



GetHealthyWashoe.com



A Smoke-Free Apartment Certification Pilot Program in Washoe County

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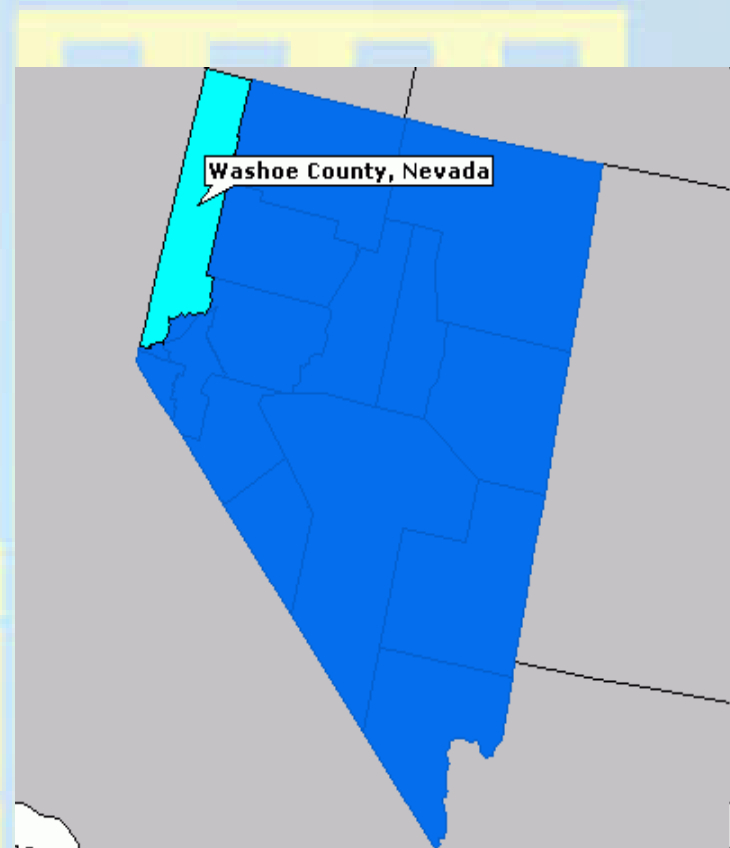
Overview

- The issue of drifting tobacco smoke in Washoe County apartment buildings.
- Smoke-Free Apartment Certification Pilot program.



Washoe County

- Home to the city of Reno... 2nd largest city in Nevada.
- Known for our casinos, events (e.g., Hot August Nights, Reno Rodeo, Burning Man, etc.) and neighboring Lake Tahoe.



How it began...

- Complaints of drifting tobacco smoke in apartment buildings.
- Northern Nevada Apartment Association event outreach.
 - Survey member property managers re: current policies, and motivating factors to adopt a policy (decreased conflict, more marketable, decreased fire risk).
 - Requests for local tenant data.

Funding

- Received a CDC sub-grant from the State.
- Grant deliverables included volunteer smoke-free policies.
- Opportunity to collect data!!!
- Helped to fund the smoke-free apartment certification pilot program.



First steps

- Researched smoke-free multifamily housing best practices.
- Southern Nevada Health District
- Silver State Fair Housing Council
- Multifamily housing → apartments
- Northern Nevada Apartment Association (NNAA)



2009 tenant survey

- Purpose: Measure tenants' smoking behaviors, and demand for smoke-free apartments.
- Goodwin Simon Research
- Telephone survey of Washoe County adult tenants that are registered voters.



