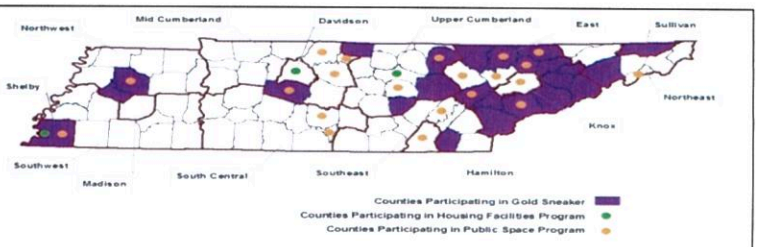
Promoting Smoke-Free Environments Strategy

Effective practices for housing facilities, child care facilities and public spaces



46 counties
$193,000 Year 1 Tobacco Settlement Investments

Housing Facilities

Goals for change

Housing facilities adopt smoke-free policies including enforcement to reduce second hand smoke exposure for children under age 5.

Study economic evidence for positive cost-benefit analysis of marketing advantages versus losing tenants

Report resident attitudes about second and third hand smoke.

By the numbers

- 3 counties conduct projects
- 11 housing facilities adopted policies
- 967 units covered through policies including 1100 residents
- Estimate 10% of participating housing unit residents are children under age 5.
- Grandparents in senior housing units frequently care for little children who become exposed to second hand smoke

Child Care Facilities: The Gold Sneaker

Goals for change

Child care facilities adopt smoke free policies to reduce second and third hand smoke exposure

Reduce worker sick days and child absenteeism and general health

Strengthen parental attitudes of the value of smoke free policies in child care facilities

By the numbers

- 24 counties conduct projects
- 54 new child care facilities enrolled in program and received training, incentives and certification as tobacco free facilities. These facilities serve 8,868 preschool children.
- Over half of facilities that adopted were privately owned.
- Less than 20% of child care facilities contacted have enrolled in Gold Sneaker program.

Public Spaces

Goals for change

Support public attitudes against smoking in public spaces that expose general public and children to second hand smoke

Gain acknowledgment that parks and recreation facilities are sources of second hand smoke exposure

Support local policy makers to approve legal changes

Understand public concern about e-cigarettes

By the numbers

- 19 counties conduct projects
- 212 new smoke-free indoor and outdoor public spaces approved: parks, greenways, athletic fields, recreation facilities, schools, outdoor events, public buildings, libraries.
- 55,415 children affected
- New creative signage created and installed by counties
- Counting cigarette in butts in parks as creative evaluation

Improvements Identified by Plan-Do-Check-Act Cycles of Learning

- **Identify the "winning arguments" and share across counties**
- **Contact more private owners to become smoke free complexes.**
- **Promote understanding of the dangers of second hand smoke for little children including the most common spaces of exposures**

Project Progress