

PFH PARTNERSHIPS FOR HEALTH

EXPOSURE TO SECONDHAND SMOKE IN THE HOME EVALUATION FINDINGS

Maine Prevention Services

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TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION	2
Background	3
Maine Prevention Services – Domain 2	4
Prior Evaluation.....	4
Need for Evaluation	4
CHAPTER 2: METHODOLOGY	5
Study Design	6
Implementation	7
CHAPTER 3: RESULTS.....	9
DTPPs Find Successes and Challenges in Engaging Property Managers.....	10
Managing Multi-Unit Housing.....	11
Engagement with CTI	12
Status of and Intentions Related to Smoke-Free Policies	13
Attitudes Toward Smoke-Free Policies	14
Tenants Attitudes Toward Tobacco-Related Rules.....	15
Attitudes Toward Tobacco-Related Rules.....	18
Factors Impacting Tenants’ Attitudes Toward Tobacco-Related Rules	19
Tenants’ Exposure to Secondhand Smoke.....	21
Factors Impacting Exposure to Secondhand Smoke	21
Tenants’ Awareness of Quit Services.....	22
CHAPTER 4: DISCUSSION.....	24
REFERENCES	27

EXPOSURE TO SECONDHAND SMOKE IN THE HOME EVALUATION FINDINGS

Program The MaineHealth Center for Tobacco Independence (CTI) is the vendor for the Maine Prevention Services (MPS) Initiative's tobacco prevention efforts, providing their 14 District Tobacco Prevention Partners (DTPPs) throughout the state with technical assistance, training, and resources. As part of their work, DTPPs work with property managers to develop and/or revise smoke-free policies to promote a smoke-free atmosphere in the environments where

Evaluation Partnerships For Health, the contracted evaluator for the MPS Initiative's tobacco prevention work, developed and implemented an evaluation study to assess property managers' and tenants' knowledge, attitudes, and behaviors toward smoke-free policies and to understand the challenges and successes that are part of DTPPs' work with property managers.

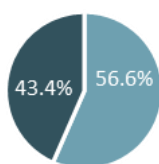
What are the challenges, barriers, successes, and lessons learned experience by DTPPs in their work with property managers?

Challenges DTPPs largely experienced challenges in getting "buy-in" from property managers to create or strengthen smoke-free policies. Sources of lack of "buy-in" included property managers' doubt that policy changes have a real impact and lack of interest in or prioritization of smoke-free policies among property managers.

Successes To overcome these challenges, DTPPs tailored strategies to the specific needs of property managers. For example, some DTPPs were able to engage property managers by focusing on effective implementation of smoke-free policies as this was a pressing issue for property managers.

"I think it's definitely been a great learning experience for us, and multi-unit housing has actually become one of our favorite objectives recently and we feel like it's one of the easier targets just now that we've tailored the message and everything so well."

To what extent has the MPS Initiative resulted in a change in knowledge of and attitudes toward smoke-free policies among property managers in Maine?



Over half of property managers interviewed had engaged with a DTPP over the course of the MPS Initiative (56.6%).

Those who had engaged with DTPPs were more likely to cite tenant **health as the reason for their smoke-free policy.**



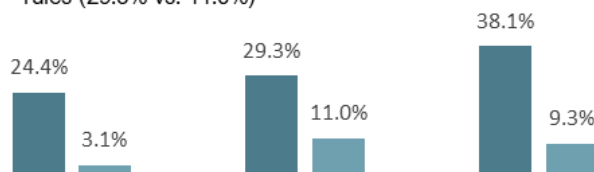
What are tenants' attitudes toward tobacco-related rules, level of exposure to secondhand smoke, and awareness of the Maine Tobacco HelpLine?

Tenants tended to have positive attitudes toward tobacco-related rules and their enforcement, with the exception of **55-64 year olds and current tobacco users.**

Compared to other age groups, **55-64 year olds** tended to not want:

- Landlords to have rules about using tobacco (24.4% vs. 3.1%)
- Better enforcement of these rules (29.3% vs. 11.0%)

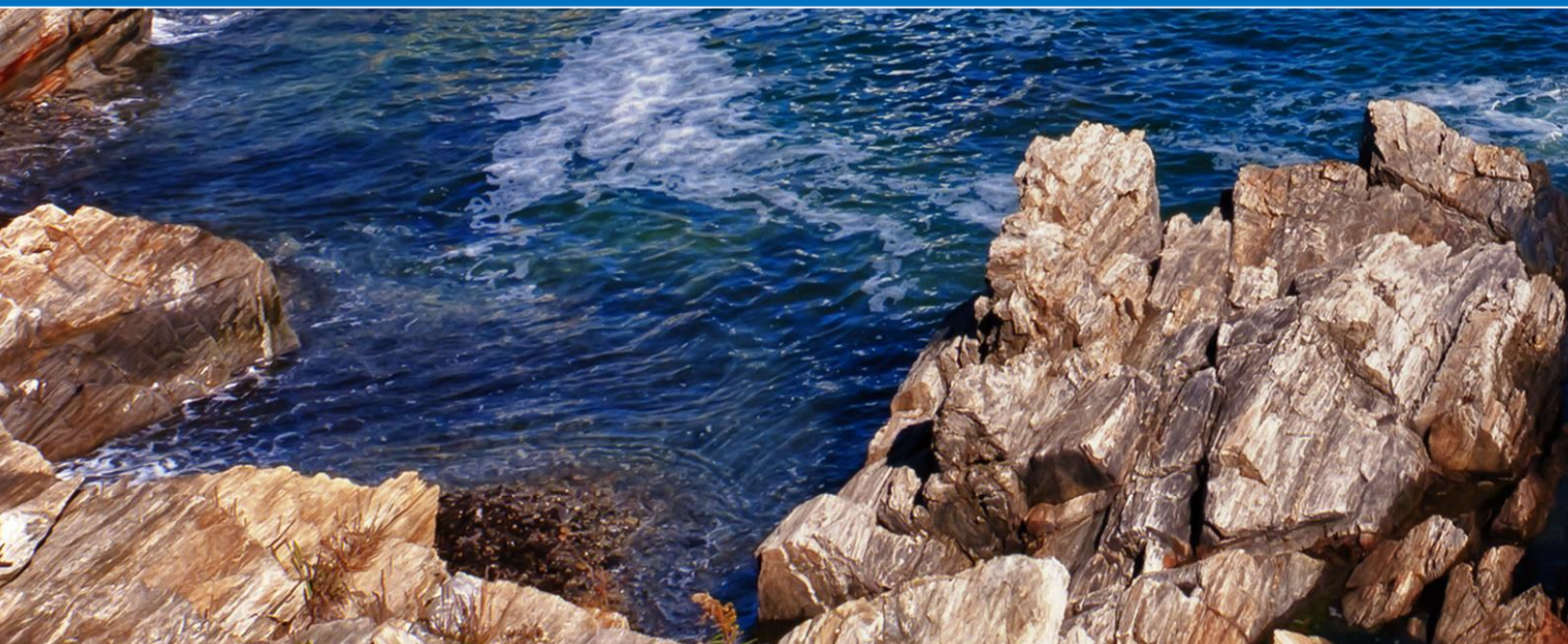
Current tobacco users were statistically more likely than non-tobacco users to not want rules about tobacco enforced (38.1% vs 9.3%).



- While most respondents reported not being exposed to secondhand smoke daily (56.2%), female respondents were statistically more likely than male respondents to report exposure 1 – 5 times per day (Female: 23.7%, Male: 16.1%).
- Most respondents were both aware of the MTHL (67.5%) and would recommend it to others to help them in quitting tobacco use (70.4%).



