



Smoke-Free NYCHA

July 17, 2018



SMOKE-FREE NYCHA



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NYCHA Health Initiatives manages partnerships and leads interagency efforts to connect residents to preventive health resources, create healthier indoor environments, and cultivate resident leadership in health.

The Center for Health Equity strengthens and amplifies the Health Department's work to eliminate health inequities, which are rooted in historical and contemporary injustices and discrimination, including racism.

Rationale for HUD Rule

Smoke-free public housing will:

- improve indoor air quality;
- benefit the health of public housing residents and staff;
- reduce the risk of fires; and
- lower overall maintenance costs.



SMOKE-FREE NYCHA



There is no safe level of exposure to secondhand smoke

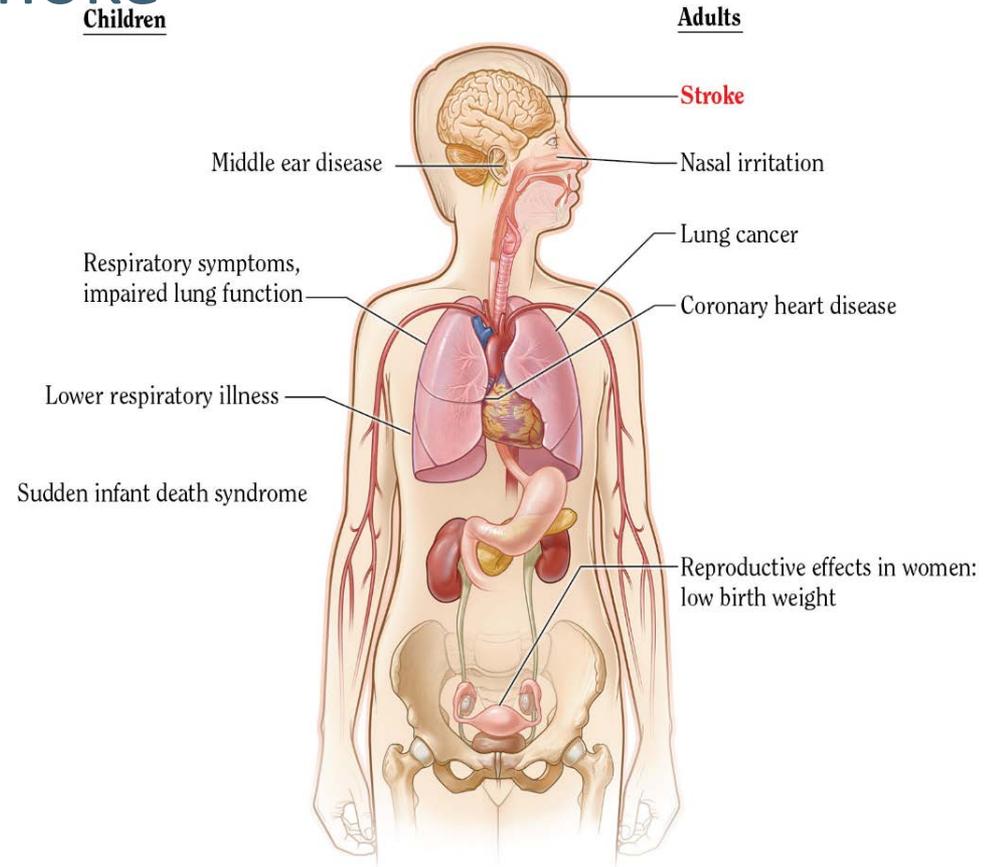
- **Secondhand smoke can cause:**

- heart disease
- stroke
- lung cancer
- other lung diseases

- **Children exposed to secondhand smoke can have higher risks of:**

- asthma attacks
- pneumonia
- ear infection
- Sudden Infant Death Syndrome (SIDS)

smoke
Children



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Goal: Healthier homes for public housing residents and healthier working environments for employees

1. Broad engagement of residents, staff, and partners
2. Grounded in expectation that change will be gradual
3. An important component to healthy and sustainable housing



SMOKE-FREE NYCHA



The Smoke-Free Policy takes effect July 30, 2018.

