



## Smoke-Free Multi-Unit Housing Complexes in Madera County Final Evaluation Report 2014 – 2017

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MADERA COUNTY DEPARTMENT OF PUBLIC HEALTH

MADERA COUNTY TOBACCO CONTROL PROGRAM

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## ***ABSTRACT***

As with other rural counties, Madera County's adult smoking prevalence rates are higher than that of California adults, at 16.4% as compared to 12.7%. Over half of Madera County residents are renters, with an estimated 11.8% residing in multi-unit housing (MUH) complexes. Secondhand smoke (SHS) can drift to adjacent units, patios, and balconies, and from common outdoor areas into non-smokers' apartment units. Over half of Madera County residents are renters, with an estimated 11.8% residing in multi-unit housing (MUH) complexes. In an effort to reduce exposure to SHS, the Madera County Tobacco Control Program worked to get the Madera City Council to adopt and implement a policy designating 100% smoke-free privately multi-unit housing (MUH) including balconies, patios, and common areas in the City of Madera.

The project had been working on a smoke-free MUH objective since 2014. In this conservative rural community, the City of Madera policymakers are concerned with economic development and are hesitant to adopt policies that restrict economic development. In 2014 – 2017, community education and key informant interviews with policymakers were conducted to explore potential champions and challenges to moving the policy forward. Public opinion surveys demonstrated support for the policy and media activity records gauged public response to the issue. Observation surveys documented the extent of smoking in MUH complexes. Public support for 100% smoke-free MUH was strong, with 95.5% of respondents in support of the policy.

In spite of demonstrated support, the Madera City Council did not support the 100% smoke-free MUH policy. Policymakers agreed that SHS exposure can cause adverse health consequences, however they did not consider this a health and safety issue. Also, strong resistance from the housing and realtor associations swayed policymakers against the policy. Arguments against the policy focused on the potential economic implications and legal challenges. These barriers contributed to the lack of support for the 100% smoke-free MUH policy in the City of Madera.

# Smoke-Free Multi-Unit Housing Complexes

## Final Evaluation Report

Final Evaluation Report 2014 - 2017

### **AIM AND OUTCOME**

The Madera County Tobacco Control Program sought to reduce exposure to environmental tobacco smoke in privately owned multi-unit housing complexes and set the following objective:

*By June 30, 2017, the Madera City Council will adopt and implement a policy designating 100% smoke-free multiunit housing (including balconies, patios, and common areas) in the City of Madera.*

By the end of the 2014-2017 scope of work period, the objective was not met. The City of Madera Council did not adopt a policy designating 100% smoke-free privately owned MUH complexes (including balconies, patios, and common areas) in the City of Madera.

### **BACKGROUND**

The City of Madera is located in the Central Valley region in California. An estimated total 65,474<sup>1</sup> people reside in Madera. The racial/ethnic distribution consists of 16.9% White alone (not Hispanic/Latino), 76.7% Latino/Hispanic, 3.4% African-American, 3.1% American/Native American, 2.3% Asian/Pacific Islander, 4.4% two or more, and 0.01% Other. The primary language spoken is English; however, 46.6% of the residents speak a language other than English at home, as compared to 43.9% statewide. Madera County residents are relatively young as compared to that of California, at 33.8 years of age to 36.0 years, respectively. Fewer Madera County residents (20 years and older) have earned a Bachelor's degree or higher (12.2%) as compared to California (31.7%).

As with other rural counties, Madera County's adult smoking prevalence rates are higher than that of California adults, at 16.4% as compared to 12.7%.<sup>2</sup> Secondhand smoke (SHS) can drift to adjacent units, patios, and balconies, and from common outdoor areas into non-smokers' apartment units. Also, SHS can drift into accompanying apartments through open windows, open doors, electric outlets, and shared ventilation systems. Exposure to SHS can have immediate adverse health consequences for children and adults, including asthma, respiratory problems, and allergies.<sup>3,4</sup> Over half of Madera County residents are renters, with an estimated 11.8% residing in multi-unit housing (MUH) complexes.<sup>1</sup>

Housing quality standards stipulate that "the dwelling must be free of pollutants in the air at levels that threaten the health of the occupants." Federal regulations identify "dangerous levels of air pollution" as carbon monoxide, sewer gas, fuel gas, dust, and other harmful pollutants. However, exposure to SHS and third-hand smoke (THS) has not been specifically addressed in the federal regulations for an acceptable interior air quality pollutant. As a result, many children, families, and the elderly experience exposure to SHS.

Currently, the U.S. Department of Housing and Urban Development (HUD) "encourages" public housing authorities and owners/agent of subsidized or market rate MUH to adopt smoke-free policies.<sup>5</sup> To date, only the Housing Authority of the City of Madera (HACM) has adopted a 100% smoke-free policy in all units and on the premises (effective January 1, 2014). However, implementation and compliance with the voluntary policy is an on-going issue in HACM complexes. With increased smoking rates, reducing SHS exposure to MUH complex residents in the City of Madera is a priority.

The Madera County TCP (MCTCP) had not addressed the issue of smoke-free MUH complexes in previous work plans. The 2013 Communities of Excellence (CX) needs assessment participants rated smoke-free MUH complexes (Indicator 2.2.13) as a low priority for the 2014-2017 work plan. However, the Madera County Community Transformation Grant had successfully passed a 100% smoke-free MUH policy with the HACM complexes. The MCTCP provided HACM complexes with technical support, including cessation classes and education. During the plan negotiations, the California Tobacco Control Program suggested that the MCTCP "piggyback" on these efforts with a focus on privately owned MUH complexes. Furthermore, the HACM Board is comprised of the Madera City Council members, who had adopted the 100% smoke-free policy for public housing in the City of Madera. Therefore, there was a positive political environment to support the successful adoption of a policy for privately owned MUH complexes in the City of Madera. During the 2015 -2016 plan revision, the program objective was changed to address smoke-free privately owned MUH complexes.

