoke in dogs it can cause breathing problems, asthmatic-like symptoms, lung or nasal cancer. In cats feline lymphoma, lung or nasal cancer. Fish can be unintentionally killed if their owner smokes in the home. Bunnies are more likely to have heart problems. It's also been associated with lung cancer in birds.

# 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). An English report shows that these fires caused more fatalities than any other source out of 191 fatalities 69 (36%) had smoking materials as the source of ignition.

Therefore 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 from accidental fires in dwellings.



# THIRD-HAND SMOKE

Third-hand smoke consists of tobacco residue from cigarettes, cigars, and other tobacco products that is left behind after smoking and builds up on surfaces and furnishings. Researchers have found that homes of former smokers remained polluted with third hand smoke for up to 6 months after the residents quit smoking.

This lingering tobacco residue has significant health risks. People, especially children and hospitality industry workers, can have considerable exposure to it. Young children are particularly vulnerable to the effects of third-hand smoke because they can ingest tobacco residue by putting their hands in their mouths after touching contaminated surfaces.



# SMOKE DRIFT

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

# FINANCIAL COSTS

The price of tobacco products goes up year on year. The tobacco revenue for the UK Treasury is around £12.3bn. This amounts to 2% of total Government revenue. Taxes on tobacco products will rise in line with or above inflation. This puts enormous pressure on smoking low income families. 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 to 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

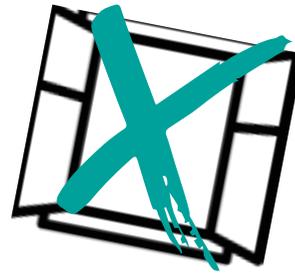
**20 PACK EVERY WEEKEND FOR A YEAR**

**£448**

# MISCONCEPTIONS

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

- Opening windows or doors
- Smoking less indoors
- Not smoking in front of children
- Smoking in one room
- Smoking under an extractor fan in the home
- Using air purifiers or fresheners
- Burning candles
- Smoking in a room when people aren't around.



There are **no safe levels of exposure to second-hand smoke**. Ventilation or smoking at the back door still leaves substantial amounts of smoke in the household air 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



Health problems are reduced for family, friends and pets.



Children will take less trips to the doctor for eye, ear and chest problems.



Children are less likely to develop asthma. Those with asthma will have better control of their condition.



Pets will be healthier, no longer irritated by tobacco smoke.



There's less risk of a house fire. House will no longer smell of cigarettes & you won't need to decorate as often either!

# CREATING A SMOKEFREE HOME - TOP TIPS

## Preparation



Set a date to make your home smokefree.



Tell family and friends, ask them for support.



Write a list of things to distract you when a craving strikes.



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



Create a comfy space outside. Keep an ashtray and maybe even a chair.

## Take it outside

Make sure children and pets are safe indoors. Then close any windows near where you smoke and close the door behind you.

Don't have any outdoor space? Take different opportunities to smoke such as when you're taking the rubbish out or walking to the shops.

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

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

## Ask guests to smoke outside too



First, text your visitors in advance, especially if they are used to lighting up in your house. Let them know your home is smokefree and they will have to smoke outside.

- If you don't have any space outdoors where you and visitors can smoke, advise them to smoke before they arrive or to bring nicotine patches, gum, lozenges to get them through.

# SIGN POSTING FOR FURTHER ADVICE AND SUPPORT

## Help Me Quit

Help Me Quit is a free NHS service in Wales. They offer one-to-one or group support.

Contact 0800 085 2219 or visit [helpmequit.wales](http://helpmequit.wales) to find out more.



## GP or Local Pharmacy

They will have all the answers, offer great support and give the right advice on nicotine replacement therapy (NRT) and e-cigs.

To find a list of local services across Wales visit: [wales.nhs.uk](http://wales.nhs.uk)

## Help Online

Choose Smokefree is an online community for those looking for more information or support to quit smoking in Wales.

People looking for advice and support on smokefree homes or advice on quitting can chat to one of our online advisers for free via Facebook: [facebook.com/smokefreemewales](https://www.facebook.com/smokefreemewales)



@ ASHWalesCymru



@ ChooseSmokefree



# 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)

For more information visit: [ash.wales](http://ash.wales)