CHAPTER 1: INTRODUCTION



BACKGROUND

Secondhand smoke. Secondhand smoke (SHS) is the combination of smoke from burning tobacco products and smoke exhaled by smokers (U.S. Environmental Protection Agency, 2018). There is no risk-free level of exposure to SHS (U.S. Centers for Disease Control and Prevention, 2018). The negative effects of exposure to SHS are serious for both children and adults. Among children these effects include more frequent and severe asthma attacks, respiratory infections, ear infections, and sudden infant death syndrome. For adults these include coronary heart disease, stroke, and lung cancer (ibid). About 1 in 4 (58 million) nonsmokers are exposed to SHS and about 480,000 nonsmokers die each year as a result of SHS (U.S. Centers for Disease Control and Prevention, 2019) (U.S. Department of Health and Human Services, 2014). Exposure to SHS is higher among children ages 3 – 11, non-Hispanic black people, those living in poverty, and those who rent their housing (Homa, et al., 2015).

Housing and secondhand smoke. The home is one of the most common sites where children and adults are exposed to SHS (U.S. Environmental Protection Agency, 2018). In multi-unit housing, smoke can move among units through doorways, cracks in walls, electrical lines, plumbing, and ventilation systems (American Lung Association, n.d.). Nonsmokers who live in rental housing are exposed to SHS at a higher rate than nonsmokers overall, with more than one in three nonsmokers residing in rental housing experiencing exposure to SHS (U.S. Centers for Disease Control and Prevention, 2019). Studies have shown that the only way to eliminate SHS from indoor environments is to prohibit smoking indoors, and that the majority of multi-unit housing tenants want smoke-free policies (U.S. Environmental Protection Agency, 2018) (U.S. Centers for Disease Control and Prevention, 2019).

Public health approach. Studies also suggest that “smoke-free policies in affordable multi-unit housing can reduce tenants’ exposure to secondhand indoor smoke” (Kingsbury & Reckinger, 2016). The health benefits associated with smoke-free policies include decreased prevalence of tobacco smoking, decreased tobacco consumption, fewer cardiovascular events, and decreased asthma morbidity (Office of the Associate Director for Policy and Strategy, 2017).

In addition to the health benefits of putting smoke-free policies into place, implementing these policies can reduce costs of property maintenance, turnover of rental units, and risk of fire (Department of Housing and Urban Development, 2018). Studies have also estimated that implementing smoke-free policies could save about \$153 million annually on a national level (King, Peck, & Babb, 2014).

Between 1993 and 2015, the percentage of homes in the U.S. with smoke-free policies increased from 43.1% to 86.5% (U.S. Environmental Protection Agency, 2018). In 2012, Maine became the first state to enact smoking bans in public housing (Current Status of Tobacco Control, 2014) and also to require that housing providers “monitor and disclose the status of smoking and non-smoking units in their buildings” (American Nonsmokers' Rights Foundation, 2017). As of July 31, 2018, the U.S. Department of Housing and Urban Development required all public housing¹ to implement smoke-free policies. This rule restricts the use of lit tobacco products inside units, in indoor common areas, and administrative areas, and within 25 feet of housing and administrative buildings (Department of Housing and Urban Development, 2018).

¹ Public housing is defined as housing provided for people with low incomes and public, subsidized by public funds.

MAINE PREVENTION SERVICES – DOMAIN 2

The Maine Prevention Services (MPS) Initiative is a collaboration between Maine Center for Disease Control and Prevention (Maine CDC) and statewide community partners to prevent obesity, tobacco, and substance use as well as to engage and empower youth in those efforts. The MPS Initiative is made up of five domains: substance use prevention; tobacco initiation, use, exposure, and prevention; youth engagement and empowerment; mass-reach health communications; and obesity prevention. The MaineHealth Center for Tobacco Independence (CTI) is the vendor for the MPS Initiative's tobacco prevention efforts, providing their 14 District Tobacco Prevention Partners (DTPPs) throughout the state with technical assistance, training, and resources. Part of the DTPPs' work is supporting multi-unit housing properties in the development and/or revision of smoke-free policies with the purpose of promoting a smoke-free atmosphere in the environments where people live. This support ranges from providing smoke-free signage, to providing strategies to communicate about policies, to sharing quit resource information such as the Maine Tobacco HelpLine (MTHL). Since this evaluation took place, the Maine Tobacco HelpLine has transitioned to the Maine QuitLink. The Maine QuitLink brings together the former Maine Tobacco HelpLine and QuitLink to offer phone and web-based tobacco treatment support to Mainers.

PRIOR EVALUATION

In addition to this evaluation, other studies have been done that provide context for the issue of SHS in Maine homes and how it may have changed over time.

University of New England. University of New England (UNE) was contracted by Maine CDC from 2010 to 2015 to provide process and outcome evaluation for the Healthy Maine Partnerships. Part of this work focused on tobacco prevention, specifically successes and challenges associated with working with property managers around smoke-free housing policies.

Critical Insights. In an evaluation study conducted in 2011 and 2014, Critical Insights was contracted by the Smoke-Free Housing Coalition of Maine to gauge tenants' and landlords' awareness of and opinions about smoke-free housing policies, and the prevalence of smoke-free housing policies adopted in rental properties.

NEED FOR EVALUATION

This was an outcome evaluation with the purposes of quantifying the impact of the MPS Initiative on property managers' attitudes toward, knowledge of, and implementation of smoke-free policies; and on tenants' exposure to SHS in their homes. In addition, these evaluation activities sought to assess DTPPs' challenges and successes in engaging property managers, and to examine tenants' attitudes toward smoke-free policies, exposure to SHS, and awareness of the MTHL. These findings can be used to inform CTI's continuous quality improvement efforts. Further, both the MPS Initiative and CTI can apply these findings and data to decision-making around updating and/or evaluating their existing programs and strategies.



CHAPTER 2: METHODOLOGY



STUDY DESIGN

Initial evaluation design. A quasi-experimental, post intervention, matched cohort design was created to assess the knowledge, attitudes, and behaviors toward smoke-free policies among property managers and tenants in Maine. The evaluation was guided by the following questions:

1. To what extent has the MPS Initiative resulted in a change in knowledge of and attitudes toward smoke-free policies among property managers and tenants in Maine?
2. To what extent has the MPS Initiative resulted in a decrease in exposure to secondhand smoke among families living in multi-unit housing?

Property managers were interviewed and tenants in multi-unit housing were invited to complete a push-to-web survey. PFH contracted with Market Decisions Research (MDR) to conduct these interviews and implement this tenant survey.

Implementation challenges. Several factors made it difficult to implement the study design as initially intended and resulted in a small number of interview participants and changes to the evaluation questions. Many property managers of multi-unit housing in Maine operate out of state and were difficult to contact for participation in interviews. Further, there were few existing relationships with property managers that could be leveraged resulting in cold calling of property managers for interview participation. In addition, it was not possible to identify the sample of tenants' specific property managers. Thus, differences in tenants' attitudes or exposure to SHS in relation to DTPPs' engagement of specific property managers could not be ascertained.

Updated study design. As a result of these challenges, the study design was adapted to use a multi-pronged approach that incorporated DTPPs' perspective to supplement property managers' responses and updated the evaluation questions related to tenants. The new design focused on how DTPPs engage with property managers and add value to property managers' policy development. In addition, the portion of the evaluation around tenants' attitudes toward tobacco-related rules became formative (exploring tenants' attitudes toward smoke-free policies, their exposure to SHS, and awareness of MTHL) rather than measuring any change in these as a result of the MPS Initiative (outlined in Table 1).