## ***EVALUATION METHODS AND DESIGN***

The evaluation plan incorporated both formative and outcome data to assess the smoke-free MUH objective. Formative data informed the intervention activities throughout the process. Outcome data measured the adoption and implementation of the policy designating 100% smoke-free multiunit housing (including balconies, patios, and common areas) in the City of Madera. The evaluation design for this objective used a non-experimental design (post-test only), with no comparison group included. Table 1 displays the process and outcome measures used to assess the program's efforts.

The outcome for this objective was the adoption and implementation of a 100% smoke-free MUH policy, including balconies, patios, and common areas. The adoption outcome was measured by documentation of an adopted policy by the Madera City Council. To determine the policy implementation, MUH complex lease agreements were used to verify that a provision was written into the agreements that the housing (including balconies, patios, and common areas) were smoke-free.

Process data were collected from four evaluation activities. In year 1, key informant interviews of policy makers, MUH owners and managers, and potential residents focused on identify potential support and challenges in obtaining the policy. A public opinion poll survey was conducted to gauge community support for the MUH policy objective. A baseline observation survey of HACM complexes documented the extent of tobacco use prior to a policy adoption. In year 3, a post-observation survey documented implementation of the policy. To ensure data quality, our evaluator trained program staff on the data collection protocol and instruments. Throughout the three years, an on-going media record was used to determine media effectiveness for delivering/disseminating the message, accuracy, and neutrality of facts, and to gauge the level of public support for the policy adoption.

These evaluation activities provided information on the extent of smoking in MUH complexes, public and policymaker opinions on smoke-free MUH complexes, as well as media coverage related to MUH issues. Table 1 shows the key process and outcome evaluation activities for the objective.

## Limitations

The major limitations of this design were: 1) the lack of a comparison group to assess the intervention's effect; 2) the use of a convenience sample for the public intercept survey and key informant interviews may not be represent the views of the broader Madera County residents and policy makers.

## **IMPLEMENTATION AND RESULTS**

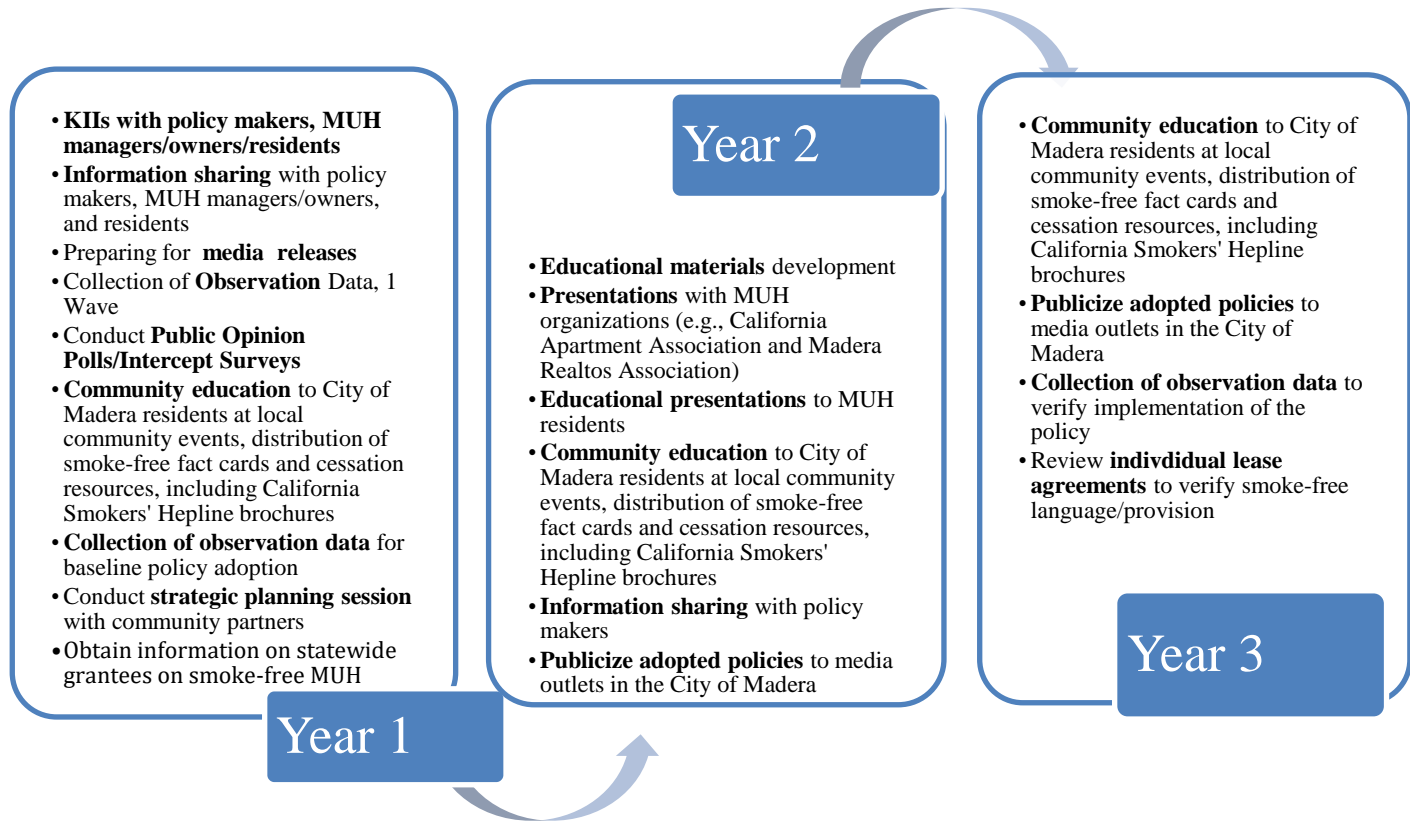
The implementation and evaluation activities were designed to guide the program's policy adoption efforts in the City of Madera. Figure 1 shows the sequence of activities that moved the process forward, the timing of activities, and strategies used. The intervention activities focused on privately owned multi-unit housing complexes in the City of Madera. The Madera City Council were identified as key policy makers who have the authority to adopt and implement a policy to designate 100% smoke-free MUH (including balconies, patios, and common areas). A total of 33 MUH complexes were identified in the City of Madera. The MCTCP used seven intervention activities to support the objective, including coordination/collaboration activities, community education activities, educational materials development, behavior modification materials, policy activities, training and technical assistance activities, and earned media. The first phase of the intervention focused on the development of educational materials and information packets for distribution to MUH owners/managers, City of Madera Council Members, and community residents. To lay the groundwork, key informant interviews and public opinion poll results were used to gauge residents' and policy makers' perceptions of the issue, as well as, to determine potential support and challenges for the adoption process. The second phase of the intervention focused on implementation of the adopted policy. MUH complex lease agreements verified that a smoke-free provision had been written into the agreements. Figure 1 shows an overview of the project activity timeline.