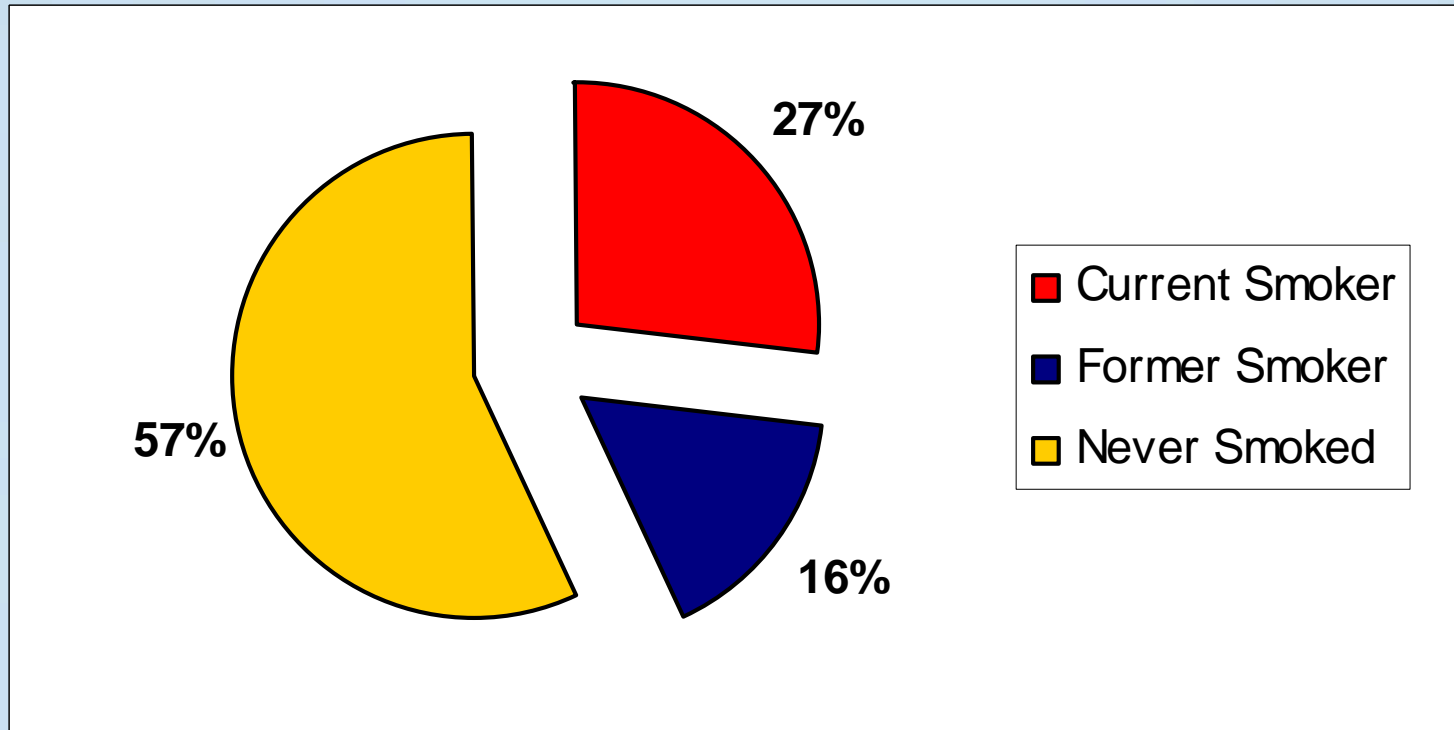
2009 tenant survey

- 302 interviews completed
 - 17% wireless phones
 - 5% conducted in Spanish
- Conducted between March 25 and April 6, 2009.
- Margin of error 5.6% at a 95% confidence level.

Tenant information

- Tend to live in large apartment complexes (mean of 16 buildings, and median of 10).
- More than half report a household annual income of less than \$35,000.
- 25% of respondents have 1 or more children (17 & under) living in the unit.
- Race – White (77%), Latino (13%)
- Age – fairly even distribution

