



## Session 202

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## Implementing Change

- Implementing a major portfolio-wide policy change
- Our Goal:
  - Reach 100% of the tenants
  - Engage tenants and get feedback – good or bad
  - Promote voluntary tenant buy-in and sign up
  - Multiple Methods of delivering the same message



## Education is Key:

- Multiple Methods
  - Partnerships with community supporters
  - Phone Survey
  - In service Presentations
  - Building Signage
  - Information letter
  - Press release (TV & Print)
  - Update mail-outs



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## Community Partnerships



### Fresh Air, Inside and Out

81  
clients received  
counseling in 2013  
about smoke-free  
living.

60  
total smoke-free  
units in 2013: 18 in  
Apex and 42 in  
Trenton.



Many communities in Ontario and Canada have adopted policies and bylaws creating smoke-free public places, both because there is no safe level of exposure to second-hand smoke (SHS) and because exposure can lead to a variety of health problems. As smoke-free places have become the norm, the demand for more smoke-free environments is on the rise. Many people have also decided to make their own homes smoke-free to further reduce their exposure to SHS.

Ontarians are protected from second-hand smoke in virtually all enclosed workplaces and public places. Yet many remain unwittingly exposed in their own homes. People living in multi-unit dwellings—residential units that share a wall, ceiling or floor with another residential unit—can now make their units smoke-free.

Smoke-free housing is not about denying smokers a place to live, or forcing people to quit smoking. It's about making sure that those people who don't want to be exposed to SHS in their homes won't have to be.

Staff from the Porcupine Health Unit met with Caledonia District Social Services Administration Board (CDSAB) at their request in January 2013 to discuss smoke-free housing. We were asked to provide resources and support following complaints from community housing residents about second-hand smoke entering their units. CDSAB then worked towards a policy with the goal of making all municipally owned and operated community housing units 100% smoke-free. CDSAB completed a telephone survey of their residents and informed them of the upcoming change in their housing agreements. As a result, all lease agreements as of April 1, 2013, for units owned and operated by CDSAB, state that tenants and their guests are not permitted to smoke or hold or tobacco in the residential unit including any balconies or patios. Residents who signed lease prior to April 1, 2013, were grandfathered, meaning they do not have to abide by the smoke-free policy unless they transfer to a new unit and therefore sign a new lease.

For 2014, CDSAB has reported that they will implement the policy at their family/holiday units, putting it in effect in over 1,200 units across the district, of which, in early 2014, about 50-250 were already smoke-free. CDSAB reports there has been lots of support and interest in smoke-free housing by both new and existing tenants.

From left to right: Cheryl Brown and Linda Baker of the Caledonia District Social Services Administration Board, with Public Health Nurse Melba Newbold inside a municipal residence recently "gone smoke-free."



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## Contact & Engage

Tenant Name

Tenant Phone No

Status

Would you be interested in living in a building that is partially or completely smoke-free, including inside the units?  
Serez-vous intéressés à vivre dans un bâtiment qui est partiellement ou entièrement sans-fumée, y compris à l'intérieur des appartements? ☐

Are you, or someone who lives in your unit a smoker?  
Êtes-vous, ou quelqu'un qui vit dans votre appartement, fumeur? ☒

Do you currently allow smoking inside your unit?  
Permettez-vous le fumage dans votre appartement? ☐

If you are a smoker: would you be interested in participating in a program to help you quit?  
Si vous êtes un fumeur: seriez-vous intéressé à participer à un programme pour vous aider à cesser de fumer? ☐

Would you be interested in signing a new lease to make your unit smoke-free?  
Serez-vous intéressé à signer un nouveau contrat de location pour rendre votre appartement sans-fumée? ☐

Comments:



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## Outcomes

### •Two stage process: two separate surveys

- Multi-unit buildings
- Scattered units

MULTI-UNIT BUILDINGS		SCATTERED UNITS
467	Total Units	243
60%	% Participation	36%
0.5%	% Declined to Answer	0%
39%	No Answer	48%
0%	% Unable to Contact*	16%



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# Report

## Summary: As at July 31/14

Location	Total units	Grandfathered	Attrition	Voluntary	Smoke Free Units	%
<b>Totals</b>	<b>841</b>	<b>628</b>	<b>84</b>	<b>129</b>	<b>213</b>	<b>25%</b>
Kenneth Crescent	50	43	2	5	7	14%
450 Shirley	40	29	4	7	11	28%
67 & 77 Mountjoy	93	59	9	25	34	37%
255 Lee	15	12	2	1	3	20%
620 Park	12	7	2	3	5	42%
33 Sterling	61	50	8	3	11	18%
646 Bartleman	51	42	5	4	9	18%
58 Lakeview	60	35	4	21	25	42%
615 College	51	44	4	3	7	14%
217 Pine	103	80	7	16	23	22%
491 Melrose	42	26	4	12	16	38%
Family - Scattered	97	72	10	15	25	26%
Family - Sterling	66	39	13	14	27	41%
Family - Moosonee	72	67	5	0	5	7%
Niska	28	23	5	0	5	18%