**Table 1. Key Process and Outcome Evaluation Activities**

<b>Evaluation Activity</b>	<b>Purpose</b>	<b>Sample</b>	<b>Instrument Source</b>	<b>Analysis Method</b>	<b>Timing/Waves</b>
<b>Process</b>					
<b>Key Informant Interview</b>	To gauge knowledge of SHS/THS in MUH, gauge support for the policy, and how to address opposition and challenges to policy adoption	Policy makers, MUH managers/owners, MUH residents	Evaluation Consultant, Program Staff	Content Analysis	Year 1, 1 Wave
<b>Public Opinion Survey/Opinion Poll</b>	To determine public support for the policy adoption and implementation.	City of Madera residents and MUH residents	Evaluation Consultant, Program Staff	Descriptive statistics and statistical analysis	Year 1, 1 Wave
<b>Media Activity Record</b>	To determine media effectiveness for delivering/disseminating the message, accuracy, and neutrality of facts, and to gauge the level of public support for the policy adoption.	City of Madera residents, MUH managers/owners, and policy makers	Evaluation Consultant	Content Analysis	Years 1 – 3, Biyearly
<b>Observation Survey</b>	To assess tenant compliance with the legislated smoke-free MUH policies.	City of Madera MUH complexes	Program Staff, Evaluation Consultant	Descriptive statistics	Year 1, 1 Wave Year 3, 2 Wave
<b>Outcome</b>					
<b>Individual Unit Lease Agreement Survey</b>	To determine the policy implementation with lease agreements that have a provision written into the agreements that the housing unit (including balconies and patios) will be smoke-free.	MUH residents, managers and owners	Evaluation Consultant, Program Staff	Content Analysis	Year 3, 1 Wave



**Figure 1.** Key Intervention and Evaluation Activities in Chronological Order



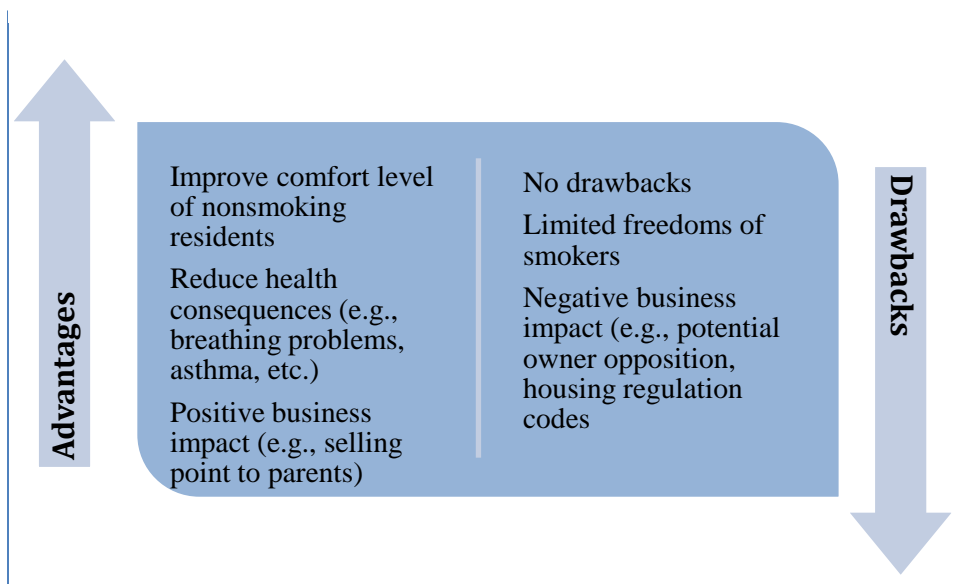
### ***Approaching City Council and MUH Managers/Owners/Residents***

Early in the cycle, the program staff laid groundwork for achieving the objective. November and December 2014, the local program evaluator interviewed a mix of two Madera City Council members, three MUH owners/managers, and one potential resident to explore their views on 100% smoke-free MUH units and complexes. The Madera City Council serve as the HACM Board of Commissioners so it was plausible that they would want all housing to be smoke-free or at least believe them to be smoke-free.

The interviews focused on their knowledge of SHS and THS in MUH units and complexes, ways to increase support for the policy adoption, and how to address opposition and challenges to policy adoption. (A copy of the Key Informant Interview instrument is available in Appendix A.)

