

SMOKE-FREE HOUSING

Lessons from Apartment Communities in Georgia with Smoke-Free Policies



WHY?

We asked apartment owners and managers:

Why did you adopt a smoke-free policy?



Health

"...you're putting others at risk, when you're connected to others in an apartment type setting, it's your choice to smoke, but it's not your neighbor's choice to smoke."



Cost

"..and it also cost us a lot of money to go into units after a smoker's been in there. You have to clean walls, prime, paint... It's costly, but it also prevents us from being able to rent it out quickly."



Fire

"...and we've had lots – we've had several issues with smokers who fell asleep, caught stuff on fire. It's a huge safety thing."



Best Practices

"We received the smoke-free tool kit ...So we decided that we would go ahead and try it."



Secondhand smoke can drift through buildings and units and may cause cardiovascular disease, lung cancer, sudden infant death syndrome, or harm children (ex. ear infections and asthma attacks).



Units that have been smoked in cost 2-3 times more to clean and turn-over.



Apartment fires caused by smoking are the leading cause of fire-related deaths and cause about \$173 million in property damage a year.



More and more properties are going smoke-free, and more residents request it. Learn best practices at BreatheEasy GA Homes!

IN FACT...

RESIDENTS

How did residents react?

While some residents complained, many were supportive or didn't care. Involving residents in the discussion and explaining the reasoning for the policy can help address concerns.

Do they follow the policy?

Engaging residents early, giving advance notice and reminders (such as signage), and a clear, written policy that is consistently enforced all helped with compliance.



BENEFITS

Cleanliness

The property is cleaner. We don't have cigarette butts everywhere...and then we don't have trash, as a result.

Healthier Residents

So with us implementing the smoking policy helped them to stop smoking or not smoking so much – you know, it helps them out medically and they're healthier

Healthier Staff

Our staff, we have fewer and fewer staff who smoke, and that's helpful from [our] side, from health insurance and just good health of the employees.



It's cut down maintenance costs, and then we can turn over the units a lot more quickly, and I think it's just – I think it's been a whole positive thing

Time and Money

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