

**Social Media: Smoke Free - Proposed Rule
For the week of November 12th – 19th, 2015**

NOTE: This social media toolkit can be used for the week of November 12th – 19th, 2015. An updated toolkit will be reissued after November 19th, when the rule is open for public comment.

Please do not post until after 9:00 am EST on Thursday, 11/12.

Twitter

- Housing and health go hand in hand. Visit hud.gov to learn more about #SmokeFree public housing. [CHILDREN IMAGE]
- #SmokeFree public housing would help improve the health of 760,000 children living in public housing. [CHILDREN IMAGE]
- #SmokeFree public housing would reduce secondhand smoke and protect over 329,000 senior residents. Learn more at hud.gov [NO IMAGE]
- #SmokeFree public housing would yield an annual cost savings of \$153 million. Learn more → hud.gov [COST SAVINGS IMAGE]

Facebook

- Imposing a #SmokeFree rule for public housing would reduce secondhand smoke and help improve the health of the 760,000 children living in public housing, especially those with asthma and allergies. Learn more about smoke-free public housing → hud.gov [CHILDREN IMAGE]
- The Surgeon General has concluded that there is no risk-free level of exposure to secondhand smoke. #SmokeFree public housing would protect the health of our most vulnerable children and seniors. Visit hud.gov to learn more about smoke-free public housing. [CHILDREN IMAGE].
- Making public housing #SmokeFree would yield an annual cost savings of \$153 million, and of course improve the health of children and seniors. Learn more about smoke-free public housing → hud.gov [COST SAVINGS IMAGE]

Instagram

- Housing and health go hand in hand. Making public housing #SmokeFree would reduce secondhand smoke and help improve the health of the 760,000 children living in public housing. [CHILDREN IMAGE]

Instagram

#SmokeFree Children



ESTABLISHING
#SMOKEFREE
PUBLIC HOUSING WOULD **REDUCE**
SECONDHAND SMOKE AND HELP
IMPROVE THE HEALTH OF **760,000**
CHILDREN LIVING IN PUBLIC
HOUSING.



 www.hud.gov
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Facebook and Twitter

#SmokeFree Children



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THE FACTS ABOUT **#SMOKEFREE** PUBLIC HOUSING

HUD's smoke-free public housing proposed rule would yield an annual cost savings of \$153 million, including:



\$94 million in secondhand smoke related health care



\$43 million in renovation of units with smoking damage



\$16 million in smoke-attributable fire losses



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