Overall, the participants were supportive of a policy designating 100% smoke-free MUH complexes (including balconies, patios, and common areas) but not as a city policy. The participants were aware that cigarette smoke particulates become embedded in walls, carpets, and other surfaces. Furthermore, exposure to SHS and THS can cause negative breathing difficulties, especially for children. However, policymakers and MUH complex owners and managers felt that owners should be the ones to make the decision to adopt a 100% smoke-free policy. Informants express a range of advantages and drawbacks to the concept of 100% smoke-free MUH complexes. (Figure 2)

Figure 2. Key informants have mixed feelings about smoke-free MUH policies



While there were definite benefits, some potential drawbacks to a policy were identified, including the restriction of smokers' freedoms, resistance from owners, and potential changes to building codes. MUH owner/managers expressed concerns about the potential impact a city policy would have on the housing regulation codes.

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*“Potentially a council could have complaints from apartment owners and developers. Potentially accommodations would have to be made.”*

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*“My buildings are grandfathered in under previous building codes, and a policy could force changes to our buildings.”*

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The interviews yielded useful information on policymakers' perceptions on a 100% smoke-free MUH policy. City council informants noted that, as policymakers, the city does approve policies in areas of housing density. Policymakers felt a policy was a good idea, but should be a voluntary action by owners. The information supported the development of educational materials that strategically targeted policy makers, MUH owners and managers, and residents. Policymaker educational packets contained information to address concerns about community economic development, local jurisdictions' role in smoke-free MUH housing, and sample policies. Educational packets were developed for MUH owners and managers that addressed the concerns about the legal and economic benefits of a 100% MUH smoke-free policy, including balconies, patios, and common areas. In addition, Spanish and English resident educational packets were developed with information on the health effects of SHS and THS in MUH complexes and available cessation services.

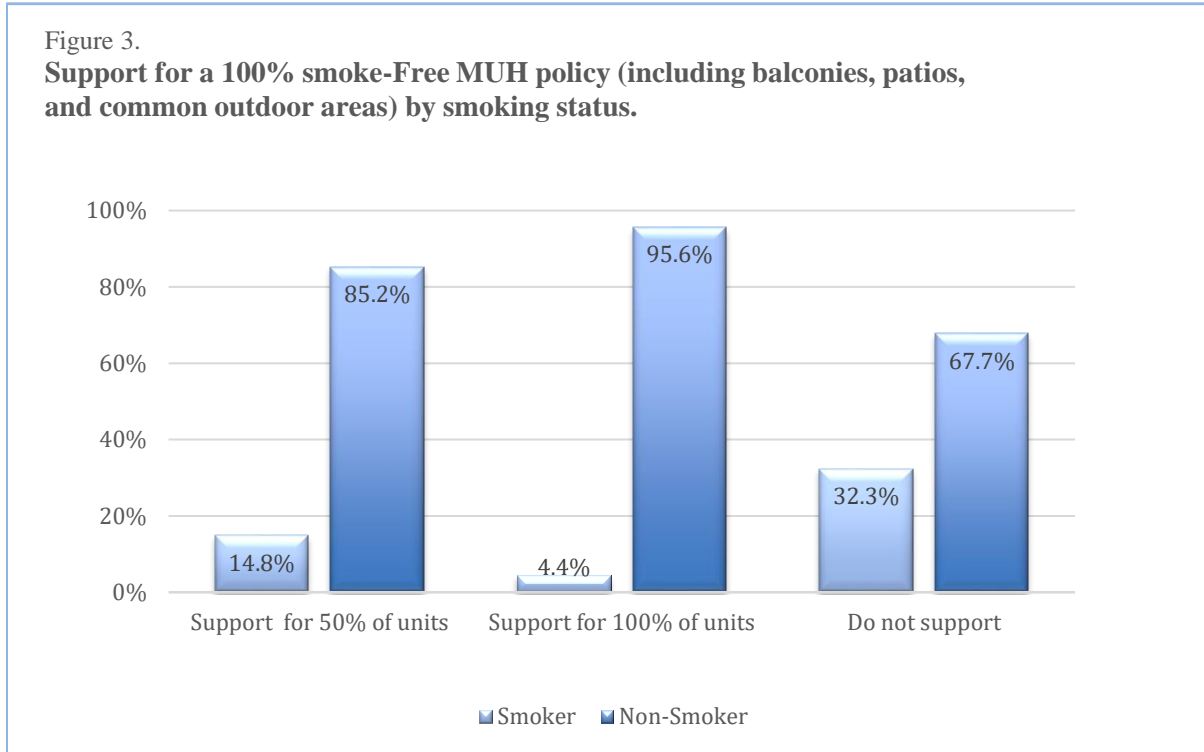
In May 2015, the MCTCP staff presented smoke-free MUH information and the benefits of a policy designating 100% smoke-free MUH (including balconies, patios, and common areas) to the Executive Director of the California Apartment Association of the Greater Fresno Area. Based on this meeting, the program staff was invited to make a presentation at the California Apartment Associations' October luncheon on the benefits of going smoke-free. Program staff distributed educational materials to MUH managers and owners that highlighted SHS and THS in apartment complexes, as well as sample policy and lease agreements. The program had hoped that support from MUH owners and managers could be used to persuade policymakers to adopt a smoke-free policy for the city of Madera.

The following year, program staff met with the Madera Realtors' Association President to discuss the 100% smoke-free MUH policy. In October 2016, they presented local realtors with the benefits of the smoke-free MUH policy and distributed educational packets at the Madera Realtors' Association luncheon. Two unexpected benefits emerged from these activities, including a participant for the CX needs assessment, and the Association's President became a Madera Tobacco Control Coalition member.

