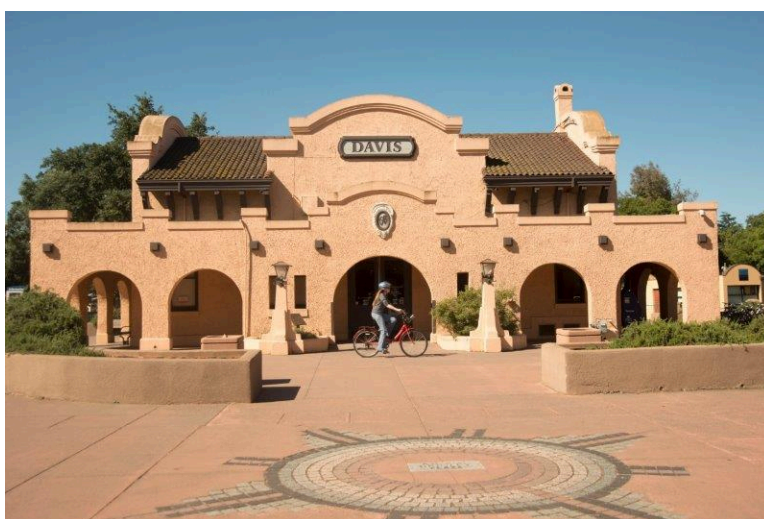




Brief Evaluation Report 2015-2020

Adopting Smoke-Free Policies for Multi-Unit Housing in the City of Davis



Communities Energized for Health

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Aim and Outcome

In this objective, Communities Energized for Health (CEH) sought to protect tenants and low-income residents of affordable housing in the City of Davis from secondhand smoke exposure by working with the City of Davis to implement a written policy whereby all affordable multi-unit housing facilities operated under its authority would prohibit smoking in 100% of contiguous individual units, including balconies and patios. Review of CX assessment data and interviews with Yolo tobacco control advocates revealed that eliminating and/or reducing drifting secondhand smoke (SHS) in publicly funded, multi-unit housing was a high priority. Apartment dwellers had a substantially unmet need for protection from drifting smoking in multi-unit housing.

Objective:

The City of Davis will adopt and implement a legislated policy designating all indoor and outdoor common areas and 100% of individual units (including balconies and patios) in multi-unit housing (MUH) complexes, under their jurisdictions, as entirely smoke-free, with the option of including designated smoking areas at least 25 feet from any entrance or windows.

Although CEH has completed all required activities associated with this objective, a final legislated policy eliminating smoking in market-rate multi-unit housing in the City of Davis has not been adopted to date.

However, CEH staff believe that informational and educational work done with stakeholders, community members, and policymakers up to this point will aid in adoption and implementation of such a measure in the foreseeable future.

Background

The City of Davis has no publicly funded multi-unit housing facilities within its municipal boundaries. In 2015, community assessments revealed that 55% of Davis residents lived in rental units. Further, 43% of these 25,869 rental units were in multi-unit structures. These apartments were filled not only by UC Davis students, but also by low income non-student families who could not afford the high cost of single-family homes in that city. The City of Davis is also home to a large proportion of seniors and disabled who reside in Yolo County's largest city in order get the social and health services they need. Along with students, low income, disabled, and senior residents of Davis are highly susceptible to changing rental conditions in the city. Many, because of a well-founded fear of losing precious in-city housing, hesitate to challenge management rules that burden them with health problems such as drifting secondhand smoke. The Davis City Council has exclusive local legislative jurisdiction over the lease provisions for this stock of market-rate housing.

With the successful adoption and full implementation of a policy to eliminate smoking inside 100% of multi-unit housing facilities under the jurisdiction of the Sacramento City and County Public Housing Authority in 2014, CEH staff approached Yolo County Health and Human Services Department directly to broach the above proposed objective. The proposal was received positively.

It should also be noted that while this is not a primary objective, this objective complements the primary objective in CEH's overall scope of work which was to reduce exposure to SHS and achieve greater health equity for vulnerable low-income residents in Yolo County and in the City of Davis. The two objectives focus on two completely separate legislative bodies: the Yolo County Public Housing Authority and the Davis City Council. Nevertheless, each must be educated on its own terms, taking into account the unique challenges and opportunities presented by their differing jurisdictions. But neither body exists in a political or geographic vacuum. The objective to achieve adoption and implementation of legislated 100% smoke-free multi-unit housing (MUH) policies by the City of Davis will be bolstered by means of leveraging work with both legislative bodies in support of one another.



Evaluation Methods and Design

The purpose of the evaluation was to be able to measure the success of policy adoption and implementation as well as document the process by which the adoption and implementation were completed. A non-experimental design was employed to carry out this policy adoption and implementation objective. Key process evaluation activities are detailed in Table 1.

