

How To Use This Toolkit


1. Review the materials below promoting the Tobacco Stops With Me **Apartments** campaign. Everything within this toolkit is sharable.
2. Each image is linked to downloadable social media posts. Click to get the images. Use these posts to help share the message through your social media outlets.
3. When sharing the campaign materials, feel free to use the messages and imagery from this toolkit as is — or adapt any wording or style to better fit your audiences and brand voice.




People living in multiunit homes breathe up to 65% of the same air. One cigarette can negatively impact an entire building of residents.



For owners and managers, the damage caused by secondhand and thirdhand smoke can be expensive and time-consuming to address. Both types of smoke can result in costly health problems and extensive property damage. Plus, 71% of prospective renters prefer smokefree places!



You 

Watch and share the campaign videos:

APARTMENTS CAMPAIGN



TOBACCO STOPS WITH ME.com

Smoke From Next Door Doesn't Always Stay Next Door

People living in multiunit homes breathe up to **65% of the same air**.
Secondhand and thirdhand smoke don't care about your address.

The toxic chemicals released from one person's cigarette enter nearby units through floorboards, cracks, gaps, jacks, outlets, windows, doors, vents and light fixtures.

The Health Effects of Secondhand and Thirdhand Smoke



DANGERS FOR CHILDREN:

Secondhand and thirdhand smoke can cause:

- Asthma attacks
- Bronchitis
- Ear infections
- Lung damage
- Respiratory infections
- Increased risk of Sudden Infant Death Syndrome (SIDS)



DANGERS FOR ADULTS:

Secondhand and thirdhand smoke increases adults' risk of:

- Heart disease
- Lung cancer
- Stroke
- Reduced fertility

71% said they do not smoke in their unit.
71% would also prefer to live in smokefree spaces.

How Protected Is Your Space?

- According to the CDC, an estimated 28 million multiunit housing residents are exposed to secondhand smoke in their home. Everyone deserves to breathe smokefree air.
- Exposure to secondhand smoke can lead to school absences and missed work, financial burdens and nicotine addiction.
- Windows, fans and ventilation systems do **NOT** eliminate secondhand smoke.

Every single Oklahoman deserves to breathe clean air at home.
Learn how you can help protect multiunit living at StopsWithMe.com.



TOBACCO STOPS WITH **ME**.com

How can you protect your space from
secondhand and thirdhand smoke?

Join the Fight for Smokefree Multiunit Housing

The toxic chemicals released from one person's cigarette enter nearby units through floorboards, cracks, gaps, jacks, outlets, windows, doors, vents and light fixtures. This means neighbors, visitors, property owners and managers suffer the consequences — and they may not even realize it.

71% of residents prefer to live in smokefree spaces.

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RESIDENTS

Ready to clear the air with your landlord?

Here's where to start:

1. Keep a detailed log of smoke-related problems.

- When do you smell smoke?
- Where is it entering your unit?
- Has exposure resulted in any health issues?

2. Get clear on your goals.

- Are you wanting to get out of your lease?
- Will you advocate for a smokefree residence?
- Do you want a designated smoking area away from shared spaces?

3. Do your research.

- Review local laws.
- Review your lease.
- Understand the dangers of secondhand smoke.
- Learn why a smokefree space is better for business.

4. Enlist help.

- Ask for a doctor's note.
- Talk with neighbors for support.

5. Use a friendly tone.

- Give your landlord the benefit of the doubt and lead with kindness.



With a little research, planning and effort,
you can make a difference in your multiunit building.

Learn how at StopsWithMe.com.



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PROPERTY OWNERS AND MANAGERS

Ready to implement a smokefree policy in your multiunit building?

Here's where to start:

1. Survey your current residents.

This will help determine how much support you already have, and how much resistance you'll face. If residents do not support a smokefree policy, ask them why.

2. Develop your smokefree policy.


- What's your definition of smoking?
- Which products are included in the policy?
- Where will smoking be banned?
- Will there be a designated smoking area?

3. Notify residents.

- Create a flyer.
- Send an email.
- Post smokefree signage.
- Provide a 60–90-day notice.

4. Promote your smokefree status.

Most people will view your new policy as a perk. Include it in the amenities section of your listing, website, social media and marketing materials.



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