Table 1. Initial and Updated Study Designs

Core Evaluation Questions		Type of Evaluation
Initial Design	To what extent has the MPS Initiative resulted in a change in knowledge of and attitudes toward smoke-free policies among property managers and tenants in Maine?	Outcome
	To what extent has the MPS Initiative resulted in a decrease in exposure to SHS among families living in multi-unit housing?	Outcome
Updated Design	What are the challenges, barriers, successes, and lessons learned experienced by DTPPs in their work with property managers?	Process
	To what extent has the MPS Initiative resulted in a change in knowledge of and attitudes toward smoke-free policies among property managers in Maine?	Outcome
	What are tenants' attitudes toward tobacco-related rules, level of exposure to SHS, and awareness of quit services?	Formative

IMPLEMENTATION

Sampling. After CTI provided introductions to the DTPPs throughout the state, PFH recruited 8 DTPPs to participate in interviews. As part of the property manager recruitment, PFH provided MDR with a list of 966 rental properties in Maine. These properties were divided into an Intervention Group, made up of property managers that had been engaged by DTPPs in the first year of the MPS Initiative, and a Control Group of property managers who had not been engaged by DTPPs in the first year. Property managers in the Intervention Group were matched with property managers in the Control Group. MDR randomly selected 30 properties in the Intervention Group and their matched Control Group properties to interview. Due to a low response rate in the original sample, an additional 111 property managers were called to achieve 30 completed property manager surveys. In order to recruit tenants, MDR sent letters to 3,200 tenants throughout Maine inviting them to complete a survey starting on August 16, 2019. Between August 16 and September 7, 2019, 203 tenant surveys were completed.

Instruments. The *DTPP Interview Protocol* was developed to leverage DTPPs' knowledge of challenges, barriers, successes, and lessons learned in engaging property managers around smoke-free policies. The *Property Manager Telephone Interview Protocol* was adapted from the Tenant Survey developed by Critical Insights (2014). These questions focused on assessing property managers' attitudes toward smoke-free policies and their perceived challenges, facilitators, and successes. The *Tenants' Tobacco Survey* was designed to assess multi-unit housing tenants' attitudes toward and knowledge of smoke-free policies as well as their exposure to SHS.

Data collection. DTPP interviews were conducted in January of 2019. MDR contacted property managers for telephone interviews between July 18, 2019 and August 8, 2019. MDR conducted 30 telephone interviews of property managers with properties in Maine. MDR distributed the Tenants' Tobacco Survey to tenants via postcards that directed tenants to complete a web-based survey.

Analysis. DTPP interviews were transcribed and thematic analysis was conducted. Using the MPS Implementation Indicators for Contract Periods 1 through 3, each property manager's Engagement Index was calculated based on their level of engagement with DTPPs over the course of the MPS Initiative.² The formula for the Engagement Index is shown in Figure 1. Quantitative analyses of property managers' responses were conducted within and between Engagement Index groups. Due to the small sample size of property managers, only descriptive and frequency analyses were undertaken. The number of responses to the tenant survey was sufficient to conduct descriptive, frequency, and statistical analyses. Statistical analyses included independent Chi-squared tests and Fisher's exact test.

Figure 1. Engagement Index Formula

$$\text{Engagement Index} = \frac{\text{Number of years engaged by DTPP}}{\text{Number of contract periods}} \times 100$$

² The Engagement Index was used in place of Intervention and Control Groups to group property managers for analysis. The Engagement Index captures more detail about the extent to which each property manager was engaged by DTPPs over the course of the evaluation than the original Intervention and Control Groups.

Table 2 summarizes the sampling, instruments, data collection methods, and data analysis involved in this evaluation across DTPPs, property managers, and tenants.

Table 2. Evaluation Implementation Summary

	DTPPs	Property Managers	Tenants
Methodology	Phone interview	Phone interview	Push-to-web survey
Timeline	January 2019	July 18 – August 8, 2019	August 16 – September 7, 2019
Sample Size	14	1,077	3,200
Respondents (Response Rate)	8 (57.14%)	30 (2.79%)	203 (6.34%)
Analysis	Thematic analysis	Frequency analysis	Frequency analysis Chi-squared tests Fisher's exact test



CHAPTER 3: RESULTS



DTPPs FIND SUCCESSES AND CHALLENGES IN ENGAGING PROPERTY MANAGERS

Between 2016 and 2018, the DTPPs engaged property managers of 202 housing properties in all 16 counties to support them in developing, revising, or implementing smoke-free policies. Of these 202 housing properties, 170 adopted smoke-free policies.

Tailored strategies result in success. DTPPs have found success in tailoring their strategies to fit the needs of different property managers. When DTPPs were successful in engaging property managers, they reported serving as important resources.

"I think it's definitely been a great learning experience for us, and multi-unit housing has actually become one of our favorite objectives recently and we feel like it's one of the easier targets just now that we've tailored the message and everything so well."

Lack of interest and belief in efficacy challenge the DTPPs. DTPPs reported difficulty in engaging property managers around smoke-free policies. Some DTPPs reported that this was due to property managers' lack of belief in the effectiveness of smoke-free policies while others reported that this was due to property managers' lack of interest in updating their policies if they "feel they're already doing what needs to be done in terms of smoke-free housing."

"I would say out of every entity that I've worked with multi-unit housing property management companies has probably been one of the most challenging settings when it comes to tobacco policy. They're either not interested in focusing on tobacco right now or there's other concerns that are more important."

In addition, many property managers are part of larger property management companies, making it difficult for DTPPs to navigate systems and form relationships.

Changing needs of property managers. Some DTPPs shared that property managers seem more interested in assistance with policy implementation than policy development.

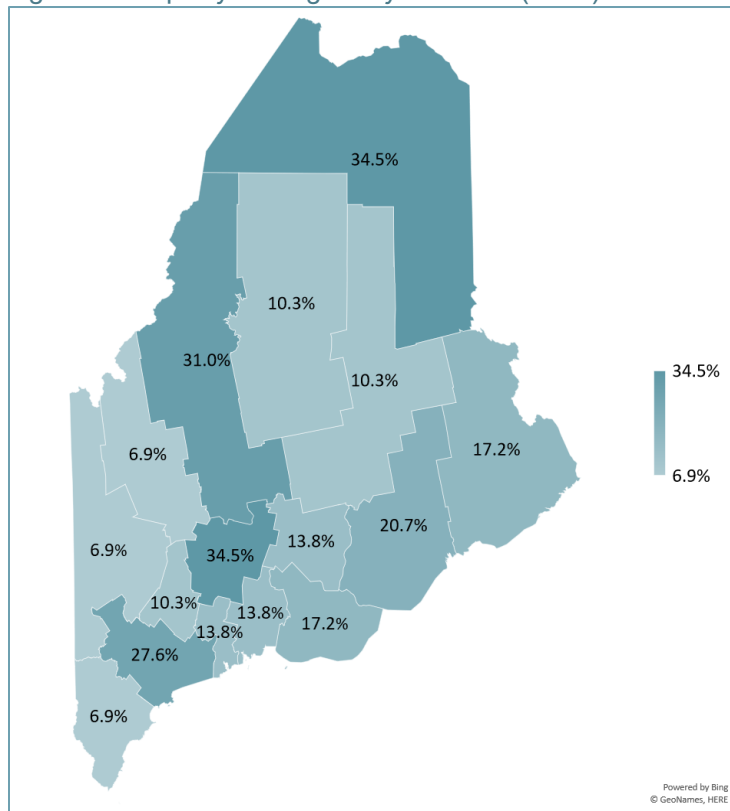
"I think that's where we've gotten a lot of feedback from other landlords that, 'It's great to have a policy, but how do we really enforce them?' That's really where they need the most help, more than just – and I'm not saying this, but, we kind of were hearing from them it's, more than just a piece of paper that says, you know, 'You cannot smoke on this property.' [Tenants] just don't necessarily obey... it."