Table 1: Summary of Key Evaluation Activities

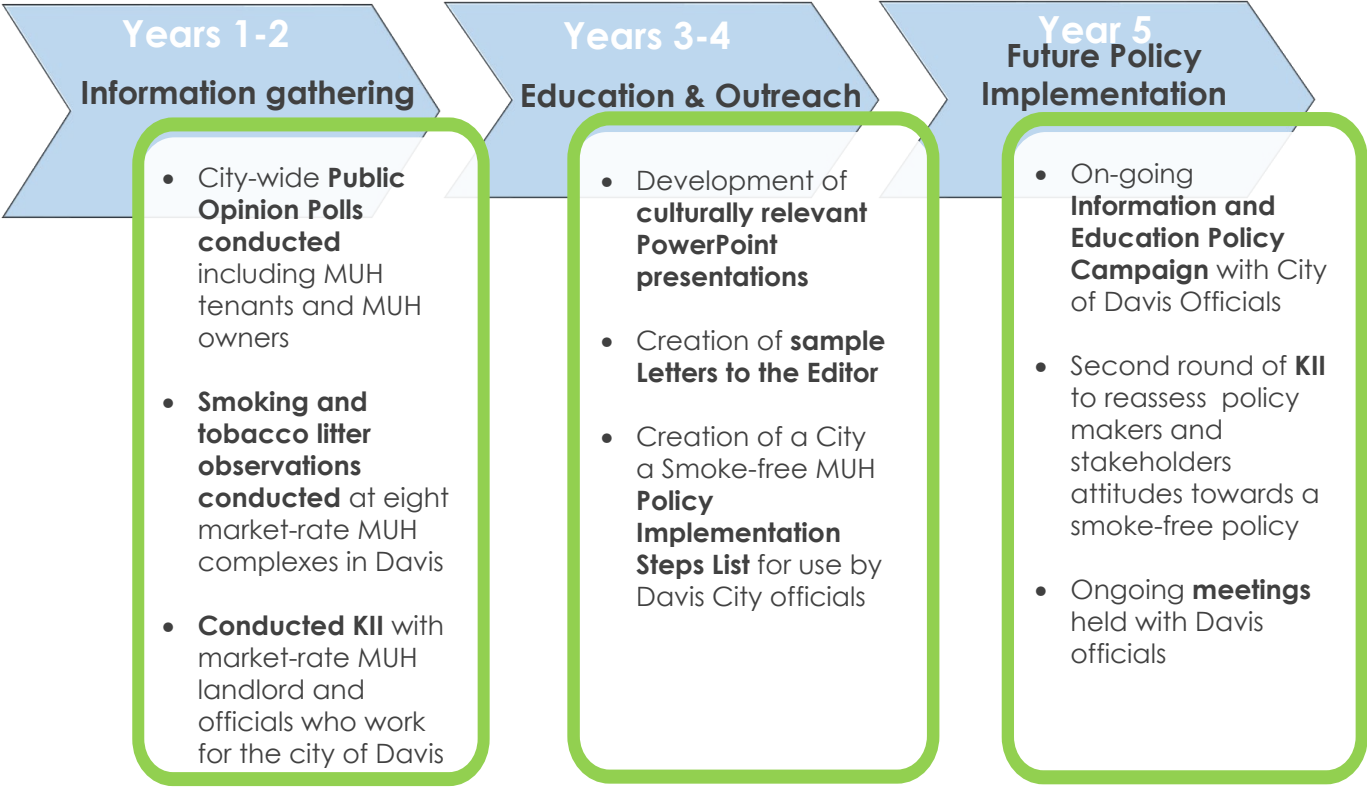
Evaluation Activity	Purpose	Sample	Analysis	Timing/Waves
Public Opinion Poll	To understand public housing tenants’ awareness of and experience with secondhand smoke exposure and support for smoke-free multi-unit housing policies.	City of Davis MUH tenants or owners	Frequencies and common themes identified to determine level of support for smoke-free policy	Total: 203 respondents
Post Presentation Surveys	To assess knowledge gained, policy support and interest in volunteering with participants in smoke-free multi-unit housing presentations.	City of Davis staff, community volunteers and property owners	Frequencies and common themes identified to determine level of support for smoke-free policy	Total: 26 surveys across 7 presentations
Key Informant Interviews	To determine support for or opposition to objective activities. Include questions ascertaining benefits and barriers toward smoke-free MUH.	Public housing tenants, owners, managers, and staff.	Qualitative analyses were undertaken to group responses by common themes and determine what factors contributed to the successful adoption of the policy as well as identify recommendations for the future.	Spring 2016: 4 respondents Fall 2019: 4 respondents Total: 8 respondents

Outcome measurement

Observation Surveys	To observe specific locations throughout the facility (common areas, parking lots, near doors, walkways, etc.). Any detectable smoking, tobacco litter, ashtrays, signage, etc. will be noted.	Purposive sample of the same 8 housing facilities in each wave, over 2 waves.	Pre- and post-observations will be compared.	Total: Two waves of observations conducted at 8 facilities for each wave
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The figure below highlights the chronological order of key intervention and evaluation of activities:

Timeline of Key Intervention and Evaluation Activities in Chronological Order



Data Limitations

Much of the process data collection depended on access to target audience and target decision makers (tenants, housing staff/managers, City personnel). The outcome measurement ended up being two waves of process baseline observation data since the policy was not adopted by the end of the project.

Smoking and tobacco litter (e.g. cigarette butts) was observed at five of the eight complexes. Out of 35-40 people observed, 9 of them were actively smoking during the time of observations.