- NYCHA prohibits the smoking of tobacco products:
 - inside public housing apartments;
 - in all indoor common areas; and
 - within twenty-five (25) feet of public housing buildings.
- Smoking in these areas is a violation of the public housing lease.
- Prohibited tobacco products are any item that involves the ignition and burning of tobacco leaves.
 - Under local law, using e-cigarettes in indoor common areas is prohibited.
 - Local law does not prohibit the use of e-cigarettes in apartments.



SMOKE-FREE NYCHA



Amending Leases

1. Notice of the planned lease change was posted in each public housing development in January 2018.
2. A lease addendum was mailed to each household.
3. Residents can return signed lease addenda:
 - ▶ In person at Property Management office
 - ▶ Electronically
 - ▶ By mail



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Graduated Enforcement

- Staff & residents can report violations
- Property Management staff will begin an informal resolution process with:
 - One documented observation by NYCHA employee
 - Three recorded resident complaints to Property Management staff and/or three calls to the CCC
- During informal resolution meeting staff will provide educational materials and discuss the violation of the policy
- Property Management will initiate the formal resolution process if:
 - The household does not respond to the informal resolution meeting
 - The resident, guest, or other visitor violates the smoke-free policy



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Engaging Residents and Partners



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2017 Engagement Strategies

Community Meetings on Smoking & Health



Advisory Group on Smoking & Health



Community Health Worker Trainings



Activities at Family Days

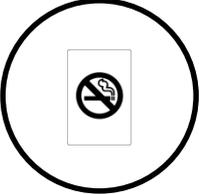
Total Reach: 1,557 Residents

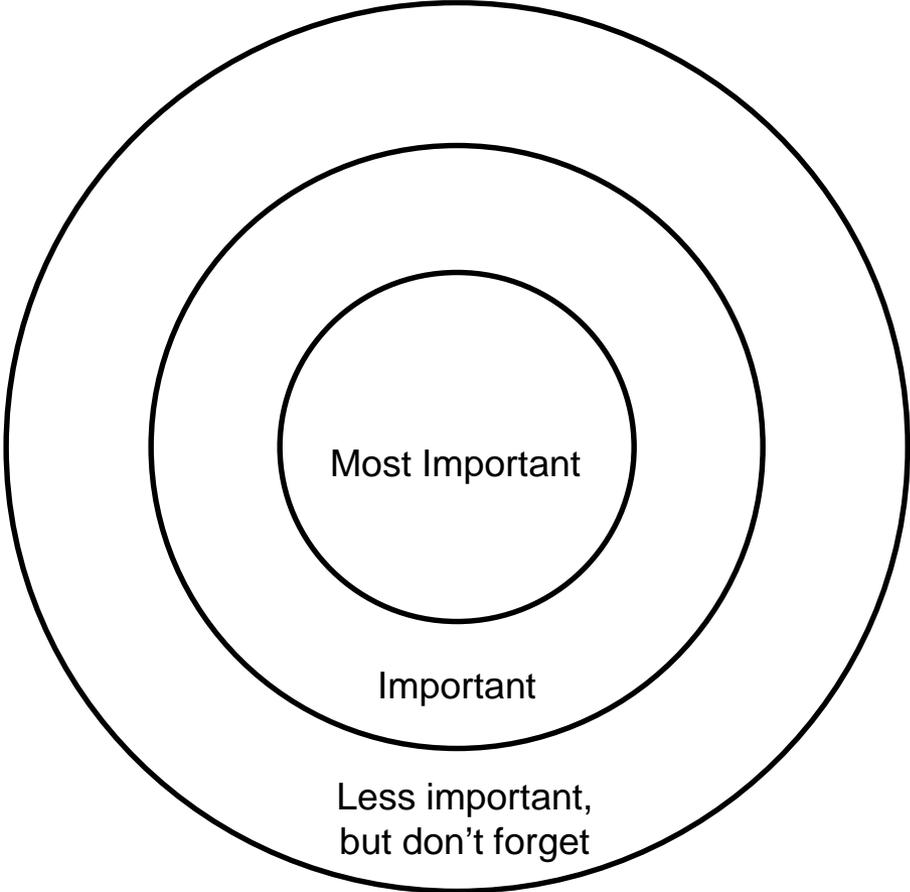


Smoke-Free NYCHA



Resident Priorities for NYCHA's Implementation

- 1**  Education
-  Signage
-  Help Managing Stress
- 2**  Support for People Trying To Quit Smoking
- 3**  Clear Consequences for people who break the rules
-  Something else?



