

Smoke Free Policies in Multi-Unit Housing

Descriptive Comparison of Landlords and Tenants





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Presenter Disclosures

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The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

“No relationships to disclose”



Cross-sectional Descriptive Studies

Purpose:

- Assess attitudes and practices (Landlords & Tenants) regarding smoke-free policies
- Assess market demand (Landlord & Tenants) for smoke-free multi-unit housing
- Inform **MOTAC** advocacy efforts directed at voluntary smoke-free policy changes

Landlord Survey

25 items

N = 392

Telephone and Mail

30% combined RR

Tenant Survey

32 items

N = 3900

Telephone only

51% RR





Definitions

Landlord

Owner or administrator/manager

Multi-unit housing tenant

Individuals living in rented homes, apartments, condominiums or townhouses in a building with at least two units, including duplexes and triplexes

Multi-unit property

6 or more units in same building
(Landlord Survey)

Buildings with >2 units (Tenant Survey)

100% Smoke Free (SF)

Smoking not allowed
anywhere in the building

Partial Smoke Free (SF)

Smoking allowed in some
places of the building, but not
in others

No Smoke Free policy

Smoking allowed anywhere in
the building



LANDLORD SURVEY: **Practices**

Only 16% of properties were totally SF

Most (58%) implemented SF policy *effective immediately* and *within last 3 years*

Most (68%) notified tenants about policy change in *writing (letter and/or renewal lease)*

Most (74%) reported *no difficulty* with SF policy enforcement

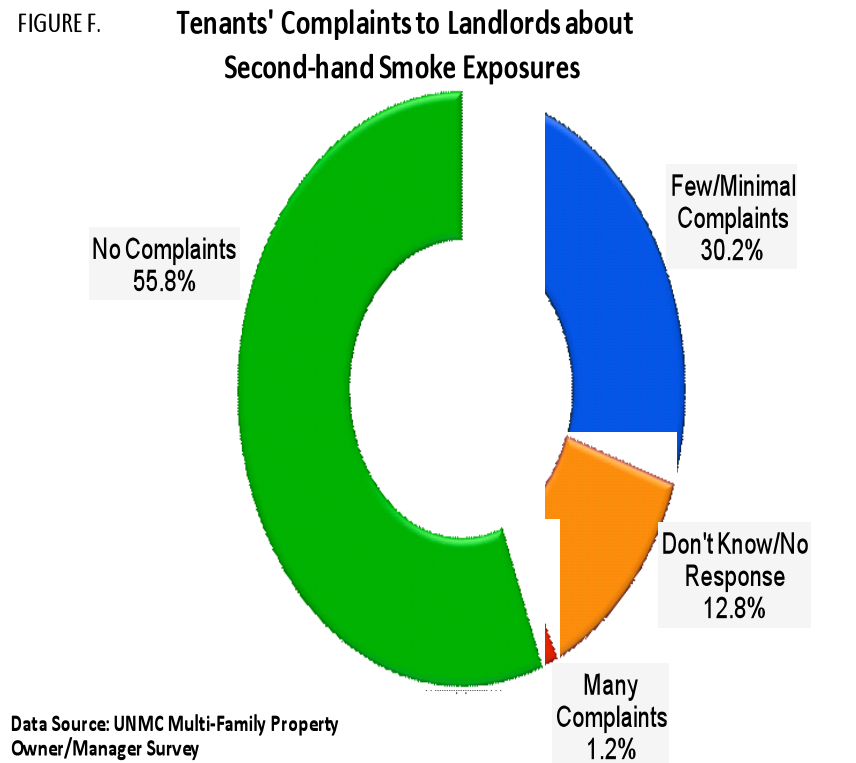
- 48% give warnings
- 16% evict





LANDLORD SURVEY: **Attitudes**

Of the 74% without a SF policy, most landlords (86%) reported *no to few/minimal complaints* from tenants