Implementation and Results

First, a Baseline is Established

To obtain a baseline of smoking behavior and tobacco litter in Davis housing complexes, eight market-rate MUH complexes in the City of Davis were observed within the first year of the project.

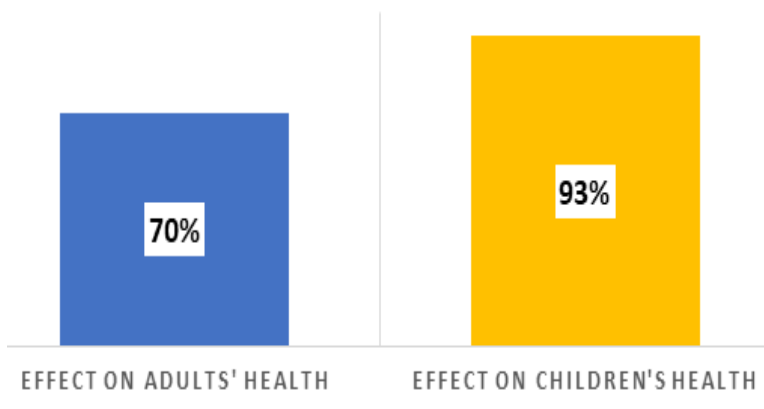
Taking the Community's Pulse

The project also conducted a city-wide public opinion poll to assess the public opinions on secondhand smoke (SHS) in multi-unit housing (MUH), especially in the city of Davis. The poll was conducted using tablets and data collectors were provided appropriate training before data administration.

Achieving a sample of 203 total respondents, the results showed that about 40% lived in houses, 40% in apartments, and the remainder in other types of housing. One-third (30%) owned their homes, and the remainder were renters or other.

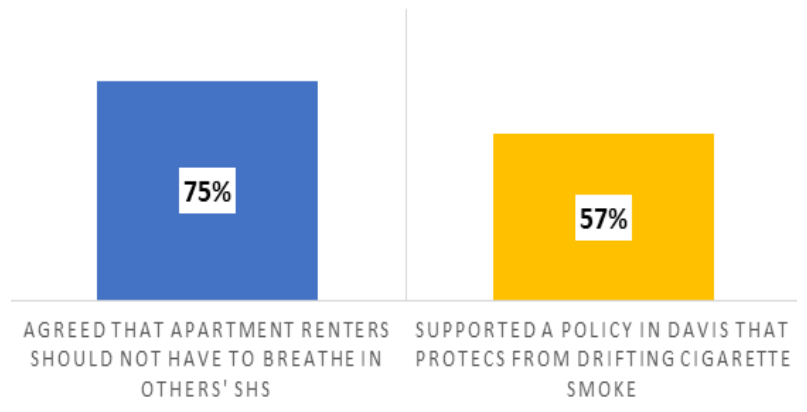
A significant proportion of poll respondents agreed that secondhand smoke was harmful, especially to children's health.

CHART 1: PERCENT OF RESPONDENTS WHO INDICATED THAT SECONDHAND SMOKE WAS "DANGEROUS OR VERY DANGEROUS" (N=203)



While three-quarters agreed that apartment renters should not have to breathe in others' secondhand smoke, just over half expressed support for a local ordinance to prevent smoking in multi-unit housing.

CHART 2: PERCENT OF RESPONDENTS WHO AGREED WITH SMOKE-FREE HOUSING AND SUPPORTED SMOKE-FREE POLICIES (N=203)



With this local information in hand, CEH staff were able to include these relevant data in their presentations and educational materials.

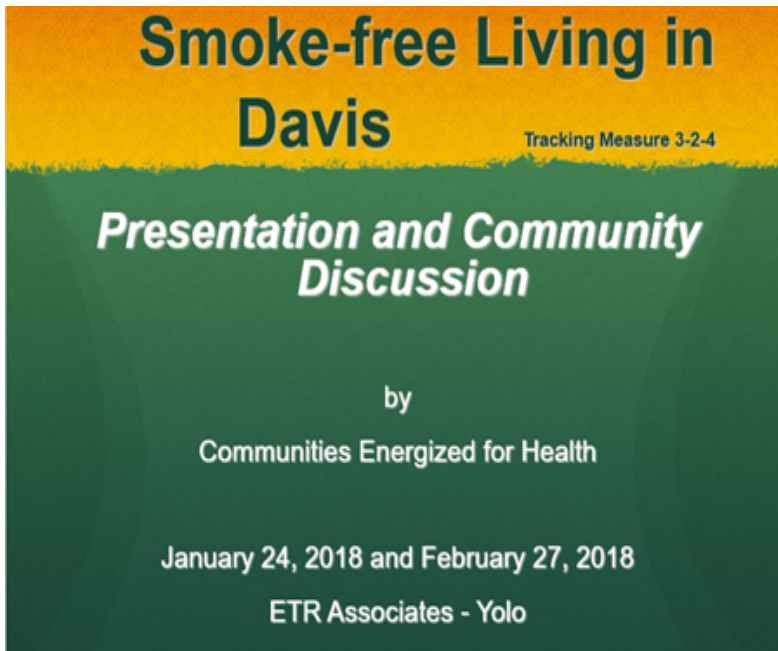
In addition to conducting public opinion polls, CEH staff identified key stakeholders in the city of Davis and interviewed them. A total of four key informant interviews were completed: a market-rate MUH landlord and officials who work for the city of Davis. Respondents shared that they believed residents were well informed about the danger of secondhand smoke. They believed landlords were also informed but may not have smoke-free policies on their radar. With that said, all agreed that the majority of the community would probably be in favor of a policy restricting smoking in multi-unit housing. ***The landlords and property management industry were identified as a key partner for a policy to succeed. Opposition from this group was seen as a potential obstacle to be overcome.***