## ***Public Opinion***

The MCTCP conducted a public opinion survey to explore public and resident support for 100% smoke-free MUH complexes. Between December 2014 – June 2015, program staff collected 304 surveys at local MUH community events throughout the City of Madera. The instrument assessed participant demographics (i.e., gender and age), smoking status, exposure to SHS, and support for or opposition to the adoption of a policy designating 100% smoke-free MUH (including balconies, patios, and common outdoor areas). A copy of the final survey instrument is available in Appendix A. Nearly two-thirds (63.2%) of the respondents resided in apartment complexes. A total of 129 (63.9%) of the respondents indicated that they did not smoke and 186 (61.2%) reported that they had children under 18 years living with them. Figure 3 shows the community support from a convenience sample of 304 survey participants. While there was strong support for a policy, an overwhelming 95.5% of the respondents supported a 100% smoke-free MUH policy that includes balconies, patios, and common areas. Program staff include the survey results in the educational materials distributed to key decision makers and MUH owners and managers. These findings were used to demonstrate to city council members

and MUH owners and managers that the public and residents strongly supported 100% smoke-free complexes.

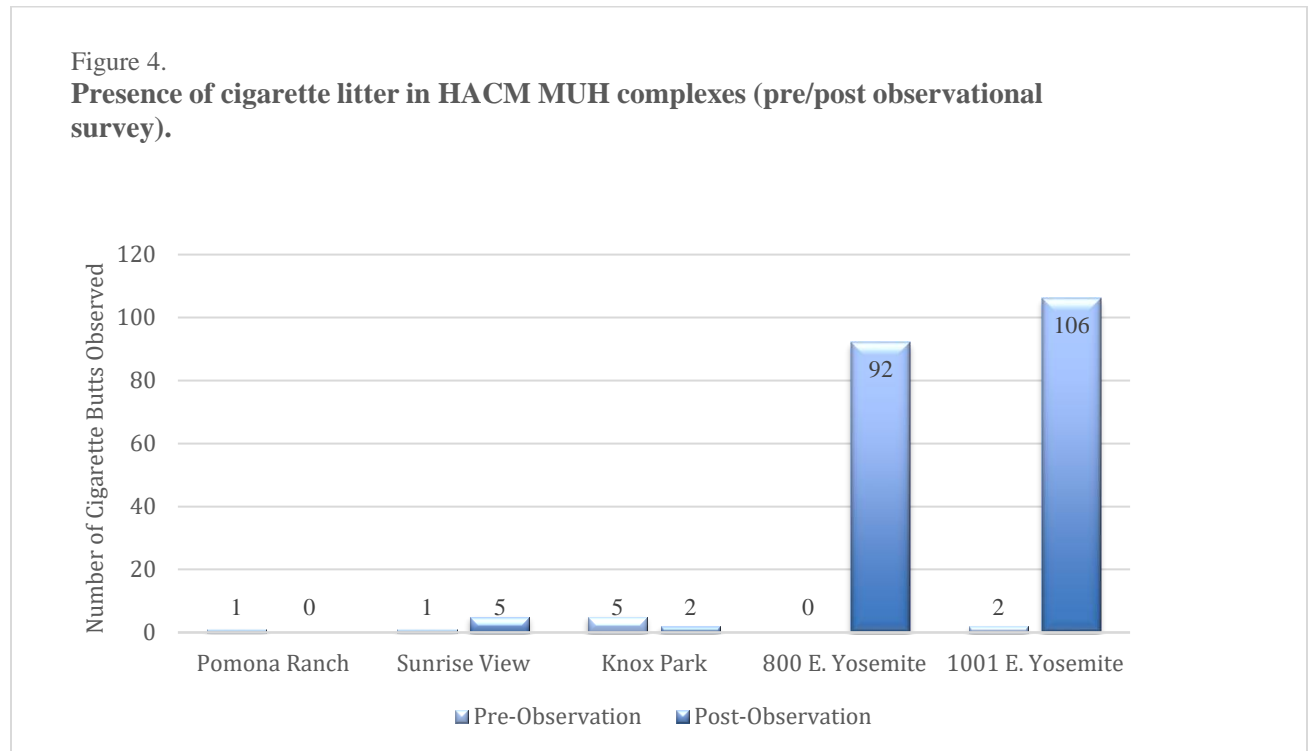


### ***Multi-Unit Housing Observations***

In June 2015, MCTCP staff conducted a pre-intervention observational survey of five HACM MUH complexes in the city of Madera, including the Pomona Ranch, Sunrise View Apartments, Knox Park Apartments, 800 E. Yosemite Apartments, and 1001 E. Yosemite Apartments. The HACM complexes were targeted for the observations since the Board of Commissioners had passed a smoke-free policy for public housing. The purpose of the observational survey was to set a baseline estimate of smoking in the targeted MUH complexes. The presence of cigarette litter and “no smoking” signage was recorded, and pictures were taken to document the presence of cigarette litter. In May 2017, a post-intervention observation survey was conducted at the same MUH complexes to assess implementation of the adopted policy. This observation provided an accurate picture of compliance with the 100% smoke-free policy in HACM MUH complexes. The final “Tobacco-Related Litter and Signage Observation Survey” assessed the presence of “designated smoking areas, smoking policy, posted signage, observed smoking, and the presence of tobacco-related litter. A copy of the observation instrument is available in Appendix A.

Implementation of the 100% smoke-free HACM MUH policy was a focus of the project objective. All of the complexes had posted "No Smoking" signage at the pre-observation survey.

During the pre-observation survey, no individuals were observed smoking in common areas, including outside of the apartments, parking lots, sidewalks, or children’s play areas. However, the smell of smoking coming from a unit was detected at the 800 E. Yosemite complex. (Figure 4)



The post-observation survey documented the implementation of the HACM MUH smoke-free policy. There was a dramatic increase in the presence of cigarette litter between the pre- and post-observation surveys in two of the targeted MUH complexes. In total, 92 cigarette butts were observed at the 800 E. Yosemite complex and 106 cigarette butts at the 1001 E. Yosemite complex. Also, one person was observed smoking at the 800 E. Yosemite complex, with the smell of smoke coming from two units. It was hoped that this trend would demonstrate a need for compliance with the 100% smoke-free HACM MUH policy, including patios, balconies, and common outdoor areas.

