

Health and Housing Partnerships: Towards a Tobacco-Free Community

Date: February 13, 2020



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- Policy research and advocacy
- Technical assistance and support
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Connecting Public Housing Residents with Tobacco Dependence Treatment

- Sean McCormick, PhD, Assistant Director - Health Promotion Council



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AGENDA

- Introductions and Tobacco Control and Multi-Unit Housing Background
- Implications of Tobacco-Free Housing HUD Rule for Health Centers (Sean)
- Potential Tobacco Control Opportunities (Sean)
- Learn about partnership between Lancaster City Housing Authority, Lancaster Health Center, and the National Quitline Consortium (Karla and Izzy)
 - Tours/site visit
 - Regular phone calls/case studies/discussion
 - Resident survey
 - Health education center onsite at MUH
 - Health Center work flow changes

6 PROJECT BACKGROUND AND DISCLOSURES

- **Health Promotion Council**, an affiliate of Public Health Management Corp.
 - Master Settlement Agreement, PA Department of Health

Speaker Background

Sean McCormick, PhD, MS, CTTS-M

Email: smccormick@phmc.org

Undergraduate - University of Wisconsin-Madison, Addictions Research Lab

MS – Psychology, Drexel University

Thesis: Life Stress, Asthma Health and Quality of Life

PhD – Public Health, Temple University

Dissertation: Negative Affect and Social Problem-Solving Predictors of Smoking Cue Reactivity

Quit Coach – City of Philadelphia, WIC Clinics, Substance Abuse Rehab for Mothers

RWJF – Public Health Law Research Fellow – Naloxone Access and Good Samaritan Law Variation by State

Certified Tobacco Treatment Specialist-Master (CTTS-M)

Perelman School of Medicine, University of Pennsylvania

Health Promotion Council - Project Manager – Tobacco Control

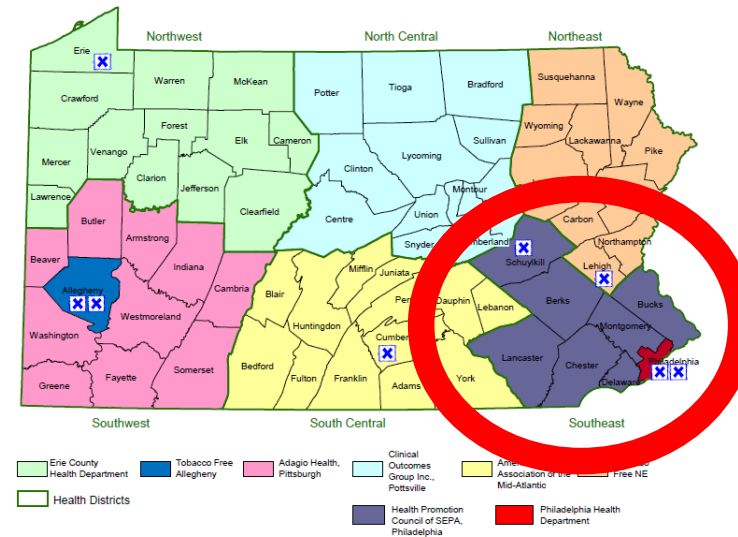


HEALTH PROMOTION COUNCIL

SEPA TOBACCO CONTROL PROJECT

Funded by the Pennsylvania Department of Health

- 7 Counties
- 20+ Services Partners
- Evidence-based treatment, health disparities, access to care, integration, capacity building.
- Wellness Coalition – Join by emailing me!
smccormick@phmc.org





■ Tobacco Control and Prevention Services

- Tobacco dependence treatment and integration
- Youth empowerment (Advocacy Institute)
- Enforcement of under-age sale laws
- Multi-unit housing (smoke-free policy and cessation)
- Tobacco-Free Behavioral Health Initiative
- Young Lungs at Play (tobacco-free playgrounds)
- Worksite wellness
- Health disparities
- Advocacy: e.g. ending Clean Indoor Air Act exemptions
- Wellness Coalition – Please join us! Sepatobaccofree.org

10 I-800 QUITNOW

- **Anonymous**
- **Free coaching and nicotine patches**
- **Nationwide**



RIGHT TO SMOKE?

There is no Constitutional “right” to smoke in your apartment.

Tobacco users are not a “protected group.”



12 HELPING TOBACCO USERS QUIT

**60-80% of Tobacco Users
Report a Desire to Quit!**

**Smoke-free Policy can help
nudge many people to make
the change!**



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HOUSING-RELATED TOBACCO CONTROL PRIORITIES

I. Communicate, Adopt, Enforce Smoke-Free Policies

- 1) Public housing authorities (PHAS)
- 2) Private housing
- 3) Funders of affordable housing (example – PHFA)
- 4) Providers of housing for disparately impacted and special need populations



14 HOUSING-RELATED TOBACCO CONTROL PRIORITIES

II. Provide on-site Tobacco Dependence Treatment

- -Quit Coaching, and Nicotine Replacement (patches) – No Cost
- -Referrals to 1-800 QUIT NOW or online at pa.quitlogix.org



15 PARTNERSHIP WITH PA HOUSING FINANCE AGENCY

- New “smoke-free” requirement for all new rental housing in their 2017-18 Low Income Housing Tax Credit (LIHTC) program. - Thanks to SEPA Tobacco-Free MUH Team and PHFA!
- PHFA also sent a letter to owners and managers of all *existing* multi-family projects to encourage them to go smoke free, and informing them of the policy and technical assistance available.