Reaching the Davis Community

Armed with Davis-specific information, CEH staff tailored a culturally relevant PowerPoint presentation and conducted four 30-minute Community Outreach presentations to Davis City residents and market-rate apartment owners/managers on October 27 and December 7, 2016 and on January 24 and February 27, 2018. A total of 53 individuals attended the four lively presentations.

Beyond increasing knowledge and confidence to help promote a smoke-free MUH policy, participants provided more food for thought for CEH staff, specifically to prepare for questions on vaping and marijuana use.

- “Proposed language for the ordinance is super important to me. Any new law has got to be enforceable by landlords without us assuming more liability for tenant behavior.”
- “Hearing your rationale for such an ambitious campaign helped me understand where you are coming from.”
- “Thanks for answering questions about vaping. That topic comes up with tenants a lot.”
- “We need to be ready to answer questions about marijuana use. A lot of tenants are concerned about using their ‘meds’ in the building.”



Unanimously, participants who attended CEH presentations found the information useful and agreed that attending the presentation increased their confidence as well as their ability to advocate for a smoke-free MUH policy.

Keeping the public apprised of issues related to a smoke-free MUH policy was a key item on CEH activities.

CEH staff created three sample Letters to the Editor and provided them to community members and Davis residents for submission to media outlets in the City of Davis. For example, one letter featured a parent of small children who live in market-rate, multi-unit housing in the City of Davis. This father explained why he had joined the Davis Smoke-free Housing Task Force and his invitation to other renters to join as well. Local apartment tenants endorsed the message of the letter and agreed to submit it over their signature to local media outlets. A local volunteer submitted the Letter to local media outlets.

Reaching the Davis Officials

CEH staff successfully met on three separate occasions (for at least 30 to 45 minutes) with a total of six policy makers or their staff from the Davis City Council and/or city government. Topics included the problem of drifting Second Hand Smoke (SHS), educational and informational policy options, and possible implementation steps. Whenever appropriate, stakeholders such as tenants and/or MUH property owners or managers were included as co-presenters.

CEH staff also consistently scoured the newspapers for relevant updated information on how to educate city officials. For example, an article in the Washington Post highlighted that “tobacco companies do indeed target low income communities and that a policy to ban smoking in multi-unit housing is, at least partially, a social justice issue in light of the scarcity of affordable single family homes in the City of Davis.”

"As one Davis City government staff member recently stated to CEH staff, "I see; if I can afford to buy my own home, I can protect my family from other peoples' carcinogens. If I can only afford to live in an apartment, my family gets to breathe our neighbors' secondhand smoke.... unless the City does something about it."

On December 31, 2018 the City of Davis staff received a Smoke-free MUH Policy Implementation Steps List for use by Davis City officials. Concepts, recommendations, and specific implementation steps were considered to be very helpful by Davis City staff and will serve as an important part of the ongoing Information and Education Policy Campaign pertaining to passage.

Winding down the project

In the final year of the project (before COVID-19 in March 2020), CEH staff conducted a second round of key informant interviews to assess what changes policy makers and stakeholders have towards the issue of smoke-free housing in Davis. Key informants included one landlord, one affordable rents activist, one market rate tenant, and one property manager in the City of Davis.

Problem of drifting secondhand smoke is well documented but not a pressing concern due to tenants' economic fears, managers' reluctance to undertake enforcement, and property owners' resistance to increased regulation of their businesses.

- "Nobody wants to be tagged as a whiner. Even I'm getting a little afraid to keep harping on it because apartments in Davis have become so much harder to find in my budget."
- "I think tenants would be happy to have no smoking buildings. But they won't fight for it right now because affordable apartments are hard to find everywhere. I hate to say that. But, I have to be honest. People are frustrated with rent increases but also afraid to stick their necks out."

- "Managers don't have time to be the "smoking police" just because the City thinks it's a good idea. And a lot of them smoke or vape you know."
- "When it comes to cigs, tenants are more concerned about fire danger than smoke, I'd say."
- "Tenant and landlord support is very important. Also data about how this has impacted housing availability in other communities is needed."
- "What about vaping and marijuana? I smell my neighbors pot smoke. I hope we can do something about that too."

In May 2019 (three years after the baseline observations), the same eight MUH complexes were once again observed for smoking and presence of tobacco litter. This time, smoking was observed at three of eight complexes, and tobacco litter was observed at five of eight complexes. Out of 25-30 people observed, six of them were actively smoking during the time of observations.

As a policy was not officially adopted, the second wave of observations does not count as a post-policy outcome measurement. However, it provides valuable information to keep the conversation alive for CEH staff and Davis officials to continue moving forward with an adopted policy in the future.