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2018 Engagement Strategies

Smoke-Free
NYCHA
Community
Conversations



Apprentice
Program &
Door to Door
Outreach



Smoking
Cessation
Groups



Facebook
Live, Youth
Video Project,
SYEP
Training

Total Reach to Date: 20,300 Residents



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Promoting Dialogue about Going Smoke-Free



- What does community mean to you?
- Who is responsible for the health of your community
- What can residents do to help their neighbors take smoking outside?



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NYCHA Advisory Group on Smoking & Health



Resident Members

- Jacqueline Arroyo
- Melanie Aucello
- Monica Corbett
- Crystal Glover
- Mohammed Islam
- Linda Phillips
- Carrie Sealy
- Shirley Williams

Partner Members

- American Cancer Society
- Dr. Maida Galvez, Mt. Sinai
- Dr. Diana Hernandez, Mailman School of Public Health
- Office of Council Member Donovan Richards
- Kevin Schroth, NYC Health Department
- Dr. Donna Shelley, NYU
- Deidre Sully, NYC Smoke-Free
- Ashley Zanatta, Tobacco-Free SI



Smoke-Free NYCHA Guiding Principles for Implementation

From the Advisory Group on Smoking and Health
July 2018

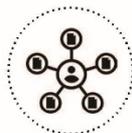


Vision

Smoke-Free NYCHA should improve the health of NYCHA residents by creating cleaner indoor air, expanding opportunities for resident leadership, and increasing access to resources to prevent smoking and to help people who want to quit.



Implementation should be grounded in a long-term commitment to improving the health of NYCHA residents, which is negatively impacted by secondhand smoke and other factors.



Implementation should be transparent, accountable, and inclusive of residents' feedback and guidance.



Implementation should be leveraged to support NYCHA resident engagement and leadership.



Implementation should be responsive to the needs and priorities of different communities and developments.

Activating Youth Messengers



SMOKE-FREE NYCHA



NYCHA Employee Engagement



- Trained 500+ Property Management leaders
- Featuring staff quit stories to promote ESCAPE Program



- Summer 2018 training for Property Managers, Assistant Managers, Superintendents, and Housing Assistants



SMOKE-FREE NYCHA



A NEW APP TO HELP YOU QUIT SMOKING



- Talk with your doctor – health insurance, including Medicaid, covers services to help you quit.
- Get a free starter kit of quit-smoking medications or talk to a quit coach.
 - ✓ nysmokefree.com
 - ✓ 1-866-NY-QUITS or 311
- Connect to other resources.
 - ✓ Visit nyc.gov and search “NYC Quits”
 - ✓ Download the new HelpMeQuit app

NYCHA IS GOING SMOKE-FREE

Smoke-free building policies protect everyone's health.

Starting July 30, 2018, smoking is not allowed in any indoor area (including apartments) and within 25 feet of NYCHA buildings.

Secondhand smoke is smoke that comes from burning tobacco products or that is exhaled by smokers. Secondhand smoke contains deadly chemicals and moves between apartments.

- Adult non-smokers exposed to secondhand smoke have higher risks of stroke, heart disease and lung cancer.
- Children exposed to secondhand smoke have higher risks of asthma attacks, Sudden Infant Death Syndrome (SIDS) and respiratory and ear infections.

For more information about Smoke-Free NYCHA visit on.nyc.gov/mycha-smoke-free.

Now is a good time to quit smoking!

-  **Talk to your doctor about your medication and counseling options.**
 - All health insurance, including Medicaid, covers services to help you quit.
-  **Get a free starter kit of quit-smoking medications or talk to a quit coach.**
 - Visit nysmokefree.com.
 - Call 1-866-NY-QUITS (1-866-697-8487) or 311.
-  **Connect to other resources.**
 - Visit nyc.gov and search “NYC Quits.”
 - Download the new NYC HelpMeQuit app from Apple or Google Play stores.



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What's Next for Smoke-Free NYCHA?

1. Training SYEP participants
2. Staff training
3. Policy takes effect July 30, 2018
4. New signage
5. Activating resident navigators and ambassadors

Stay connected to the web page for updates!
on.nyc.gov/nycha-smoke-free



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THANK YOU.

We look forward to continuing this discussion.

smoke-free@nycha.nyc.gov

on.nyc.gov/nycha-smoke-free



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