PRIVATE AND MARKET RATE HOUSING PARTNERSHIPS

- Pennrose Properties
- Federation Housing
- Community Strategies Group
- Galman Group
- University City Housing
- Gross and Quade
- Monarch



IMPLICATIONS OF HUD RULE

- Tobacco users will need help quitting
- Staff need training
- Policy addendum
- Enforcement challenges
- <https://www.publichealthlawcenter.org/sites/default/files/resources/HUD-Final-Rule-Smoke-Free-Public-Housing-2017.pdf>

IMPLICATIONS OF HUD RULE

- Q: What types of tobacco products does the rule include?
- A: The rule prohibits the use of “prohibited tobacco products,” which are defined as both “waterpipes (hookahs)” and “items that involve the ignition and burning of tobacco leaves, such as (but not limited to) cigarettes, cigars, and pipes.” While the rule does not include electronic cigarettes (e-cigarettes) or other electronic smoking devices, PHAs can choose to prohibit the use of e-cigarettes in their smoke-free policies

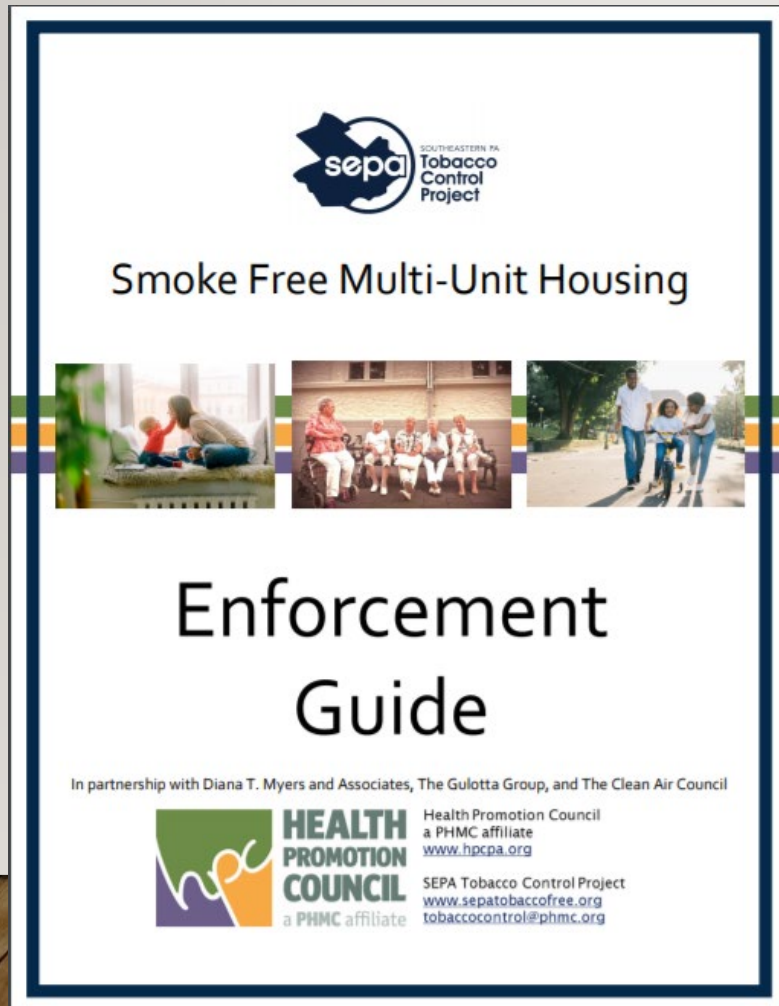


IMPLICATIONS OF HUD RULE

- Q: What units of public housing does the rule cover? A: The rule covers public housing units, including scattered site and single-family properties. The rule excludes dwelling units in mixed-finance projects and does not apply to housing assisted under Section 8, PHA properties that have converted to project-based rental assistance contracts under the Rental Assistance Demonstration Program, or tribal housing. HUD continues to encourage excluded properties to voluntarily adopt smoke-free policies.