Conclusions and Recommendations

A final legislated policy eliminating smoking in market-rate multi-unit housing in the City of Davis has not been adopted to date. However, given the opinions of our key informant interviews, CEH staff believe that informational and educational work done with stakeholders, community members, and policymakers up to this point will aid in adoption and implementation of such a measure in the foreseeable future.

The most helpful activities to-date are the regular meetings held with Davis officials, and the opinions gathered from managers and landlords of market-rate MUH housing. Continued watch on the prices of Davis rentals and vesting more resources into collecting tenants' opinions on their support for smoke-free housing may help to provide more concrete data on the level of support officials and landlords can count on in moving forward on a smoke-free ordinance.



Evaluation Instruments

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Davis Public Intercept Survey Interviewer Training

-
- ❖ INTRODUCTIONS
 - ❖ The PURPOSE of public opinion polls
 - ❖ The ROLE of the Interviewer
 - ❖ The PLAN for this survey
 - ❖ The SURVEY itself
 - The questions & specifications
 - The technology
 - ❖ PRACTICE
 - ❖ QUESTIONS



Davis Public Intercept Survey Interviewer Training PROTOCOL

-
- ❖ **INTRODUCE** Communities Energized for Health (CEH) staff and volunteers, sharing:
Name
Whether or not you've ever conducted a public opinion survey
Whether you've ever taken a public opinion survey
 - ❖ Review the **PURPOSE** of public opinion polls:
To assess and shape public opinion
To provide leverage to policy supporters
To sway undecided decision makers
To help build momentum for a campaign
To help a program decide if more community education is needed¹

How can public opinion contribute to the **success** of a campaign?

When there is a good evaluation plan

When instruments are well designed

When the sample size is big enough

When interviewers are well trained

When data is collected consistently (no missing data & no mistakes)

When the analysis is strong²

- ❖ What is the **ROLE** of the Interviewer?
The interviewer can have a direct impact on the response rate
The interviewer can ensure survey completeness
The interviewer can provide feedback on the survey process
- ❖ What is the **PLAN** for this public opinion survey or public intercept poll?
CEH's objective: **By June 30, 2020, The City of Davis will adopt and implement a legislated policy designating all indoor and outdoor common areas and 100% of individual units in multi-unit housing complexes as entirely smoke-free, with the option of including designated smoking areas at least 25 feet from any entrance or windows.** The role of the public opinion survey
The process of collecting data (who, when, where)

¹ From the Tobacco Control Evaluation Center's Public Opinion Surveys video

² Ibid.

❖ The **SURVEY** itself:

It consists of 8 questions

The survey will be administered by interviewers on mobile devices (the mobile device will not be handed to the survey participant)

The design requires an answer/action for each question

INTRO

Hello:





Would you mind answering a few short questions for an organization called Community Energized for Health? The survey should only take 3 minutes.

Your participation in this study is completely voluntary. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, I can give you the contact information for the researchers.

Thank you very much for your time. Let's begin.
(Click on the Next button below.)

If the prospective interviewee declines to be surveyed, no action is taken. If they agree, click "next"

Q1 ZIP: What zip code do you live in? *

- 95616 
- 95695 
- 95776 
- Other 

It's important to know that the survey participant is actually a member of the population impacted by the project objective. Rather than type in each zip code we've given you, the interviewer the Davis zip code (95616) and the two Woodland zip codes. Mark the appropriate tab if the respondent indicates one of these 3. If they live somewhere else, choose other then key in the number. If they don't know, choose other and key in 0's.



Q2 HOME: In what type of home do you live? *

- House
- Apartment
- Other

Program staff as well as City of Davis officials might be interested to know if the participants in this public opinion survey are permanent, and perhaps more likely to be voting, members of the community. They may also be interested in knowing if people being directly impacted by a policy change (renters) are represented. Therefore, the survey includes questions about housing and ownership.

If the respondent indicates they live in a dorm or the domes or co-ops and the housing is on campus choose “other” and write in their response. If their co-op is off campus as if it is in the form of a house or apartment and choose the most appropriate of the first two.

Q3 RENT: Are you a renter or an owner? *

- Renter
- Owner
- Not applicable

This question helps us identify who of the respondents might be impacted by a change in policy. The question refers to the home the respondent currently lives in (not an additional property). If they don't know the answer or don't care to answer, the interviewer may choose N/A.



Q4 SHS:

I'm now going to ask you two questions about secondhand cigarette smoke. This is the smoke that rises off the end of a lit cigarette and the smoke that a smoker exhales. On a scale of 1 to 5, 1 being not dangerous at all and 5 being very dangerous, how would you rate the effect of secondhand cigarette smoke on an adult's health and on a child's health?

Effect on adult's health *
Effect on child's health *

D/K (0) Not dangerous at all (1)

Very dangerous (5)

- o This question begins with the definition of secondhand smoke. It is important that this portion of the question is read each time so that the participants are responding to the same definition.
You will use a sliding prompter to indicate the answer. If the respondent gives you an answer in words, for example "very dangerous" you may confirm their response by asking "so you would say 5?" If the respondent answers with a number, for example "1," you may confirm their response by asking "1 meaning not at all dangerous?"
If they say not dangerous or "1" be sure to move the prompter to the (1) position.
If they say they don't know - leave the sliding prompter in the zero (0) position.