### **Local Media**

The MCTCP targeted local media outlets to promote the adoption of the 100% smoke-free MUH policy by the Madera City Council. Also, local media outlets (e.g., The Madera Tribune, Oakhurst Sierra Star, Madera Business Journal, etc.) were monitored for community opinions on the issue. Over the three-year period, the Madera Tribune published two editorials on MUH issues. The first editorial (May 13, 2017) highlighted the need for MUH owner/manager compliance with existing city housing ordinances. The editorial reinforced the reluctance of the Madera City Council to enforce existing housing ordinances with MUH owners and managers. The second editorial (June 24, 2017) discussed the adoption of a housing ordinance that expands

inspections to where there is cause to believe that rental apartments that do not meet health and safety codes, including visual appearance, tenant complaints, or neighbors' complaints. In January 2016, two press releases were prepared to announce the policy adoption. Unfortunately, the proposed policy was not passed by the City Council.

### ***Approaching Madera City Council***

In 2015, program staff met with two Housing Authority staff and two Madera City Council members to educate them on the harmful effects of SHS in MUH complexes and to advance the adoption of smoke-free MUH policies. Staff distributed educational packets and sample policies at these meetings. Also, these policymakers were invited to attend a Madera County Tobacco Coalition meeting in an attempt to advance the adoption and implementation of smoke-free MUH policies. As a result, one Housing Authority staff and one city council member attended a coalition meeting.

Early meetings with policy makers indicated that they were reluctant to adopt policies impacted the business environment in the City of Madera. In October 2015, program staff continued to meet with the policy makers (e.g., Mayor and other city council members) to address on-going tobacco-related issues in MUH complexes and the need for a policy to protect all rental residents. Educational packets were distributed, including informational fact sheets on SHS and THS exposure in MUH, public support for a smoke-free policy, and sample policies for 100% smoke-free MUH complexes. As a result of these meetings, one city council member joined the Madera Tobacco Coalition. Additionally, the program staff received contact information for the Madera Realtors Association.

Following the policymaker meetings, program staff attempted to move the objective forward for the adoption of a 100% smoke-free MUH policy in the City of Madera. Gaining access to and participation from apartment owners and managers proved challenging. At the same time, program staff received mixed messages from the Madera City Council members. In theory, there was support for the adoption and implementation of the proposed policy. As the HAMC Board of Commissioners, the Madera City Council adopted a 100% smoke-free policy for all public housing units. However, there was a sentiment that among policymakers that privately owned properties should be voluntarily adopted by owners and managers. Only two members indicated that it would be possible to pass smoke-free MUH policy, while the majority of city council members were ambivalent that the policies would gain traction or pass.

At that point, program staff engaged the Madera County Tobacco Coalition to strategize strategies to increase support from policy makers for the program objective. An on-going theme among policy makers is the need for a pro-economic environment in the city of Madera. This perspective weighed the interests of a "business friendly" community over that of tobacco prevention issues. Despite best efforts, the issue of 100% smoke-free MUH complexes lost momentum with city council members. As a result, the Madera City Council did not pass a policy for 100% smoke-free MUH (including balconies, patios, and common outdoor areas).

While disappointing, program staff continue to meet with city council members individually and present at city council meetings in an attempt to cultivate a positive working relationship with policy makers. Most recently, the Madera City Council addressed residents' concerns about

substandard housing that fail to meet the city's housing codes. A critical issue in the unanimous passing of a city housing ordinance was the economic impact of unaffordable housing and community blight on economic development. The encouraging theme was the need to improve living in the city of Madera to attract investors and improve the quality of housing.

### ***Sharing Results***

Program staff shared key findings with audiences throughout the process, including community presentations, informational fact sheets, educational outreach packets, and cessation service postcards. Also, Madera County Tobacco Coalition members were emailed a copy of this report which will be discussed at the September 2017 meeting.

## ***CONCLUSIONS AND RECOMMENDATIONS***

The MCTCP's goal of passing a 100% smoke-free MUH (including balconies, patios, and common outdoor areas) policy was not met. A key factor for not passing a policy was the lack of readiness of the city council to address privately owned MUH complexes. Despite efforts, a champion did not come forward to promote the objective with other policy makers. Furthermore, the Madera Realtors Association actively opposed all policies that threatened their economic interests. As a result, the policy was not introduced by the city council and was not passed.

A number of factors may have contributed to the way the objective outcome worked out the way it did. First, City Council is committed to increasing economic opportunities in the city. As a result, they have been hesitant to support initiatives that may be perceived as anti-business or negatively impacting local businesses. Second, Madera City Council plays an active role in the HAMC serving as the Board of Commissioners. While they voted to make public MUH complexes as 100% smoke-free, council members may have not wanted to be perceived as anti-business among the private sector owners and managers. Finally, the Madera Association of Realtors has not been supportive of policies that regulate the local housing industry. Attempts to pass policies that impose restrictions on landlords have been viewed as anti-business and economic development.

In a related situation, the Madera City Council unanimously passed a Housing Ordinance on June 7, 2017 to ensure that owners of rental properties are in compliance with existing housing codes, with a fee that covers the costs of annual inspections. Issues raised in support of this policy included: 1) the health and safety of City of Madera residents (e.g., exposure to rat infestations, unsafe living conditions, inadequate sanitation and plumbing, inadequate heating, etc.), 2) social disparities in housing conditions between the east and west sides of the city, and 3) economic blight that results with absent owners do not maintain their properties.

Presentations by the Madera Association of Realtors opposed the policy citing potential legal issues and penalizing all owners for the actions of the few not in compliance. For one council member, the key issue was giving a voice to those who did not have a voice – the children. It may be that there is a disconnection with SHS/THS as a health and safety issue that should be addressed. Also, level of readiness to address tobacco issues directly by City Council has been weighed against the interests of business development.

