

# Clear Gains in Smoke-Free Housing

## LEGAL

- Enacting a smoke-free policy in privately owned or public housing is legal.
- You can make your entire property smoke-free, including all apartment units and outdoor spaces.
- Change the language of the lease to include a smoke-free policy. When new or renewing residents sign, the policy will become effective.

“As a landlord, you not only have the legal right to adopt a smoke-free policy, but the ability to enforce this policy as you would any other lease clause.”

- Public Health Law Center

## POPULAR

### Wisconsin Residents Want Smoke-Free Housing

- 72% of renters in buildings that allow smoking, but keep their units smoke-free, would prefer non-smoking buildings.<sup>1</sup>
- 54% of renters are concerned about the effects of secondhand smoke from other units on their health.<sup>1</sup>

### Smoke-Free Policies Protect Residents' Health

- Secondhand smoke cannot be contained, even when expensive measures are taken. Air leaks in ceilings, floors, and walls allow smoke to travel between units.
- Secondhand smoke isn't an annoyance, it is a health hazard. There is no safe level of exposure.

### WHY A POLICY MAKES SENSE

Smoke-free policies help protect your property and the health of residents.

Written policies help managers enforce the smoke-free policy, and ensure that all residents and staff have the same understanding about what is expected.

99% of the management who had implemented a smoke-free policy felt it was a good decision.

- Public Health Advocacy Institute  
2008, Massachusetts



<sup>1</sup>Center for Urban Initiatives & Research, Survey of Wisconsin Renters: Rules and Preferences Regarding Smoking, 2012

Want more information and tools to help you go smoke-free?

[www.wismokefreehousing.com](http://www.wismokefreehousing.com)

# Clear Gains in Smoke-Free Housing

## PROFITABLE

### Lower Cleaning and Renovation Costs

- Removing smoke odor and residue is costly and time-consuming.
- On average, it costs 2-3 times more to clean a unit that has been smoked in compared to one that hasn't.

### Less Risk of Fire Damage<sup>2</sup>

- Smoking is the leading cause of fire deaths.
- Residential smoking-related fires average over \$20,000 in loss per fire.

### Insurance Savings

- Your insurance costs may go down as a result of being smoke-free.

"For me it was the repainting each time, the extent of cleaning, hoping you would get the smell out. I finally decided it wasn't worth it."

- Dwight Fenderson, Executive Director  
Sauk County Housing Authority

<sup>1</sup>Center for Urban Initiatives & Research, Survey of Wisconsin Renters: Rules and Preferences Regarding Smoking, 2012

<sup>2</sup>US Fire Administration's National Fire Incident Reporting System, 2010

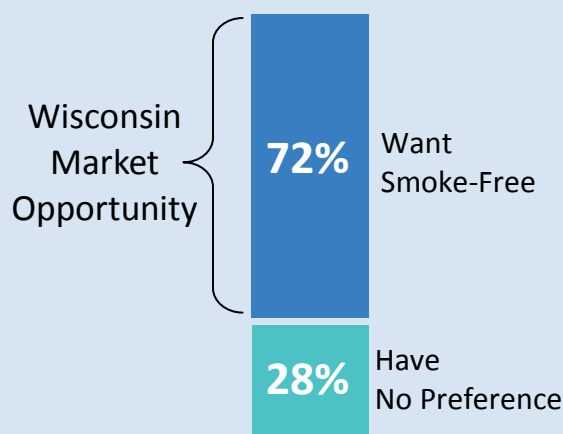
### SMOKE-FREE SAVES MONEY

	Non-Smoking Unit	Smoking Unit
Labor (12 hours vs. 30)	\$420	\$1050
Paint (5 gallons vs. 7)	\$100	\$140
Carpet Shampoo	\$50	\$50
Primer	\$0	\$100
Replace Rug Burns*	\$0	\$600
Replace Laminates*	\$0	\$800
*Costs depend on condition		
<b>TOTAL</b>	<b>\$570</b>	<b>\$1,340 +</b>

Analysis provided by Sanford Housing Authority, 2004  
and Auburn Housing Authority, 2006

### MARKET OPPORTUNITY

The majority of renters in buildings that allow smoking, but keep their unit smoke-free, would prefer non-smoking buildings.<sup>1</sup>



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