Q5 OPINION: Do you think people living in apartments should have to breathe other peoples' secondhand smoke that drifts into their apartments?*

- Yes
- No
- Unsure
- It depends

This question gets at the participant's basic baseline opinion about secondhand smoke exposure. If they share that their opinion is contingent upon a set of circumstances than check "it depends." There is not a place to right upon what it depends.



Q6 SUPPORT: Would you support a law in the City of Davis that protects people living in apartments from other people’s drifting cigarette smoke?

- Yes
- No
- Maybe
- Unsure

This question asks the respondents if they would support a law. The choices given should cover all the possibilities. “I don’t know” can be recorded as “Unsure.” “I probably would” can be recorded as “maybe.”

Q7 QUIT: Do you know anyone who might be interested in free quit-smoking information from the California Smokers’ Helpline?

- Yes (please pass out helpline info)
- No
- Not sure (please offer helpline info)

With the passage of policies that impact smokers, we always want to make cessation services available. If a respondent answers “yes” or “I don’t know” to the question do they know anyone who might be interested in free-quit info, please offer them Smokers Helpline Info (this will be provided by the project).

Q8: CONTACT INFO: Thank you for your time and honesty. If you wish to contact the researchers please email them at theresab@etr.org
Comments:



Be sure to take a moment and thank your respondent. Offer the email address if they wish to contact the researchers. Also, if they express any questions or comments please take a moment to record them in this section.

- The **TECHNOLOGY**

Each interviewer will need a handheld device (phone or tablet/apple or android) that has been uploaded with the PocketSurvey app and registered with the CEH survey. The device needs to be synched with the CEH survey to ensure the interviewer is using the most up-to-date survey version.

Once surveys are administered, the device needs to be synched again. This is achieved by pressing the synch button in PocketSurvey (if not readily visible, try pressing the "gears" button). Synching is how the survey results are recorded. Synching is only achievable when WiFi is available. Surveys can be conducted, however, without WiFi.

- ❖ **PRACTICE** asking questions using mobile devices and the Test Questionnaire

- ❖ **QUESTIONS AND ANSWERS**

916-616-5481

CONTACT INFO FOR NANCY FITZPATRICK, PROGRAM EVALUATOR FOR CEH

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HOUSING OBSERVATION DATA COLLECTION PROTOCOL TRAINING

PURPOSE OF THE PROTOCOL

The purpose of this protocol is to provide data for estimating the location and volume of occurrence of smoking on City of Davis market-rate MUH properties by tenants and or guests.

SUMMARY OF THE PROTOCOL

Visits should take place at randomly chosen times of day when the tenants/guests are likely to be present at MUH facilities. If possible, each housing facility (apartment complex) should be visited at least TWICE.

1. Make an initial walk-through of the property.
2. Perform a focused observation of smoking activity and/or evidence of smoking such as presence of cigarette litter.
3. Note observations data on observation form immediately.
4. Repeat the focused observations method as time allows.

QUESTIONS AND ANSWERS

END



**City of Davis
Smoke-Free Multi-Unit Housing
Presentation Satisfaction Survey**

1. The presentation was well facilitated/presented

- I strongly agree
- I agree
- I disagree
- I strongly disagree

2. Please mark with an **X** the usefulness of individual sections of the training:

- | | | | |
|--|--------------------------------------|---------------------------------|-------------------------------------|
| Topic 1: The health dangers of secondhand | <input type="checkbox"/> Very useful | <input type="checkbox"/> Useful | <input type="checkbox"/> Not useful |
| Topic 2: The fire risks of smoking tenants | <input type="checkbox"/> Very useful | <input type="checkbox"/> Useful | <input type="checkbox"/> Not useful |
| Topic 3: Summary of 100% smoke-free city ordinance | <input type="checkbox"/> Very useful | <input type="checkbox"/> Useful | <input type="checkbox"/> Not useful |
| Topic 4: Discussion of outdoor smoking areas | <input type="checkbox"/> Very useful | <input type="checkbox"/> Useful | <input type="checkbox"/> Not useful |
| Topic 5: Discussion of free cessation services | <input type="checkbox"/> Very useful | <input type="checkbox"/> Useful | <input type="checkbox"/> Not useful |

What aspect of the presentation was most useful to you?

What aspect of the presentation was least useful to you?

3. My **confidence** to promote/implement the smoke-free policy has increased as a result of this training.

- I strongly agree
- I agree
- I disagree
- I strongly disagree

4. My **ability** to advocate for/implement the smoke-free policy has increased as a result of this training.

- I strongly agree
- I agree
- I disagree
- I strongly disagree

5. If you have any questions, comments or recommendations for CEH staff, please share them below.



Key Informant Interview Questionnaire

City of Davis Council, Housing Managers and Renters

Hello, I'm _____ calling on behalf of Communities Energized for Health, a program of ETR - a non-profit organization seeking innovative health solutions for individuals and communities. Thank you for agreeing to talk with me. Because Davis is your community, I was hoping you could share your views about secondhand smoke and housing. When I say secondhand smoke, I mean the smoke from others' cigarettes, cigars and pipes. The information you share with me will remain anonymous. Do you have 10 minutes to answer some questions? (If "yes" continue, if "no" ask for a better date and time: _____)