## **References**

<sup>1</sup> U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits, Consolidated Federal Funds Report.

<sup>2</sup> Healthy Stores for a Healthy Community: Madera County.  
<http://healthystoreshealthycommunity.com/counties/madera/#sres>

<sup>3</sup> American Lung Association in California, Center for Tobacco Policy and Organizing. October 2008. “Becoming a Policy Wonk on Nonsmoking Housing Units Ordinances: Answers to Tough Questions from Opponents and Elected Officials.” Accessed on May 24, 2011,  
[http://www.casmokefreehousing.org/documents/landlords\\_market\\_rate/Becoming%20a%20Policy%20Wonk%20on%20Nonsmoking%20Housing%20Units%20Ordinances.pdf](http://www.casmokefreehousing.org/documents/landlords_market_rate/Becoming%20a%20Policy%20Wonk%20on%20Nonsmoking%20Housing%20Units%20Ordinances.pdf)

<sup>4</sup> Wilson, K.M., Klein, J.D., Blumkin, A.K., Gottlieb, M., & Winickoff, J.P. December 13, 2010. *Pediatrics*. “Tobacco-Smoke Exposure in Children Who Live in Multiunit Housing.” DOI: 10.1542/peds.2010-2046

<sup>5</sup> DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT, Office of the Assistant Secretary for Public and Indian Housing. 24 CFR Parts 882, 887, 982, and 983 [Docket No. R-95-1628; FR-2294-F-02] RIN 2577-AB14. Section 8 Certificate and Voucher Programs Conforming Rule. AGENCY: Office of the Assistant Secretary for Public and Indian Housing, HUD. Subpart I--Dwelling Unit: Housing Quality Standards, Subsidy Standards, Inspection, and Maintenance. Sec. 982.401 Housing quality standards (HQS).(a)



## HIGHLIGHTS



### Report Highlights

June 2017

In order to reduce exposure to second- and third-hand smoke, the Madera County Tobacco Control Program worked on getting the Madera City Council to adopt and implement a policy designating 100% smoke-free multi-unit housing (including balconies, patios, and common areas) in the City of Madera by June 30, 2017.

#### SIGNIFICANT DATA POINTS

- Over half of Madera County residents are renters, with an estimated 11.8% residing in multi-unit housing (MUH) complexes.
- Secondhand smoke can drift to adjacent units, patios, and balconies, and from common outdoor areas into non-smokers' apartment units through open windows, open doors, electric outlets, and shared ventilation
- Exposure to secondhand smoke can have immediate adverse health consequences for children and adults, including asthma, respiratory problems, and allergies.

#### Key Findings

- Exposure to secondhand smoke is a problem in multi-unit housing complexes in the City of Madera.
- 63% of City of Madera multi-unit housing residents surveyed do not smoke and 61.2% have children under 18 years living with them.
- 95.5% of City of Madera multi-unit housing residents surveyed supported a 100% smoke-free MUH policy that includes balconies, patios, and common areas.

#### Call to Action

- Clean and healthy multi-unit housing units attract family and businesses to the City of Madera.
- Smoke-free multi-unit housing creates healthy living conditions, especially for children and families.
- Let your apartment owner or manager know that you want your complex to be 100% smoke-free.
- Tell your realtor that you want a rental property that is 100% smoke-free.

**APPENDIX A**  
**Sample Evaluation Instruments**

# Madera County Public Health Department

## TOBACCO PREVENTION PROGRAM SMOKE-FREE MULTI-UNIT HOUSING KEY OPINION LEADER INTERVIEW (1-E-2)

Date and Time of Interview: \_\_\_\_\_

Key Opinion Leader Interviewed: \_\_\_\_\_

Key Opinion Leader Position: \_\_\_\_\_

### **Multi-Unit Tenant Associations, Housing Owners, Managers:**

1. How long have you managed/operated housing complexes?
2. How many apartment/housing units do you currently manage?
3. How many (or percentage) of your tenants would you estimate are families with children?
4. Are you aware of any tenant(s) who smoke residing your apartment/housing units?
5. Have they ever had to clean/remediate an apartment unit after a smoker has left the unit?  
About how much work had to be done and what was the cost?]

### **Developers and City Council Members:**

1. How long have you been in your current position/business operation?
2. What is the impact of multi-unit housing on your [position/business]?

### **All Key Informant Interviewees:**

1. In your opinion, what types of breathing difficulties and/or illnesses do you think can be caused by being around someone who smokes?
2. Are you aware that Second-hand Smoke is now identified as a “toxic air contaminant”?
3. In your opinion, what are the benefits of having a smoke-free policy [ordinance] to designating 100% of individual units (including balconies and patios) in multi-unit housing complexes as entirely smoke-free?
4. What drawbacks do you think there would be for a smoke-free policy [ordinance] designating 100% of individual units (including balconies and patios) in multi-unit housing complexes as entirely smoke-free?

5. What do you think will be the challenges/barriers would possibly be faced in the adoption of a smoke-free policy [ordinance] designating 100% of individual units (including balconies and patios) in multi-unit housing complexes as entirely smoke-free

Your time and opinions have been very valuable to us! Thank you.

This was made possible by funds received from the Tobacco Tax Health Protection Act of 1988-Proposition 99, through the California Department of Health Services Tobacco Control Section, Contract #13-20.