LANDLORD SURVEY: **Attitudes** **REAL EFFECTS OF SF POLICY IMPLEMENTATION**



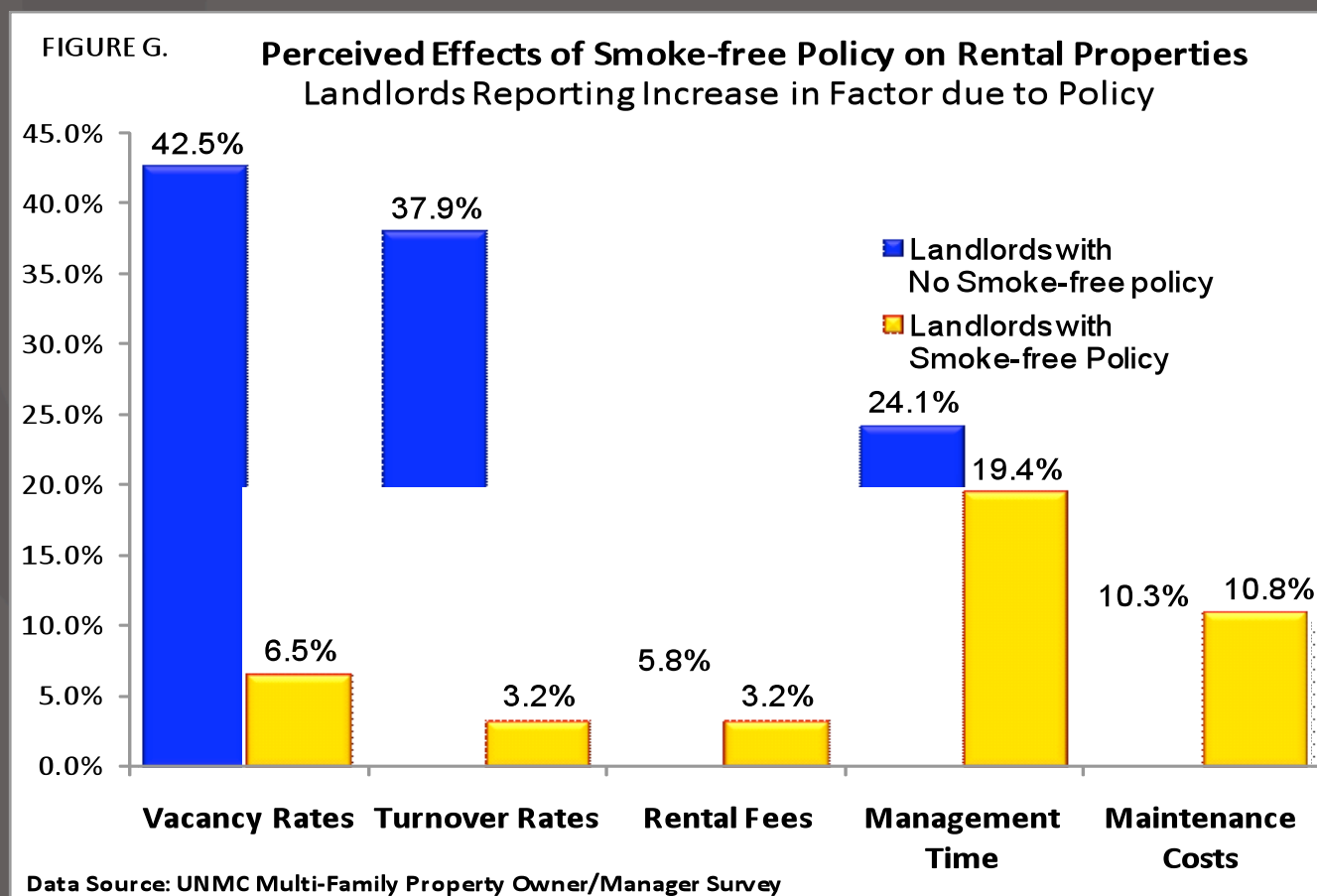
	Increased	No Effect	Decreased	DK/NR
Vacancy Rates	6.5%	80.7%	-0-	12.9%
Turnover Rates	3.3%	80.7%	6.5%	9.7%
Rental Fees	3.3%	87.1%	-0-	9.7%
Management Time	19.4%	67.7%	3.2%	9.7%
Maintenance Costs	10.8%	32.3%	48.4%	16.1%