MANAGING MULTI-UNIT HOUSING

Thirty property managers participated in interviews about their knowledge of and attitudes toward smoke-free policies. Twenty-six property managers reported managing two or more properties and these portfolios included properties in different locations and of different housing types, rates, and sizes.

Most respondents reported that they managed properties in Androscoggin (10) and Aroostook (10) counties and that their portfolios included multi-unit housing (86.7%) (as shown in Figure 2). Half of respondents managed 10 or more multi-unit housing properties (50.0%) in multiple counties. Accordingly, percentages in Figure 2 do not add up to 100%.

Figure 2. Property Managers by Location (n=30)



While respondents reported diverse portfolios in terms of payment mix, the vast majority reported that their portfolios included subsidized housing (96.6%). Table 3 summarizes all demographic information.

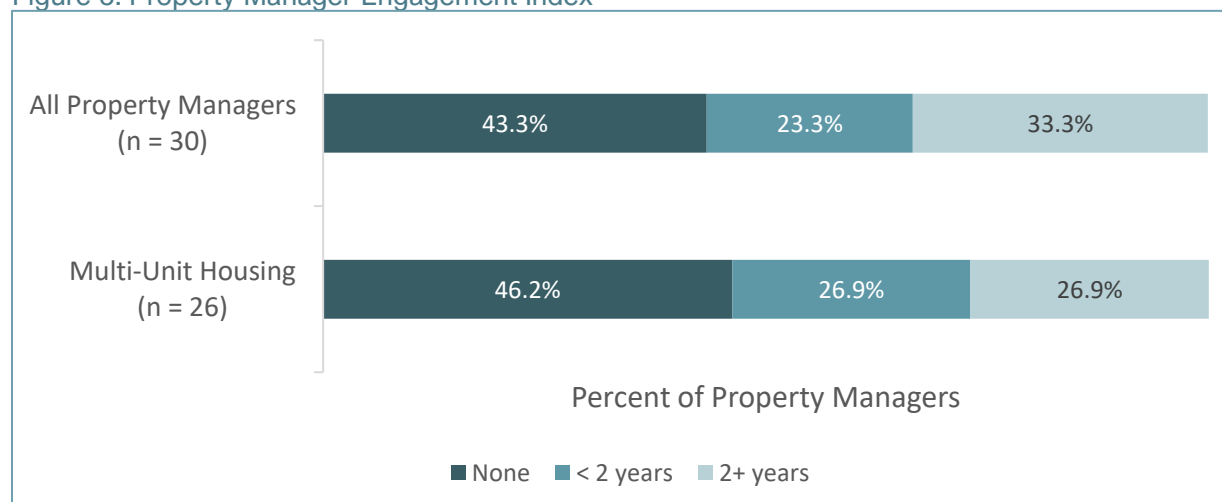
Table 3. Property Managers Demographics

Property Managers	
Housing Type (n=30)	
Multi-Unit Housing	86.7%
Single Family	23.3%
Townhomes	13.3%
Single Family and Townhomes	20.0%
Housing Rate (n=29)	
Subsidized	96.6%
Market rate	75.9%
Mixed rate	58.6%
Number of Multi-Unit Housing Properties Managed (n=28)	
Fewer than 10	50.0%
10 – 29	21.4%
30 – 49	0.0%
50 or more	28.6%
500 or more	10.7%

ENGAGEMENT WITH CTI

To assess the impact of the MPS Initiative, property managers were grouped based on their level of engagement with MPS through the DTPPs. Over half of respondents had been engaged by CTI in at least one of the previous three contract periods (see Figure 3).

Figure 3. Property Manager Engagement Index



Status of and Intentions Related to Smoke-Free Policies

Almost all respondents reported having both tobacco-free and smoke-free policies (25) (as shown in Figure 4). This trend held across property managers with different engagement levels.

Figure 4. Tobacco/Smoke-Free Policies and Engagement with DTPPs



About three-quarters of respondents (73.3%) intend to revise their existing smoke-free policies in the next two years, with no major differences across engagement levels (as shown in Table 4).

Table 4. Property Managers' Intention to Revise Smoke-Free Policy (n=30)

Property Managers	
Revise existing smoke-free policy	73.3%
Adopt new smoke-free policy	13.3%
No further plans	13.3%

Further, over half of respondents reported accessing resources through the Breathe Easy Coalition/Smoke-Free Housing Coalition of Maine, programs operated by CTI (58.3%) (see Table 5).

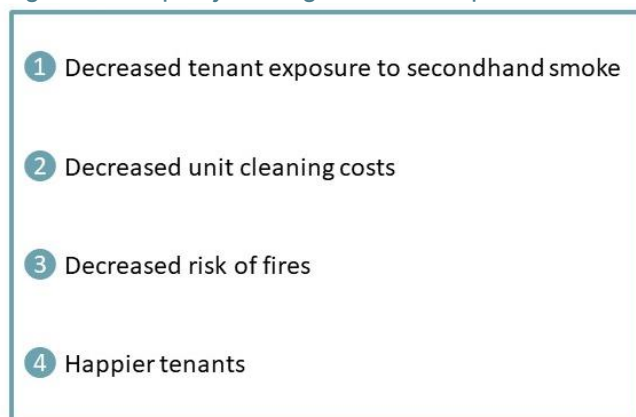
Table 5. Resources Accessed by Property Managers (n=24)

Property Managers	
Breathe Easy Coalition/Smoke-Free Housing Coalition of Maine	58.3%
Maine State Housing Authority	54.2%
US Department of Housing and Urban Development	29.2%
Maine CDC	8.3%
Other	8.3%

Attitudes Toward Smoke-Free Policies

Benefits of smoke-free policies. Most property managers recognized the many health and economic benefits of smoke-free policies including decreased tenant exposure to SHS (96.0%), decreased unit cleaning costs (96.0%), decreased risk of fires (96.0%), and happier tenants (68.0%) (see Figure 5).

Figure 5. Property Managers' Most Reported Benefits



Reasons for smoke-free policies. Property managers who had engaged with DTPPs during at least one year of the MPS Initiative were more likely to report tenants' health as a reason for their smoke-free policy than those who had not engaged with DTPPs at all (70.0% vs. 40.0%). Further, safety reasons and costs/damage to units were the most frequently reported reasons for smoke-free policy among property managers who had not engaged with DTPPs (see Table 5).

Challenges implementing smoke-free policies. Overall, respondents most frequently reported "a lack of support/buy-in from tenants" and "complaints about restriction of tenants' rights" as challenges to implementing their smoke-free policies. Interestingly, property managers who engaged with DTPPs reported these issues more frequently than those who had not engaged with DTPPs (see Table 6).