County of Madera – Department of Public Health

Tobacco Control & Prevention Program

**MEDIA RECORD REVIEW FORM**

Activity 1-E-3

<b>AGENCY:</b>		<b>SITE CODE:</b>	
<b>JURISDICTION and JURISDICTION CODE:</b>		<b>LOCAL MEDIA OUTLETS AND WEBSITES:</b>	
<b>STAFF CONTACT:</b>		<b>DATES OF ACTIVITY:</b>	

**1. Research Media Records**

Researching media records in your campaign city is a key component to assessing your city’s political and social environment and being familiar with their recent history on issues related to your campaign. The majority of media record research can be conducted online. Most media outlets have websites with search boxes where you can insert one or more of the key words listed in the table below:

Tobacco	Hookah	License	Multi-Unit Housing	Beach
Nicotine	Chew	Fee	Parks, Plazas	Golf Courses
Smoking	Spit	Landlords	Playgrounds	Zoning
Smoke (free)	Second-hand	Tenants	Bus Stops	Conditional Use Permit
Cigarettes	Merchants	Rent Control	Litter	Alcohol
Cigars	Retailers	Apartments	Recreational Area	Schools
Legislator Names	(Public) Health	Children	Youth	Environment

Council Names	Nutrition	Obesity	Physical Activity	Bike Paths
Soda	Menu labeling	Tax	Fast Food	Restaurants

- News websites: Include articles in local newspapers and larger area papers (e.g, L.A. Times, L.A. Daily News, and San Gabriel Valley Tribune). Some local new websites are on-line only and have no hard copy circulation.
- Social media websites and blogs: Many cities have Facebook and Twitter accounts which allow them to post recent and upcoming news and events. Become a “fan” of your city’s Facebook page. Subscribe to your city’s Twitter page to be alerted to “tweets” (up-to-the-minute news) in your city. Cities and community-involved residents may also host blogs that contain community news.
- Area and local radio: Area radio stations (e.g. KCRW.com, KNX1070.com) have websites and on-line archives that can be searched for local news. Community radio stations often host community news programming.
- Area and local television: Area T.V. stations (e.g, abc7.com, ktla.com). Some cities may have local access channels which host community news/events programs, or flash news/events on the screen periodically.
- Hard-copy community newspapers and newsletters: These are available through various outlets in the city (City Hall, Chamber of Commerce, community non-profit). Back-issues may be available at the paper’s headquarters.

## 2. Complete Tables 1 and 2 on the second page

When a media record is found, fill-in the following information on Tables 1 and 2 on page 2 of this form. Fill in Table 1 for tobacco-related media records (e.g, smoke free outdoor dining). Fill in table 2 for any non-tobacco-related media records that will inform the campaign (e.g, local politics, other health issues (such as obesity prevention) environmental and youth-related issues):

- Title of media record
- Author and date published
- Media source (include web link)
- Brief Summary: include highlights and main conclusion of the media record
- How Media Record informs the campaign: Critically analyze the media record and link the information contained in the record to your campaign’s activities and goals. How does it affect your campaign? How might you adjust campaign strategies/tactics to address issues raised in the media record and/or strengthen campaign support?



**Table 1: Tobacco Control-related Media Items**

Title of Tobacco-Related News Item	Date Published and Author	Media Outlet (Include web links)	Brief Summary	How news item informs the current campaign
1.				<p><u><b>Analysis:</b></u></p> <p><b>Potential Tactic:</b></p>
2.				<p><u><b>Analysis:</b></u></p> <p><b>Potential Tactic:</b></p>
3.				<p><u><b>Analysis:</b></u></p> <p><b>Potential Tactic:</b></p>

**Table 2: Other Health/Youth/Environment and Political-related Media Items**

Title of Health-Related News Item	Date Published and Author	Media Outlet (Include web links)	Brief Summary	How news item informs the current campaign
1.				<p><u>Analysis:</u></p> <p><u>Potential Tactic:</u></p>

**Madera County  
Tobacco Prevention  
Program**

**Public Opinion  
Poll**

**Smoke-Free Multi-Unit Housing**

Are you.....  male  female      How old are you?  less than 18  18-24  25-29  
 30-39  40-49  50-59  60-69  70+

Do you live in multi-unit housing?  apartment  condo  townhouse  trailer   
assisted living

Do you smoke?  Yes  No      Where?  inside home  outside home  pool/other  
recreation area

Do you currently allow smoking in your home by someone who lives with you or visits often?  Yes  
 No

Do you have children under 18 years old living in your home?  Yes  No

Do you ever smell cigarette smoke in your home coming from outside or from another unit?  Yes  
 No

## 1-E-5 Smoke-Free Multi-Unit Housing Lease Agreement Survey

**The purpose of this survey is to determine implementation of a smoke-free policy by conducting a review of lease agreements to verify they include the necessary provisions.**

Apartment Complex: \_\_\_\_\_ Date: \_\_\_/\_\_\_/\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_ - \_\_\_ - \_\_\_\_\_

Number of Units: \_\_\_\_\_ Number of leases used for this survey: \_\_\_\_\_

Percent of leases used for this survey: \_\_\_%

Name of Apartment Manager: \_\_\_\_\_

Name of Management Company: \_\_\_\_\_

### **Does the lease language include the following provisions:**

A no-smoking clause? Yes \_\_\_ No \_\_\_

Are "Designated Smoking" areas located in the apartment complex? Yes \_\_\_ No \_\_\_

If Yes, what type and where? \_\_\_\_\_

Is smoking permitted inside the rental units? Yes \_\_\_ No \_\_\_ If Yes, \_\_\_% of units

Is smoking permitted on patios and balconies of each unit? Yes \_\_\_ No \_\_\_

Is smoking permitted within indoor common areas (e.g., laundry room, hall, game room)?

Yes \_\_\_ No \_\_\_

Please list the **indoor** common areas the complex has:

\_\_\_\_\_

If No, please explain: \_\_\_\_\_

Is smoking permitted in the **outdoor** common areas (e.g., children's play area, pool, parking lot)?

Yes \_\_\_ No \_\_\_

Please list the outdoor common areas the complex has:

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Are tenant's guests and/or apartment staff required to follow the no smoking policy?

Yes \_\_\_ No \_\_\_

What are the consequences if a tenant, guest, and/or staff violate the smoke-free policy? Explain:

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