1. Recent studies have documented the harmful effects that exposure to secondhand smoke has on health. Each year in California, secondhand tobacco smoke is linked to: 400 additional lung cancer deaths a year in nonsmokers; 3,600 deadly heart attacks and 31,000 asthma attacks in children.

a. How informed do you think Davis apartment renters are about the problem of drifting secondhand smoke in the entryways of their homes? *[Possible probe: What leads you to that perception?]*

b. How informed do you think rental owners and managers are about the problem of drifting secondhand smoke in the entryways of their housing units? *[Possible probe: What leads you to that perception?]*

2a. Secondhand smoke drifting into other apartments can be stopped by simply adopting a policy to prohibit smoking at multi-unit housing sites in the City of Davis. How much support from renters do you think there is currently for adopting such a policy? *[Possible probes: What leads you to that opinion? Why would residents support this policy? Why would they oppose it?]*

b. How much support from managers do you think there is currently for adopting such a policy? *[Possible probe: What leads you to that opinion?]*

3. What information would help persuade the Davis City Council Members to adopt a voluntary policy to create smoke-free apartment buildings?

4. What challenges might there be for the Council to adopt such a policy?

5. Who among the residents, staff or council members might be likely supporters or champions of efforts to pass a smoke-free policy? Who would most likely oppose such efforts?

6. [If it's not already apparent, ask:] Would you support the voluntary adoption of any kind of a policy that makes all Davis multi-unit housing units smoke-free? [(If no) Why not?]

7. [If informant is not initially supportive of any policies, ask:] Are there any conditions under which you would support a voluntary policy to prohibit smoking at public housing units?

8. Is there any other information that you think we should know?

Thank you for sharing your insights.

[Explain how talking with them was helpful and what you learned from them].



MEDIA ACTIVITY RECORD

MEDIA ANALYSIS ¹	PUBLICATION			MEDIA TYPE	COVERAGE / REACH	STORY TYPE	SENTIMENT ²			STORY SUMMARY & WHY IT IS IMPORTANT TO POLICY IMPLEMENTATION
	Date	Title	Author				Supportive	Unsupportive	Neutral	
<i>Sample Letter to the Editor Tracking Measure 3-14-14</i>	2017	<i>"Why Allow Smoking Outdoors Only"</i>	<i>Sample Letter to the Editor #1 developed by CEH staff.</i>			Letter to Editor				<i>Sample Letter to the Editor that was developed by CEH staff during current reporting period. Project volunteer will submit this letter in future. This letter to the editor will inform the local community that a new smoke-free policy is being proposed for market-rate apartments in the City of Davis.</i>
<i>Sample Press Release Tracking Measure 3-14-15</i>	2017	<i>"Clearing the Air in Yolo County Public Housing"</i>	<i>Press Release #1 developed by CEH staff.</i>			Press Release				<i>Press Release/OpEd developed by CEH staff, which will be submitted by local project volunteer to Davis area media outlets in near future.</i>
<i>Sample Letter to the Editor Tracking Measure 3-14-14</i>	December 2018	<i>"I would Like to Recognize Community Leaders"</i>	<i>Sample Letter to the Editor #2 developed by CEH staff.</i>			Letter to Editor				<i>Sample Letter to the Editor developed by CEH staff during current reporting period. Project volunteer will submit this letter in future. This letter to the editor will inform the local community of continuing smoke-free MUH campaign underway in the City of Davis.</i>
<i>Sample Press Release / OpEd Piece Tracking Measure 3-14-15</i>	2018 /2019	<i>"Diverse Group of Citizens Join Forces to Clear the Air for Local Apartment Dwellers"</i>	<i>Press Release / OpEd Piece #2 developed by CEH staff.</i>			Press Release				<i>Press Release/OpEd developed by CEH staff, which will be submitted by local project volunteer to Davis area media outlets in near future.</i>
<i>Re-Print of Press Release Announcing Davis Smoke-free Housing Task Force</i>	June 2019	<i>California State Rural Health Association, Joins Communities Energized for Health and the Yolo County Tobacco</i>	<i>Press Release # 3 developed by CEH Staff</i>	<i>Rural Health Advocate is a publication of the California State Rural Health Association (CSRHA)</i>	7,000 readers	Press Release				<i>Press Release/OpEd developed by CEH staff, which was reprinted in the "Rural Health Advocate News. This is an electronic media format that is distributed to over 7,000 subscribers.</i>

¹ Include major networks, newspapers (including online search), radio stations and social media.

² For social media, post analytics are mainly supportive (likes, shares, comments) or unsupportive (hide post, unfollow, comments). Neutral sentiments can be captured in the comments.