Table 6. Property Managers' Attitudes Toward Smoke-Free Policies

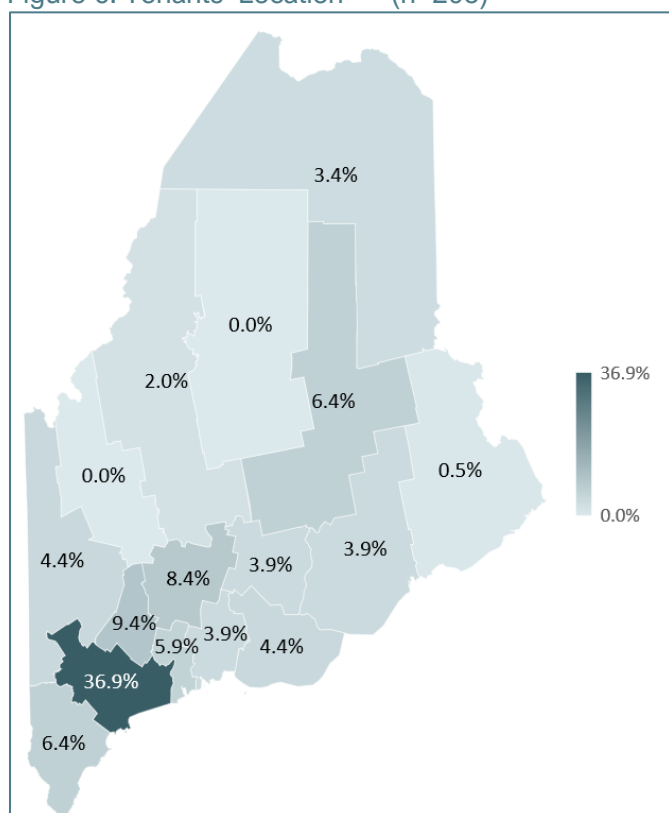
	Property Managers Engagement with CTI		
	None	< 2 Years	2+ Years
Benefits of Smoke-Free Policies (n=25)			
Decreased tenant exposure to secondhand smoke	100.0%	83.3%	100.0%
Decreased unit cleaning costs	100.0%	83.3%	100.0%
Decreased risk of fires	100.0%	83.3%	100.0%
Happier tenants	63.6%	66.7%	75.0%
Reasons for Smoke-Free Policies (n=25)			
For health reasons/health of tenants	40.0%	60.0%	70.0%
For safety reasons	60.0%	20.0%	50.0%
Costs/damage to units	60.0%	60.0%	50.0%
Required by law/HUD regulated	10.0%	20.0%	40.0%
Other	0.0%	0.0%	0.0%

	Property Managers Engagement with CTI		
	None	< 2 Years	2+ Years
Challenges with Smoke-Free Policies (n=27)			
A lack of support/buy-in from tenants	27.3%	40.0%	50.0%
A decrease in new leases	9.1%	0.0%	12.5%
An increase in tenants who seek housing elsewhere	0.0%	0.0%	0.0%
Complaints about restriction of tenants' rights	18.2%	20.0%	50.0%

TENANTS ATTITUDES TOWARD TOBACCO-RELATED RULES

Respondents to the Tenants' Tobacco Survey tended to be female (68.5%) and about one-third of respondents reported living in Cumberland county (37.9%) (see Figure 6).

Figure 6. Tenants' Location³ (n=203)



Most respondents reported being 65 years or older (57.0%) and correspondingly most respondents reported being retired (59.6%) (see Figure 7). In addition, almost three-quarters of respondents receive some sort of assistance to pay their rent (73.9%) (see Figure 8). Further, 10.3% of respondents reported that they currently use tobacco, which is slightly lower than the percentage of adults in Maine who are current smokers (17.8%) (U.S. Centers for Disease Control and Prevention, 2018) (see Figure 9). All demographic data is summarized in Table 7.

³ Due to rounding, these percentages do not add up to 100%.

Figure 7. Tenants' Ages (n=200)

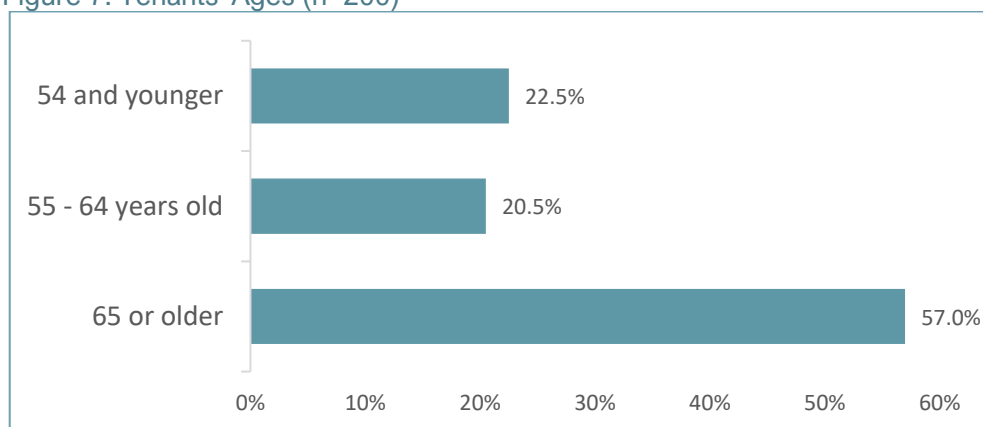


Figure 8. Tenants' Rent Payment (n=203)

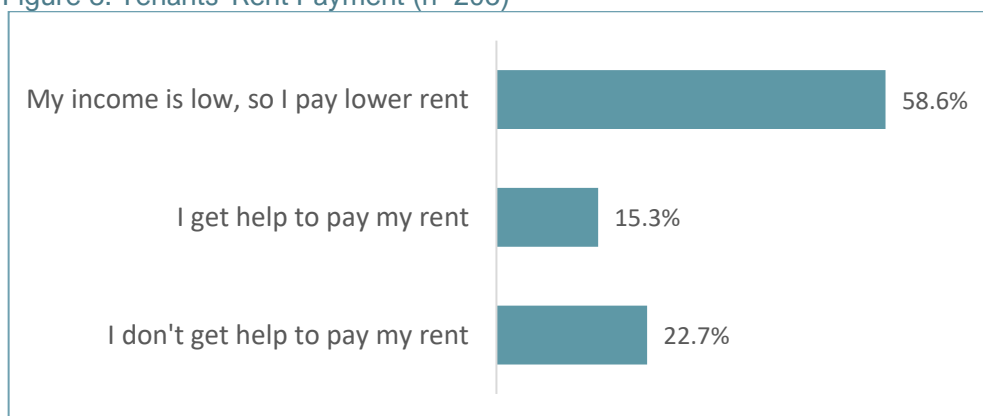


Figure 9. Tenants' Smoking Status (n=203)

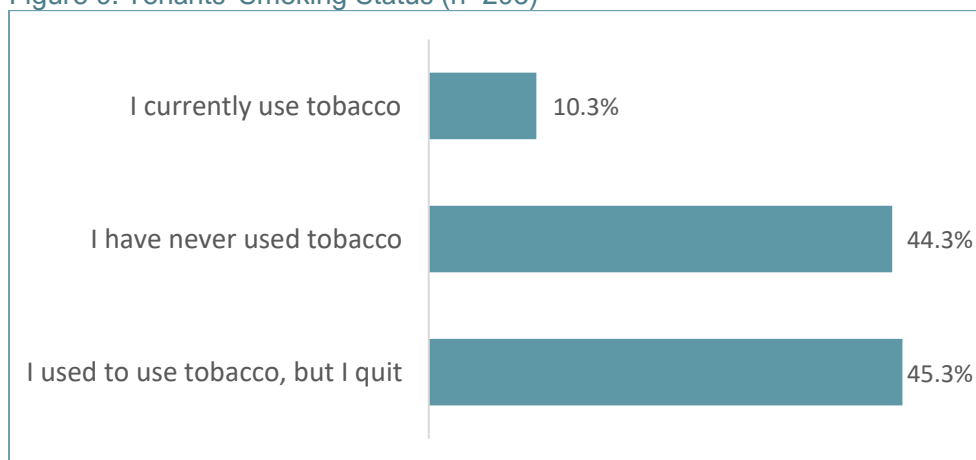


Table 7. Tenants' Demographics

Tenants	
County (n=203)	
Androscoggin	8.9%
Aroostook	3.4%
Cumberland	37.9%
Hancock	3.4%
Kennebec	8.4%
Knox	3.9%
Lincoln	4.4%
Oxford	3.9%
Penobscot	7.9%
Sagadahoc	5.4%
Somerset	1.5%
Waldo	3.9%
Washington	0.0%
York	6.9%
Gender (n=202)	
Female	68.8%
Male	30.7%
Other	0.5%
Age (n=200)	
54 or younger	22.5%
55 - 64 years old	20.5%
65 or older	57.0%
Employment Status (n=198)	
I work for pay	12.6%
I do not work for pay	24.2%
Retired	59.6%
Student	2.0%
Other	1.5%
Payment for Home (n=203)	
I don't get help to pay my rent	22.7%
I get help to pay my rent	15.3%
My income is low, so I pay lower rent	58.6%
Other	3.4%
Tobacco Use (n=203)	
I currently use tobacco	10.3%
I have never used tobacco	44.3%
I used to use tobacco, but I quit	45.3%

Attitudes Toward Tobacco-Related Rules

Tenants tend to support tobacco-related rules. Most respondents were glad that their landlords had rules about using tobacco (79.8%) and/or wished that these rules were better enforced (47.3%). Of those respondents whose landlords did not have rules about using tobacco, most wished that these rules were in place (55.7%) and/or would move to a home that did not allow tobacco use (35.0%). See Table 8 for a summary of responses.

