Healthy Homes Month – June 2017 Press Release Template

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

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

**Smoke-free homes are healthy homes**

**CITY, WI** – START YOUR PRESS RELEASE BY SHARING THAT JUNE IS THE SECOND ANNUAL HEALTHY HOMES MONTH, WHICH IS SPONSORED BY U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD). THE OBSERVANCE FOCUSES ON RAISING AWARENESS OF HOUSING’S IMPACT ON HEALTH AND PROVIDING WAYS FOR FAMILIES TO PROTECT THEMSELVES FROM HAZARDS IN THE HOME.

CONTINUE BY SHARING THAT SMOKING IN THE HOME IS ONE HAZARD THAT’S SADLY ALL TOO COMMON IN WISCONSIN. SUPPORT THIS POINT BY SHARING THAT A FIFTH OF WISCONSIN HIGH SCHOOL STUDENTS REPORTED LIVING IN HOMES WHERE OTHER SMOKE.

“INSERT QUOTE HERE ABOUT HOW NOT SMOKING IN THE HOME IMPROVES THE HEALTH OF THOSE THAT LIVE WITH YOU, BUT IN THE CASE OF MULTI-UNIT HOUSING, ALSO PROTECTS OTHER RESIDENTS IN YOUR BUILDING,” SAID **(ORGANIZATION CONTACT)**.

FOLLOW WITH A PARAGRAPH TALKING ABOUT HOW SECONDHAND SMOKE IS NOT JUST LIMITED TO THE UNIT IN WHICH IT OCCURS AND HOW IT TRAVELS ACROSS UNITS. YOU CAN FIND INFO AT <http://wismokefreehousing.com/files/download/77463bcb31e1e05>.

TALK ABOUT HOW HUD RECENTLY FINALIZED A SMOKE-FREE RULE. THE RULE, WHICH TOOK EFFECT ON FEBRUARY, REQUIRES ALL PUBLIC HOUSING AUTHORITIES (PHAS) TO ESTABLISH SMOKE-FREE RULES BY AUGUST 2018. SHARE THAT THE RULE IS EXPECTED TO HELP THE HEALTH OF MORE THAN 2 MILLION PUBLIC HOUSING RESIDENTS, INCLUDING 76,000 CHILDREN. ALSO INCLUDE THAT IT’S ESTIMATED TO SAVE $153 MILLION ANNUALLY IN HEALTH CARE, HOME REPAIR, AND FIRE COSTS.

NOW INCLUDE A PARAGRAPH DISCUSSING YOUR LOCAL EFFORTS AROUND MULTI-UNIT HOUSING THROUGH CLEAR GAINS. THINGS YOU COULD TALK ABOUT INCLUDE THE MEETINGS YOU’VE HAD, THE PRESENTATIONS YOU’VE DONE, ANY PROPERTIES YOU’VE HELPED GO SMOKE-FREE, AND HOW LONG YOU’VE BEEN WORKING ON SMOKE-FREE HOUSING.

“INCLUDE A PARAGRAPH HERE TALKING ABOUT HOW THE HUD RULE ALIGNS WITH YOUR WORK. SHARE YOUR SUPPORT FOR THE RULE AND DISCUSS ANY PLANS THAT YOU HAVE TO PROMOTE IT OR HELP LOCAL PHAS PREPARE FOR THE RULE,” SAID **(ORGANIZATION CONTACT)**.

SHARE THAT PUBLIC HOUSING AUTHORITIES CAN DOWNLOAD AN IMPLEMENTATION KIT AT <https://portal.hud.gov/hudportal/documents/huddoc?id=pdfowners.pdf>. ALSO SHARE HOW OTHER PROPERTIES IN **(COUNTY/CITY)** INTERESTED IN GOING SMOKE-FREE CAN GET IN TOUCH WITH YOUR ORGANIZATION FOR ASSISTANCE.

FINISH YOUR PRESS RELEASE BY SHARING THAT THE WISCONSIN TOBACCO QUIT LINE PROVIDES FREE QUITTING ASSITANCE FOR ALL TOBACCO USERS READY TO QUIT. ENCOURAGE THOSE INTERESTED TO CALL THE QUIT LINE AT 1-800-QUIT NOW.