

CLEAR GAINS IN SMOKE-FREE HOUSING

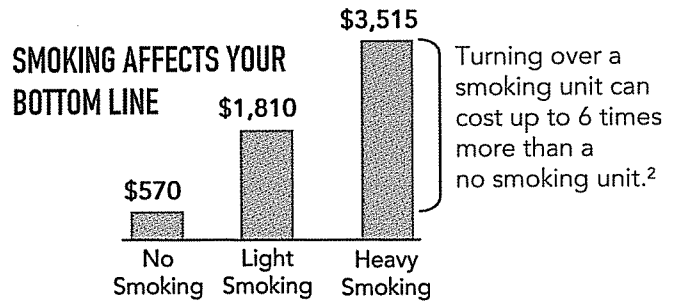
SMOKE-FREE POLICIES ARE PROFITABLE, POPULAR, AND LEGAL.

PROFITABLE Lower your cleaning and renovation turnover costs

- Cleaning, painting, and replacing flooring and other damaged items to remove smoke odor and residue is costly and time-consuming.
- Decrease risk of fire damage.¹

"For me it was the repainting each time, the extent of cleaning, hoping you would get the smell out. I finally decided it wasn't worth it."

- Dwight Fenderson, Sauk County



POPULAR Tenants are looking for smoke-free environments

- 99% of management who implemented a smoke-free policy feel it is a good decision.³
- 3 out of 4 Wisconsinites have a no-smoking policy inside their homes.⁴
- Over half of renters are concerned about secondhand smoke from other units affecting their health.⁵
- There is no safe level of secondhand smoke, and ventilation systems don't stop secondhand smoke from leaking into other units.⁶

"There have been no problems going smoke-free. Our policy has been in place for three years; resident compliance is not perfect, but it gets better each year."

- Dave Waterman, Madison

1 in 3 nonsmokers are exposed to secondhand smoke in rental housing



LEGAL You have the legal right to adopt a smoke-free policy

- No state or federal law prohibits making your property smoke-free.
- You can make your entire property smoke-free through the lease or lease addendum.⁷

READY TO TAKE THE NEXT STEP?

For sample leases, next steps, and other resources visit www.wismokefreehousing.com



¹ US Fire Administration's National Fire Incident Reporting System, 2010

² Live Smoke Free, Damage from Cigarette Smoke Residue: The Cost of Allowing Smoking in Multi-Unit Housing, 2014

³ Public Health Advocacy Institute, Massachusetts, 2008

⁴ Wisconsin Behavioral Risk Factor Surveillance System, 2013

⁵ Center for Urban Initiatives & Research, Survey of Wisconsin Renters: Rules and Preferences Regarding Smoking, 2012

⁶ ASHRAE Position Document on Environmental Tobacco Smoke, 2013

⁷ Public Health Law Center, Minnesota