Table 8. Tenants' Attitudes Toward Tobacco-Related Rules (n=203)

Tenants	
I am glad my landlord has rules about using tobacco.	
Strongly Disagree	5.4%
Disagree	2.0%
Neutral	8.4%
Agree	22.7%
Strongly Agree	57.1%
I don't know	1.5%
N/A	3.0%
I wish my landlord had rules about using tobacco.	
Strongly Disagree	4.9%
Disagree	2.5%
Neutral	13.8%
Agree	7.4%
Strongly Agree	15.3%
I don't know	0.5%
N/A	55.7%
I wish my landlord better enforced the rules about using tobacco.	
Strongly Disagree	4.9%
Disagree	7.4%
Neutral	22.2%
Agree	17.7%
Strongly Agree	29.6%
I don't know	3.0%
N/A	15.3%
If I could, I would move to a home that didn't allow tobacco use.	
Strongly Disagree	5.9%
Disagree	16.3%
Neutral	12.8%
Agree	11.8%
Strongly Agree	23.2%
I don't know	2.0%
N/A	28.1%

Factors Impacting Tenants' Attitudes Toward Tobacco-Related Rules

While respondents' attitudes toward tobacco-related rules were affected by their age and smoking status, gender did not play a role. There were statistically significant differences in responses among different age groups and between current tobacco users and non-tobacco users.

Tenants aged 55 – 64 have more negative attitudes toward tobacco-related rules than other age groups. Respondents ages 55 – 64-years-old were statistically less likely than those in other age groups, both younger and older, to support rules about using tobacco (p-value = 0.02994). They tended to not want their landlords to have rules about using tobacco (24.4% vs 3.1%), to better enforce these rules (29.3% vs 8.0%), and/or to move to a smoke-free home (43.9% vs 16.7%). See Figures 10 – 12 for comparisons.

Figure 10. Tenants' Attitudes Toward Tobacco-Related Rules by Age (n=200)

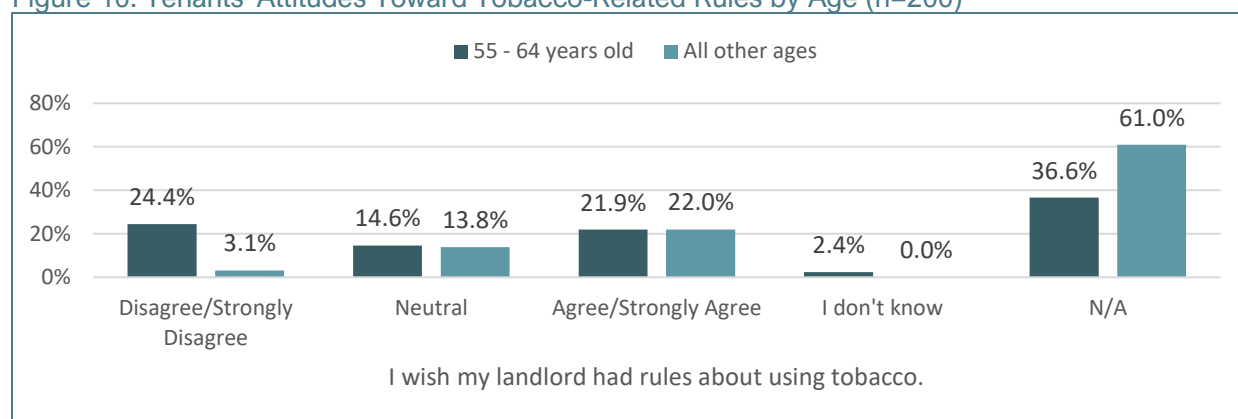


Figure 11. Tenants' Attitudes Toward Landlords' Enforcement of Tobacco-Related Rules by Age (n=200)

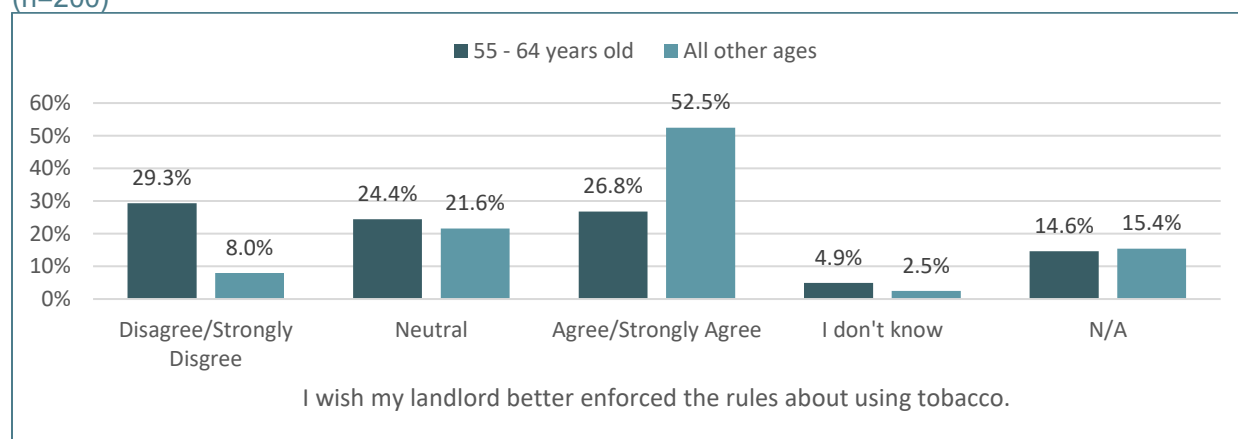
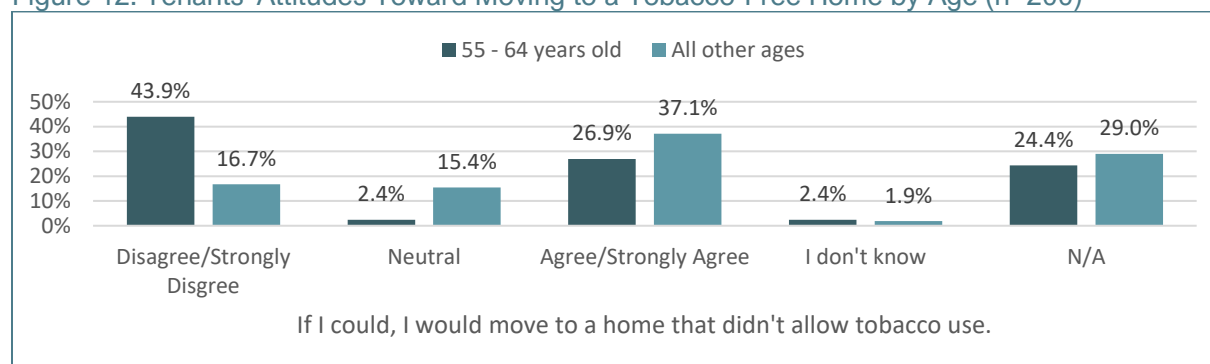


Figure 12. Tenants' Attitudes Toward Moving to a Tobacco-Free Home by Age (n=200)



Current smokers are more likely than non-smokers to hold negative attitudes about tobacco-related rules. Respondents who were current smokers were statistically more likely than non-smokers to not want rules about tobacco enforced (38.1% vs 9.3%; p-value = 0.002502). Further, more current smokers than non-smokers reported not wanting to move to a home that did not allow tobacco use (61.9% vs 17.5%). Aggregated data is shown in Figures 13 and 14.