Smoking behavior among tenants

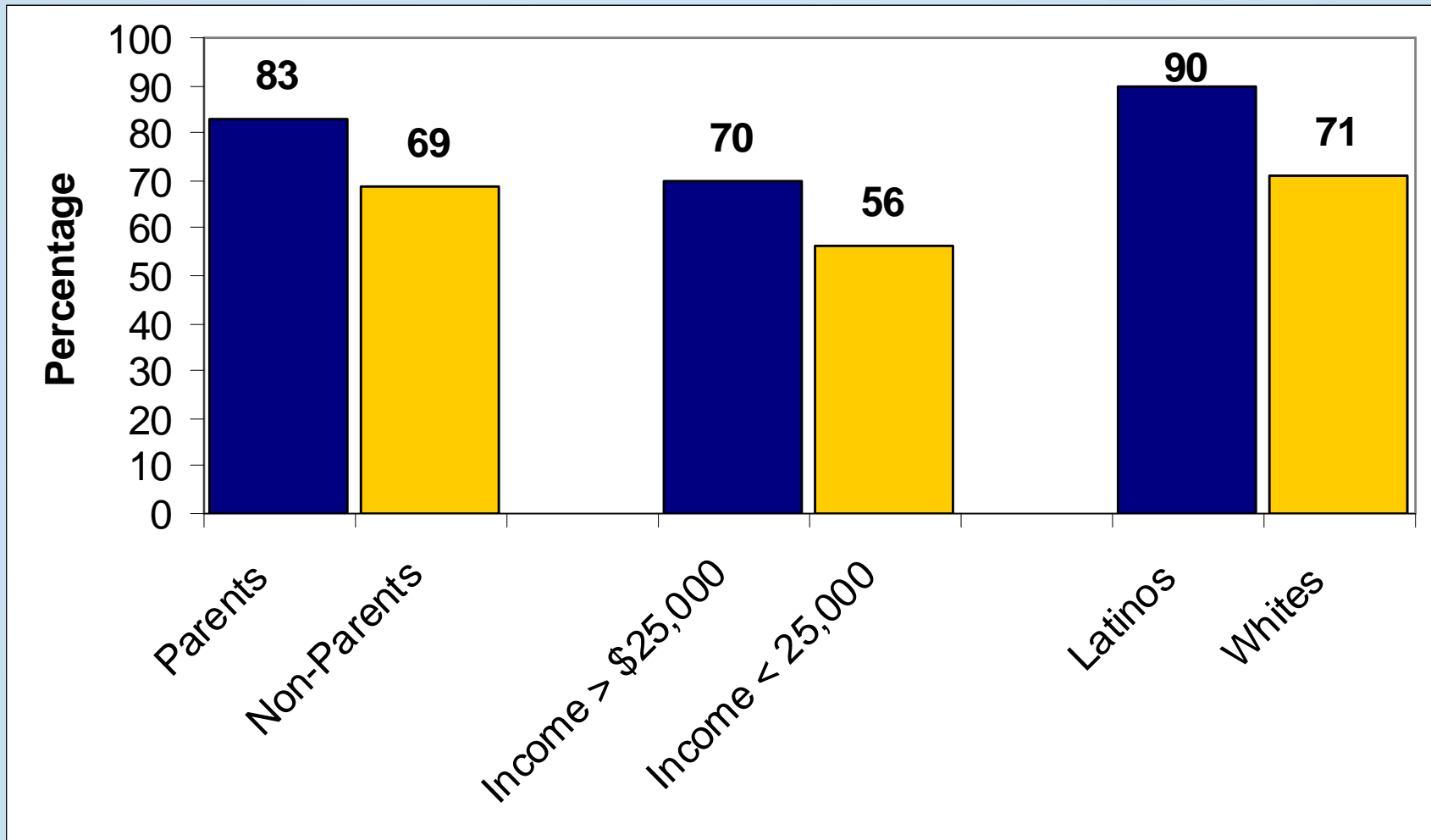


*Note: 81% of adults living in Washoe County do not smoke (Behavioral Risk Factor Surveillance System, 2008).

Tenants preferences

- **73%** of tenants would favor having SF buildings in their own apartment complex.
- **69%** would find the opportunity to live in a SF building appealing, if looking for a new apartment.
- **15%** of tenants that are smokers would prefer to live in a smoke-free building.

Comparing groups favoring smoke-free apartments



Other interesting data

- **71%** currently do not allow smoking in their home, compared with 82% of all Washoe County residents (Behavioral Risk Factor Surveillance System, 2006).
- **53%** have been bothered by secondhand smoke drifting into their apartments, or in indoor/outdoor common areas.
- **11%** have had a conflict or argument with a neighbor about secondhand smoke drifting into their apartment.

Consequences for violating policy



Smoke-free apartment certification pilot program

- A partnership between WCHD & NNAA.
- The NNAA recognizes that for members to stay viable in today's market, more smoke-free apartment options must be offered.
- Smoke-Free Apartment Certification program for properties adopting a smoke-free policy for 1 or more apartment buildings.

Incentives for pilot properties

- NNAA membership dues are waived for 1 year.
- Certification application fee are waived.
- Recognition at a NNAA luncheon.
- Recognition through NNAA newsletters.
- An advertisement in a local apartment listing guide (to be determined by participating properties).

Health District's role

WCHD provides:

- Educational materials
- Technical assistance
- List of certified properties at:

GetHealthyWashoe.com



Outcomes

- 2 properties have obtained certification:
 - Matley Apartments
 - Wolf Run Village Apartment
- Protecting ~ 150 Washoe County tenants.
- 13 other properties in the process of obtaining certification.
- Further evaluation of the pilot is needed.

Challenges

- Implementing a good policy takes time
- Fear of change
- Nevada culture



Challenges cont...

- Funding:
 - All MSA dollars going towards tobacco control activities were recently swept by the Nevada State Legislature.
 - Nevada puts no state dollars towards tobacco prevention/cessation programs.
- NNAA just lost their staff person, and member properties are experiencing financial hardship.

Opportunities

Moving towards state-wide efforts...

Certification fits into this!!!!

- NNAA possibly merging with Southern Nevada Multi-Housing Association.
- Nevada State received non-competitive ARRA monies; Southern Nevada Health District received competitive ARRA monies.
- WCHD staff will continue to be creative; still receives CDC funding.

If you'd like a copy of this presentation, a summary report of the Tenant data, or have any questions after this conference, contact Nicole at: nalberti@washoecounty.us

