July Press Release Template 2 – Smoke-Free Public Housing

Revised June 12, 2018

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

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

**All public housing goes smoke-free on July 30**

*Help available for property managers, tobacco users, says local health group*

(**CITY, WI**) – BEGIN BY STATING THAT STARTING MONDAY, JULY 30, ALL PUBLIC HOUSING AUTHORITIES WILL BE SMOKE-FREE DUE TO A RULE PASSED BY THE U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD). THE RULE INSTRUCTS ALL PUBLIC HOUSING AUTHORITIES TO IMPLEMENT A SMOKE-FREE POLICY THAT INCLUDES 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 CHANGE.

“QUOTE ABOUT HOW YOU’RE EXCITED FOR THE NEW POLICY TO TAKE EFFECT, AND FOR THE POSITIVE HEALTH OUTCOMES THAT WILL COME OUT OF IT,” SAID (**CONTACT NAME**). “CONTINUE BY SHARING THAT YOU WANT LOCAL PHAS TO KNOW THAT YOUR ORGANIZATION IS THERE TO HELP WITH THE TRANSITION.”

SHARE SOME OF THE BENEFITS HUD REPORTS WILL COME OUT 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 SUPPORTS 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 PROPERTY MANAGER (WHETHER FROM A PHA OR NOT) THAT HAS IMPLEMENTED A SMOKE-FREE RULE. DISCUSS HOW IT’S GONE. SHARE THINGS THEY’RE HAPPY WITH LIKE REDUCED MAINTENANCE COSTS, BETTER SMELL AND APPEARANCE OF THE PROPERTY, SMOOTH IMPLEMENTATION,” 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 DOESN’T REQUIRE PEOPLE WHO SMOKE TO QUIT, IT DOES PRESENT THEM WITH 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 PROPERTY MANAGERS KNOW THAT YOUR ORGANIZATION IS THERE TO HELP THEM WITH THE TRANSITION BY 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>.

###