LANDLORD SURVEY: Attitudes

Significant Differences* between Real and Expected Effects of SF Policy

*p < 0.001 for Vacancy and Turnover Rates





TENANT SURVEY: Practices

Only 31% lived in totally SF buildings

Most (53%) said the SF policy was *strictly enforced*

17% said they *did not* have the legal right to insist on SF policy enforcement



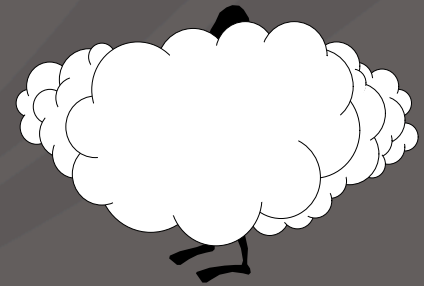


TENANT SURVEY: Attitude & Practices

69% lived in smoky buildings

18% said they had considered moving to a totally SF building

31% said they would *pay up to \$50/month more* to live in a totally SF building



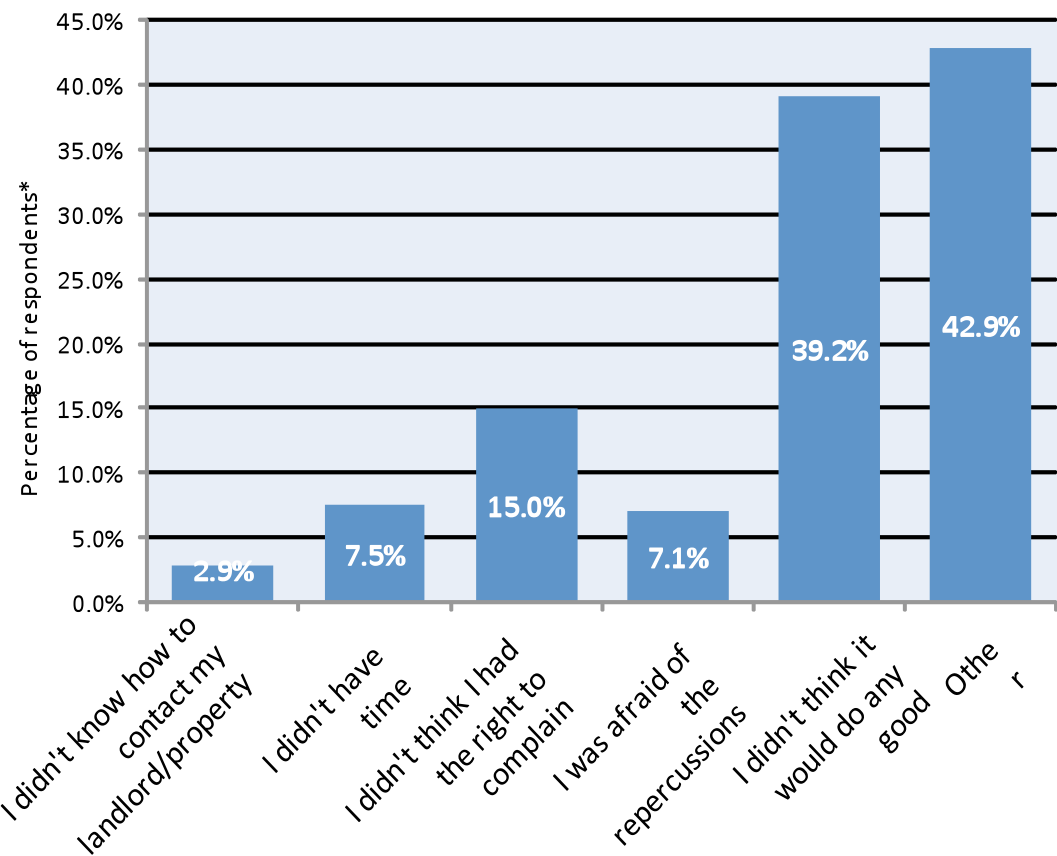


Tenant Survey

22% had been bothered by secondhand smoke inside their current building

Only 30% had complained to the landlord

Reasons Tenants Did Not Complain



*Respondents could choose more than one



Tenant Survey: **ATTITUDES**

86% said a totally SF policy would be beneficial

- Improved health (66%)
- Improved air quality (55%)
- Cleanliness (52%)
- Safety (46%)



40% said they were likely to choose a totally SF building in the future

46% said that they would be very likely to use the **MOTAC** website to locate a SF rental building when they moved



Themes for Voluntary Policy Change





The Economic Case for Smoke Free

Education and Social Marketing to Landlords

- Confronting fears with facts
- Advancing tenant interest and preferences





Market Demand

Coalition Consultation to Landlords

- Advantages of Smoke-Free Advertising
- Messaging to the Target Market
- Venues to reach the Target Market





Policy Enforcement

Landlord to Landlord Consultation & Education

- Fears versus facts
- Legal rights and lease agreements

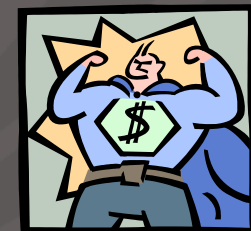




Tenant Empowerment

Social Marketing and Education

- Tenant Rights
- Enforcement
- The Power of Speaking Up





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