Figure 13. Tenants' Attitudes Toward Tobacco-Related Rules by Smoking Status (n=203)

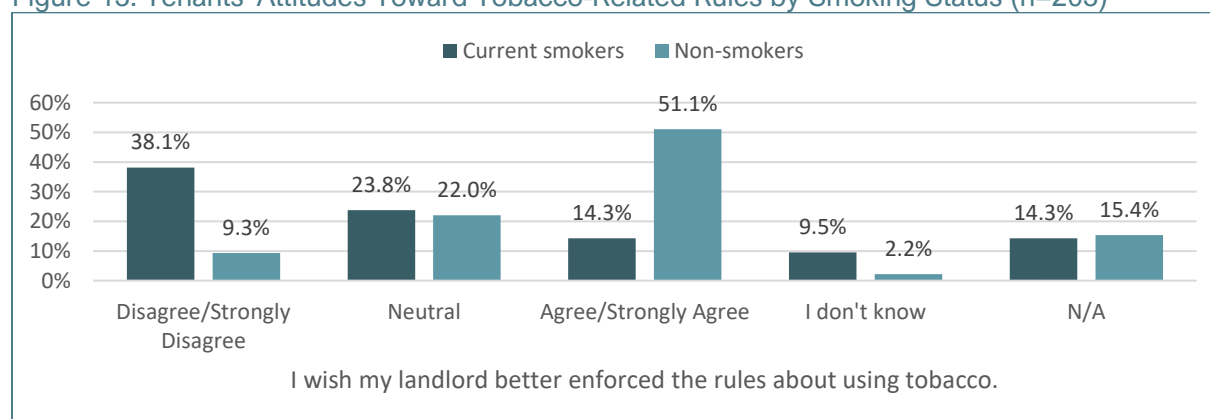
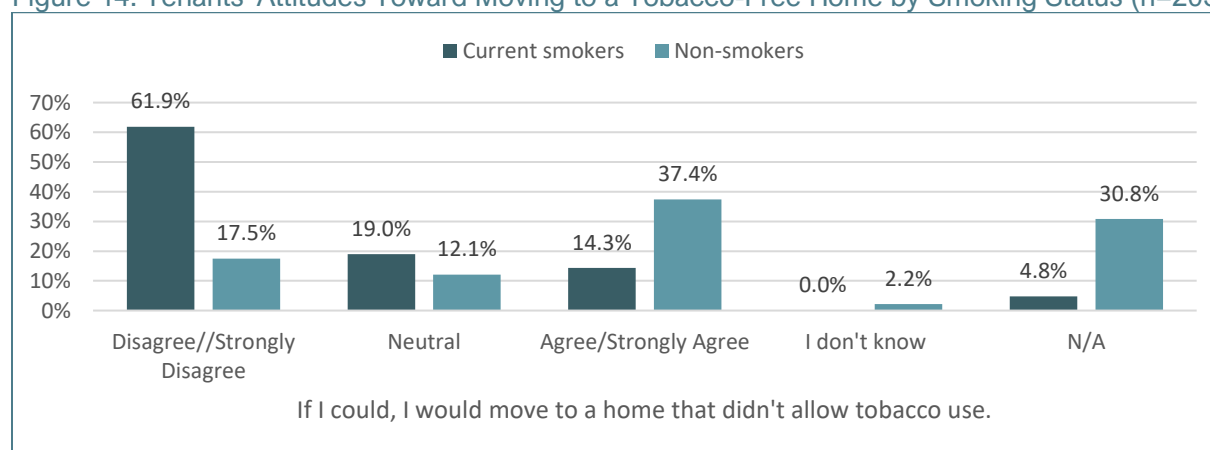


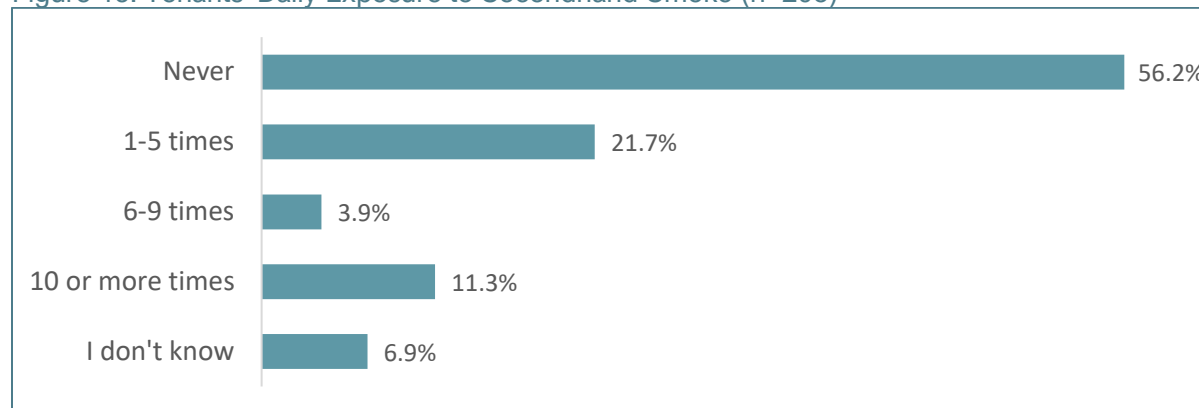
Figure 14. Tenants' Attitudes Toward Moving to a Tobacco-Free Home by Smoking Status (n=203)



Tenants' Exposure to Secondhand Smoke

Most respondents reported not being exposed to secondhand smoke daily (56.2%), as shown in Figure 13.

Figure 15. Tenants' Daily Exposure to Secondhand Smoke (n=203)

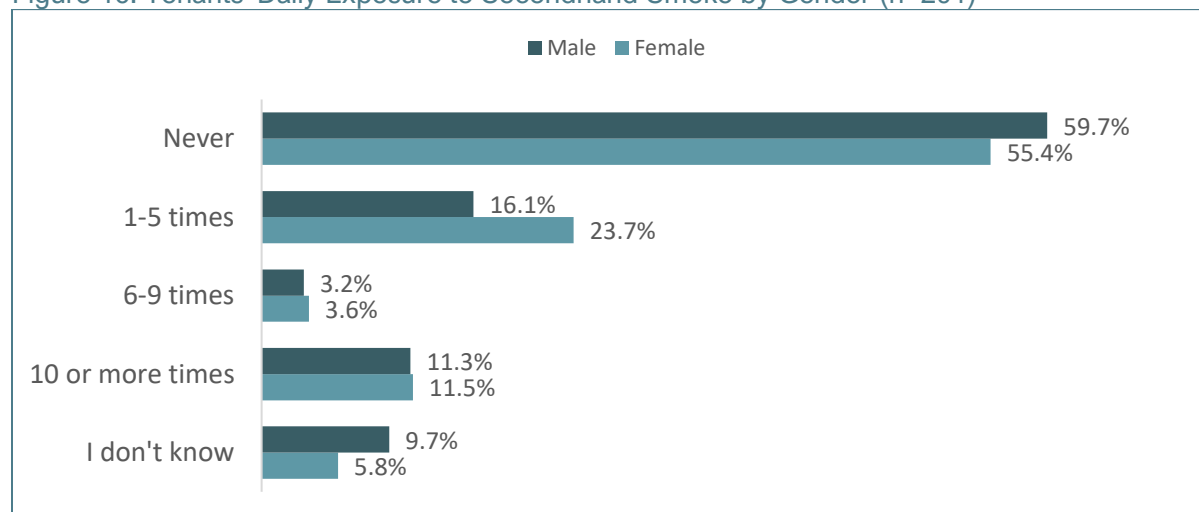


Factors Impacting Exposure to Secondhand Smoke

While there was not a statistically significant difference in reported exposure to SHS among different age groups and smoking statuses, there was between male and female respondents.

