



In the Beginning

What you may experience:

- Smokers complain.
- Resident champions offer enthusiastic support.

Recommended actions:

- Announce smoking cessation classes or other ways to support people who want to quit.
- Follow up on all complaints and don't ignore violations.

After 3-6 Months

What you may experience:

- Smokers no longer complain.
- Nonsmokers' vocal support and enthusiasm begins to wane.
- Things quiet down; there are regular violators; nonsmokers are quiet except when they complain about the smokers.
- Reasonable accommodation requests may be received from smokers interested in continuing to smoke in their units.

Recommended actions:

- Continue to communicate about the policy. Celebrate small successes in newsletter stories or other communications.
- Highlight stories of residents who changed their smoking behavior or quit.
- Meet with residents who resist complying with the policy.
- Enforce the policy fairly, uniformly, and with compassion.
- Announce smoking cessation classes or other ways to support people who want to quit.
- Address every request for reasonable accommodation according to your policies. Smoking is not a protected behavior.

After 6-12 Months

What you may experience:

- Resident complaints make enforcement feel challenging.
- Enforcement process is put to the test. Although housing providers do not like the idea of pursuing an eviction, at this point there may be a resident with multiple violations. Remember that presenting a solid eviction case depends on evidence that a fair and consistent multi-step enforcement process was followed.



Recommended actions:

- Management and staff need to talk about staying focused, and to be diligent and consistent in enforcement. Remind staff that this is a culture change that takes adaptation; there is no quick solution.
- Continue to schedule and attend resident meetings to build support for the policy. Ask residents for help with peer-to-peer encouragement.
- Announce smoking cessation classes or other ways to support people who want to quit.

First-Year Anniversary

What you may experience:

- A subculture of healthier living led by staff and resident champions encourages compliance.
- News about issued violations gets around; residents realize the consequences are real and seek help with behavior modification if they are worried about being able to comply.

Recommended actions:

- Host a celebration event to mark each anniversary of being a smoke-free building.
- Announce smoking cessation classes or other ways to support people who want to quit.
- Conduct a survey about the smoke-free policy to determine:
 - Are residents happy with the policy?
 - Is the policy being followed?
 - For smoking residents, have they quit smoking or decreased the number of cigarettes they smoke since implementation of the policy?
 - For non-smoking residents, has unwanted exposure to secondhand smoke decreased since implementation of the policy?
 - Have residents detected any health improvements as a result of the policy?
- Try to calculate the cost savings from unit turnovers and consider using a percentage of the savings in a visible manner that will directly benefit residents, such as making improvements to common areas based on resident suggestions.

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