July Press Release Template – Smoke-Free Public Housing Anniversary

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For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**Smoke-free public housing celebrates first anniversary**

*Local health groups recognize the milestone, encourage quitting tobacco*

(**CITY, WI**) – BEGIN BY STATING THAT TUESDAY, JULY 30, MARKS THE ONE YEAR ANNIVERSARY OF ALL PUBLIC HOUSING AUTHORITIES GOING SMOKE-FREE. SHARE THAT THEY WENT SMOKE-FREE AS A RESULT OF A RULE PASSED BY THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD) REQUIRING THEM TO IMPLEMENT SMOKE-FREE POLICIES THAT INCLUDED ALL LIVING UNITS AND INDOOR COMMON AREAS IN PUBLIC HOUSING AND PUBLIC HOUSING ADMINISTRATIVE BUILDINGS. LOCAL HEALTH ADVOCATES FROM (**NETWORK/COALITION NAME**) ARE CELEBRATING THE ANNIVERSARY.

“QUOTE ABOUT HOW YOU’RE HAPPY SO MANY ARE NOW PROTECTED FROM SECONDHAND SMOKE,” SAID (**CONTACT NAME**). “IF APPLICABLE, TALK ABOUT ANY SUPPORT THAT YOUR ORGANIZATION PROVIDED IN THE LEAD-UP AND FOLLOW-UP OF THE RULE GOING INTO EFFECT.”

SHARE SOME OF THE BENEFITS HUD PROJECTED TO SEE AS A RESULT OF THE RULE. YOU CAN FIND EXAMPLES AT <https://tobwis.org/resources/view/9/National_HUD_Smoke_Free_Talking_Points_PDF.pdf>.

PROVIDE SOME OF THE REASONS WHY YOUR ORGANIZATION SUPPORTED THIS CHANGE (**DANGERS OF SECONDHAND SMOKE, AIR TRAVELING FROM UNIT TO UNIT, KIDS HEALTH, ETC.).** YOU CAN FIND GOOD EXAMPLES AT <http://wismokefreehousing.com/files/download/77463bcb31e1e05>.

“QUOTE FROM A PHA ON HOW THEY FEEL THE CHANGE HAS GONE. DID COMPLIANCE GO SMOOTHLY, HAVE THEY SEEN THEIR RESIDENTS QUIT OR TRY TO QUIT, ETC?” SAID (**PROPERTY MANAGER**). **(NOTE: A QUOTE FROM A RESIDENT WHO QUIT BECAUSE OF A SMOKE-FREE RULE WOULD ALSO BE FANTASTIC)**

FOLLOW BY SHARING THAT WHILE THE HUD RULE DIDN’T REQUIRE PEOPLE WHO SMOKE TO QUIT, IT CONTINUES TO OFFER A GREAT OPPORTUNITY TO GIVE UP TOBACCO FOR GOOD. SHARE THAT TOBACCO USERS WHO ARE READY TO QUIT CAN CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669) TO RECEIVE FREE HELP. ALSO LET READERS KNOW THAT MEDICAID COVERS THE COST OF MANY QUIT SMOKING MEDICATIONS AND ENCOURAGE THEM TO TALK TO THEIR DOCTOR FOR COVERAGE INFORMATION.

FINALLY, LET NON-HUD PROPERTY MANAGERS KNOW THAT YOUR ORGANIZATION IS THERE TO HELP THEM IF THEY’RE INTERESTED IN GOING SMOKE-FREE, INCLUDING PROVIDING SIGNAGE, TIPS, AND OTHER RESOURCES. TO CONTACT THE (**COALITION/NETWORK NAME**) VISIT (**NETWORK COALITION WEBSITE, SOCIAL MEDIA, ETC.**). FOR MORE ON THE SMOKE-FREE HUD RULE, VISIT <https://www.hud.gov/program_offices/healthy_homes/smokefree>.

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