		<i>Prevention Coalition to Form the Davis Smoke-Free Housing Task Force!</i>								
<i>Sample Letter to the Editor Tracking Measure 3-14-14</i>	06/2019	<i>"As a Dad, I'm Worried..."</i>	<i>Sample Letter to the Editor #3 developed by CEH staff</i>			Letter to Editor				<i>Sample Letter to the Editor developed by CEH staff during current reporting period. This letter to the editor will inform the local community of a local parent's concern for safety of his child when exposed to SHS in their apartment. This helps explain personal support by local residents for smoke-free MUH campaign underway in the City of Davis.</i>



City of Davis Market-rate MUH Public Intercept Survey Instrument

Background: Communities Energized for Health (CEH) set the following objective:

By June 30, 2020, The City of Davis will adopt and implement a legislated policy designating all indoor and outdoor common areas and 100% of individual units in multi-unit housing complexes as entirely smoke-free, with the option of including designated smoking areas at least 25 feet from any entrance or windows.

In order to successfully meet this objective CEH plans to survey 200 City of Davis residents about their experience of drifting smoke and their opinion of smoke-free policy adoption. The survey was created on SurveyAnalytics.com then uploaded to mobile devices via the Survey Pocket application (app). Data collection via mobile devices reduces paper, allows for efficient and consistent data collection and eases the process of data analysis.

Survey: What follows is a paper representation of the on-line/mobile survey.
INTRO

Hello:

Would you mind answering a few short questions for an organization called Community Energized for Health? The survey should only take 3 minutes.

Your participation in this study is completely voluntary. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate. Your information will be coded and will remain confidential. If you have questions at any time about the survey or the procedures, I can give you the contact information for the researchers.

Thank you very much for your time. Let's begin.
(Click on the Next button below.)

Q2 ZIP: What zip code do you live in? *

95616 

95695 

95776 

Other 

Q3 HOME: In what type of home do you live? *

House 

Apartment 

Other 

Q4 RENT: Are you a renter or an owner? *

Renter 

Owner 

Not applicable 

Q5 SHS:

I'm now going to ask you two questions about secondhand cigarette smoke. This is the smoke that rises off the end of a lit cigarette and the smoke that a smoker exhales. On a scale of 1 to 5, 1 being not dangerous at all and 5 being very dangerous, how would you rate the effect of secondhand cigarette smoke on an adult's health and on a child's health?

D/K (0) Not dangerous at all (1)

Very dangerous (5)

Effect on adult's health *

Effect on child's health *

Q6 OPINION: Do you think people living in apartments should have to breathe other peoples' secondhand smoke that drifts into their apartments?*





Yes 

No 




Unsure 

It depends 

Q7 SUPPORT: Would you support a law in the City of Davis that protects people living in apartments from other people's drifting cigarette smoke?

- Yes 
- No 
- Maybe 
- Unsure 

Q8 QUIT: Do you know anyone who might be interested in free quit-smoking information from the California Smokers' Helpline?

- Yes (please pass out helpline info) 
- No 
- Not sure (please offer helpline info) 



City of Davis Market-Rate Multi-Unit Housing INSTRUMENT



1. DEMOGRAPHIC DATA

Data Collector:	Date: ____/____/____ Day of Week:
MUH Complex Name:	Start Time: ____AM/PM End Time: ____AM/PM
Address:	Weather Conditions:
City:	Approximate Temperature (°F):

2. AREAS OBSERVED (Check all that apply)

<input type="checkbox"/> Complex walkways/sidewalks	<input type="checkbox"/> Courtyard(s)
<input type="checkbox"/> Parking Lots	<input type="checkbox"/> Pool Area
<input type="checkbox"/> Patios/Balconies	<input type="checkbox"/> Laundry Area
<input type="checkbox"/> Outside Unit Doorways (Unit #'s ____ through ____)	<input type="checkbox"/> Other common areas (specify: _____)
<input type="checkbox"/> Grassy Areas	<input type="checkbox"/> Designated Smoking Areas

3. Did you observe smoking?

Yes No

3a. If, "Yes," Please mark where smoking was observed

<input type="checkbox"/> Complex walkways/sidewalks	<input type="checkbox"/> Courtyard(s)
<input type="checkbox"/> Parking Lots	<input type="checkbox"/> Pool Area
<input type="checkbox"/> Patios/Balconies	<input type="checkbox"/> Laundry Area

<input type="checkbox"/> Complex walkways/sidewalks	<input type="checkbox"/> Courtyard(s)
<input type="checkbox"/> Outside Unit Doorways (Unit #'s _____)	<input type="checkbox"/> Other common areas (specify: _____)
<input type="checkbox"/> Grassy Areas	<input type="checkbox"/> Designated Smoking Areas

3b. How many people were observed smoking? _____

3c. How many total people were observed (including smokers)? _____

4. Did you observe "No Smoking" signs? Yes No

4a. If "Yes," how many signs did you observe? _____

4b. Please note the location(s) of the signs:

OTHER EVIDENCE OF SMOKING

5. Did you observe tobacco litter (such as butts or packaging)? Yes No

5a. If "yes," please note the location(s) of the litter:

6. Did you observe ashtrays? Yes No

6a. If "yes," were they clean or dirty? Clean Dirty

6b. If ashtrays were observed, please note the location(s):

7. Did you smell tobacco smoke? Yes No

7a. If "yes," please note the location(s) where smoke was smelled:

THANK YOU for taking the time to observe this site

PLEASE
review your form to make sure all questions are
answered
remember to mark your end time at the top

For CEH use ONLY

For POST Test
 please check
Policy: Y N P

XX