Female respondents are more likely than male respondents to report being exposed to secondhand smoke. Female respondents reported being exposed to SHS more often than male respondents, with a statistically significant difference in reports of being exposed 1 – 5 times per day (p-value = 0.002449), as shown in Figure 16.

Figure 16. Tenants' Daily Exposure to Secondhand Smoke by Gender (n=201)



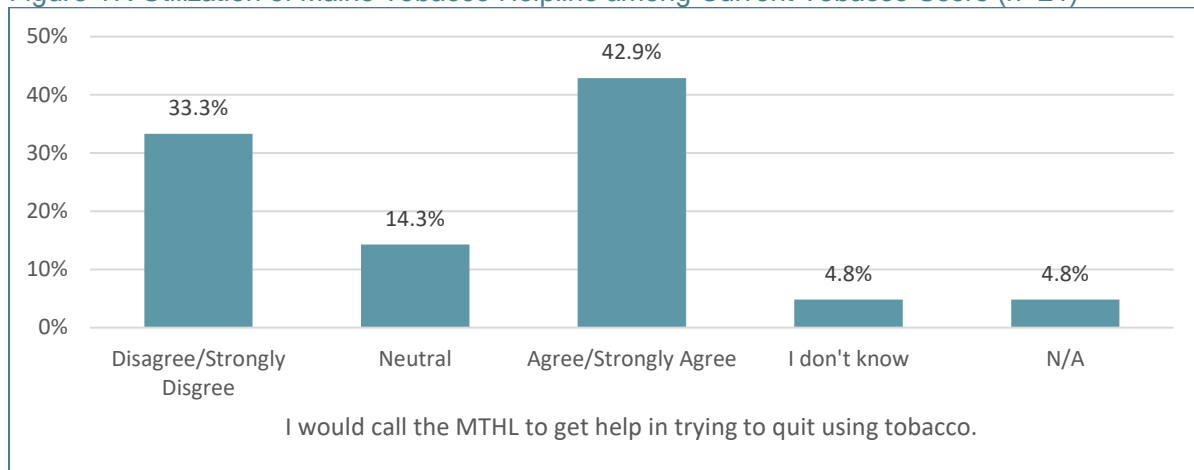
Tenants' Awareness of Quit Services

Overall, most respondents had heard of the Maine Tobacco Helpline (MTHL) (67.5%) and viewed it positively, with over two-thirds of respondents reporting that they would recommend the MTHL to others (70.4%). More details on these responses can be found in Table 9. In looking more closely at current smokers' attitudes, most would call the MTHL for help in trying to quit tobacco (42.9%). However, over one-third of current tobacco users would not call the MTHL (33.3%) (as shown in Figure 17).

Table 9. Tenants' Awareness of Maine Tobacco Helpline (n=203)

Tenants	
I have heard of the Maine Tobacco Helpline.	
Strongly Disagree	3.4%
Disagree	14.8%
Neutral	4.4%
Agree	33.5%
Strongly Agree	34.0%
I don't know	6.4%
N/A	3.4%
I would call it to get help in trying to quit using tobacco.	
Strongly Disagree	3.9%
Disagree	4.4%
Neutral	11.8%
Agree	24.6%
Strongly Agree	12.8%
I don't know	3.0%
N/A	39.4%
I would tell others about the Maine Tobacco Helpline to help them quit using tobacco.	
Strongly Disagree	1.5%
Disagree	4.9%
Neutral	14.3%
Agree	39.9%
Strongly Agree	30.5%
I don't know	5.9%
N/A	3.0%

Figure 17. Utilization of Maine Tobacco Helpline among Current Tobacco Users (n=21)





CHAPTER 4: DISCUSSION



While DTPPs experienced both successes and challenges in their work with property managers, property managers who had engaged with DTPPs for a longer period of time were more likely to recognize the many different benefits of and reasons for smoke-free policies. Among tenants, attitudes toward smoke-free policies varied among different age groups and smoking statuses and frequency of exposure to SHS differed by gender. Further, while respondents tended to view the MTHL positively, this did not necessarily translate to current smokers' reported utilization of the MTHL as a quit resource.

DTPPs' experience challenges and successes in engaging with property managers. DTPPs experienced both challenges and successes in their work to engage property managers about smoke-free policies. DTPPs largely experienced challenges in getting "buy-in" from property managers to create or strengthen smoke-free policies. Some DTPPs reported that this was due to property managers' doubt that policy changes have a real impact. Others reported that property managers were not interested in making these policy changes and prioritized other things. Further, many of the companies that manage properties in Maine operate from out of state, adding a layer of complexity to DTPPs' navigation of these systems to address policies. However, many DTPPs tailored strategies to the specific needs of property managers, thereby effectively engaging with them about smoke-free policies. For example, some DTPPs were able to engage property managers by focusing on effective implementation of smoke-free policies as this was a more pressing issue for property managers.

DTPP-engaged property managers have different attitudes than non-engaged property managers. Property managers who had engaged with DTPPs for longer tended to have different attitudes toward smoke-free policies than those who had not engaged with DTPPs. While all property managers recognized the health benefits of smoke-free policies, they differed on their reasons for having smoke-free policies. Those who had engaged with DTPPs were more likely than those who had not to cite tenant health as a reason for their smoke-free policies, and to experience challenges in implementing their smoke-free policies. This seems to indicate that engagement with DTPPs did change property managers attitudes about smoke-free policies.

Tenants' attitudes toward smoke-free policies and the MTHL is largely positive and exposure to SHS is low. While overall respondents tended to have positive attitudes toward tobacco-related rules and their enforcement, this was not true of all age and smoking status sub-groups within the sample.⁴ Respondents aged 55 – 64-years-old were statistically more likely than other age groups to not want tobacco-related rules in their homes or for these policies to be enforced. Further, although current and non-smokers had similar attitudes about wanting tobacco-related rules to be present in their housing, current smokers were statistically more likely than non-smokers to not want these policies enforced or to not want to move to a home that did not allow tobacco use.

Most respondents were both aware of the MTHL and would recommend it to others to help them in quitting tobacco use. In looking at respondents' utilization, while most current smokers reported that they would use the MTHL (42.9%), this was closely followed by current smokers who reported that they would not use the MTHL (33.3%).

⁴ Due to sampling challenges, only formative evaluation was undertaken. Accordingly, evaluation was not able to determine the impact of MPS on tenants' attitudes.

While most respondents reported not being exposed to SHS on a daily basis, female respondents were statistically more likely than male respondents to report exposure 1 – 5 times per day.

Limitations. There were some unavoidable limitations in the implementation of this evaluation. Tenant respondents largely lived in Cumberland county and tended to be retirees, thus not reflecting the general demographics of Maine as a whole. While the sample size of tenants was large enough to undertake statistical analysis, this was not the case for the sample size of property managers. Smoke-free policies in housing are just one factor that influences exposure to SHS. Exposure to SHS is a complex issue that is influenced directly and indirectly by many different systems.

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