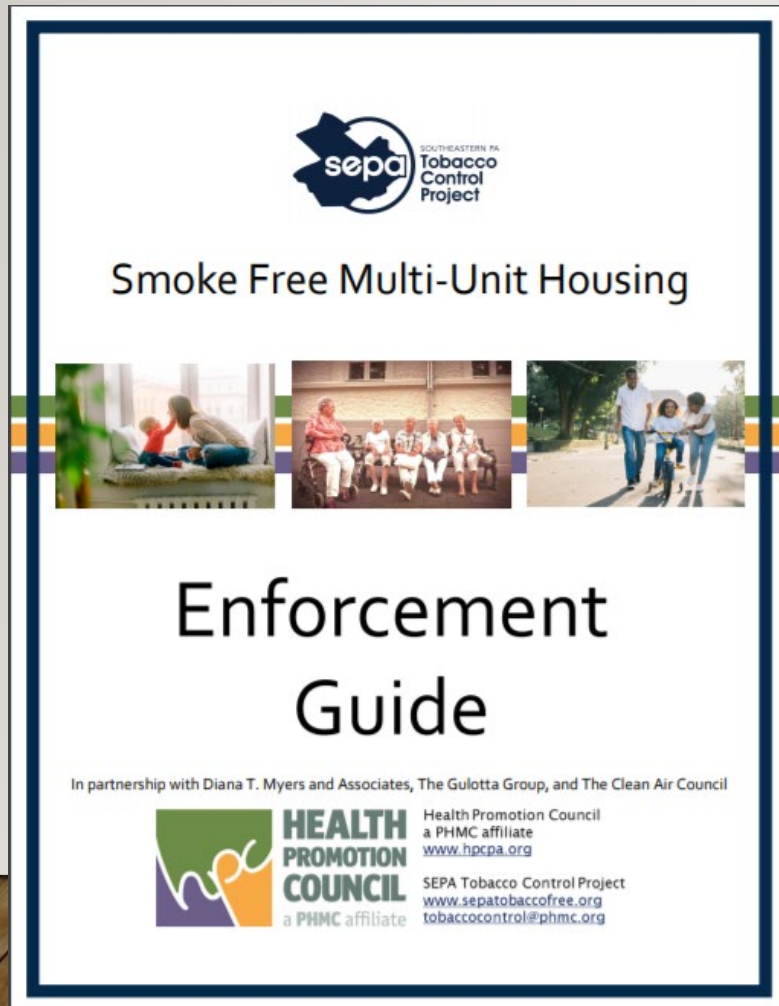


ENFORCEMENT GUIDE



- Aims to:
- **1. Assist in the effective enforcement smoke-free housing policies**
- **2. Recognize tenant and staff concerns**

21 GUIDE ONLINE



<https://bit.ly/2IGDrIe>

www.sepatobaccofree.org

www.sepatobaccofree.org/muh

KEY TO SUCCESS #1: INVOLVE ALL STAFF

- In development of policy, rationale, language
- In messaging the new policy to tenants
 - Positive, empathetic, non-punitive (see guide for examples of positive language)
- Staff training is critical!
- *Case study: Federation Housing



23 KEY TO SUCCESS #2: INCLUDE RESIDENTS IN THE PROCESS AS EARLY AS POSSIBLE

- Help residents to feel that they have had some input in policy development
- Give residents an opportunity to vent
- Give residents an opportunity to express support for the policy
- Schedule one or more meetings depending on size of the apartment community

24 KEY TO SUCCESS #3: IMPLEMENT THE POLICY THOUGHTFULLY

- **Essential Policy Elements**
 - Tiered warning system including the opportunity to participate in tobacco dependence treatment programs
 - Must apply to everyone including visitors, staff and contract workers
 - Define “smoking”, areas outside where smoking may be permitted



25 KEY TO SUCCESS #3: IMPLEMENT THE POLICY THOUGHTFULLY

- **Develop a systematic approach for documenting violations**
 - No favorites or looking the other way!
 - The Enforcement Guide includes a systematic approach for how to document violations
 - A model policy is included in the guide
- **Eviction is not the goal.**
- Provide opportunities and resources to assist in quitting smoking can help residents accept and comply with policy changes.

DISTRICT JUDGES

- The Enforcement Guide includes talking points with District Justices (if all else fails and eviction becomes the only option).
- Proven to be very useful in prevailing before the court.



TOBACCO CONTROL OPPORTUNITIES

- EHR integration (connect clinics to Quitline, get usage data back, HIPAA secure)
- Performance Metrics (screening rates, diagnostic codes, treatment plans %, % with Rx, % filled Rx, care coordination)
- Certified Tobacco Treatment Specialist Training Programs
- Staff Trainings: Resources (i.e. what is the quit line?) and treatment best-practices (i.e. how is the nicotine gum supposed to be used)
- Need for Champion is key! pivot to Izzy and Karla

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IZZY AND KARLA - LANCASTER

- Origins
- Tours to visit and learn
- Izzy's resident survey
- Health education center onsite
- Karla's resource and workflow changes



29 CONTACT INFORMATION

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NEED SIGNS?
CONTACT US.





THANK YOU!



PANELISTS



Karla Verkouw, Public Health
Analyst, Lancaster Health Center



Izzy Rivera, Resident Service
Coordinator, Lancaster City
Housing Authority

PANEL DISCUSSION – Health & Housing Partnership



Q&A

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Email Emily – ekane@phmc.org

The National Nurse-Led Care Consortium (NNCC) supports the growth and development of over 250+ nurse-managed health centers serving millions of vulnerable people across the nation.

