



THE UCLA CENTER FOR HEALTH POLICY RESEARCH



**UCLA-SAFE  
CDC REACH Project  
Smokefree Apartments Los Angeles  
(SALA)  
January 25, 2016**

# Our Mission

- The Center improves the public's health through high-quality, objective, and evidence-based research and data that informs effective policymaking. We advance this mission through policy analysis, policy-relevant research, public service, community partnership, media relations, and education.



# CDC REACH PROGRAM

## Racial and Ethnic Approaches to Community Health

- National program administered by the Centers for Disease Control and Prevention (CDC) to reduce racial and ethnic health disparities. Funding opportunity aim: chronic disease prevention.
- REACH 2014 is a 3-year initiative to build on a body of knowledge developed through previous REACH programs. \$34.5M in funding allocated to support 49 awards.
- Aims to strengthen capacity and implement evidence- and practice-based strategies in racial and ethnic communities



# UCLA-SAFE REACH AWARD

- Awarded September 29, 2014
- Three-year, \$3 million cooperative agreement to implement a comprehensive action plan to:
  - Increase access to smokefree multi-unit housing in the City of Los Angeles. (Specifically market-rate and affordable, privately-owned housing)
  - Increase access to tobacco use cessation educational and clinical services
  - Implement innovative secondhand smoke exposure screening of all patients in Federally Qualified Health Centers in the City of Los Angeles

# UCLA-SAFE REACH AWARD

- Priority populations are Latino and African American families living in multi-unit housing in the City of Los Angeles.
- 56% of Latino households and 48% of African American households live in multi-unit housing in the city.
- Estimated reach: 353,000 unique individuals potentially impacted by program interventions.



Presented by Marlene Gomez, MPH

# **CDC REACH UCLA-SAFE OVERVIEW OF ACTION PLAN AND PROJECT ACTIVITIES**

# Voluntary Smokefree MUH Objective

- Increase the number of people with improved access to smokefree and/or tobacco-free environments from 3,550 to 353,000 by September 2017
  - Increase the number of smokefree market-rate housing units through the implementation of voluntary smokefree housing policies
  - Increase the number of smokefree affordable rate multi-unit housing units
  - Increase the number of Los Angeles Rent Stabilization Board draft guidelines for smokefree multi-unit housing



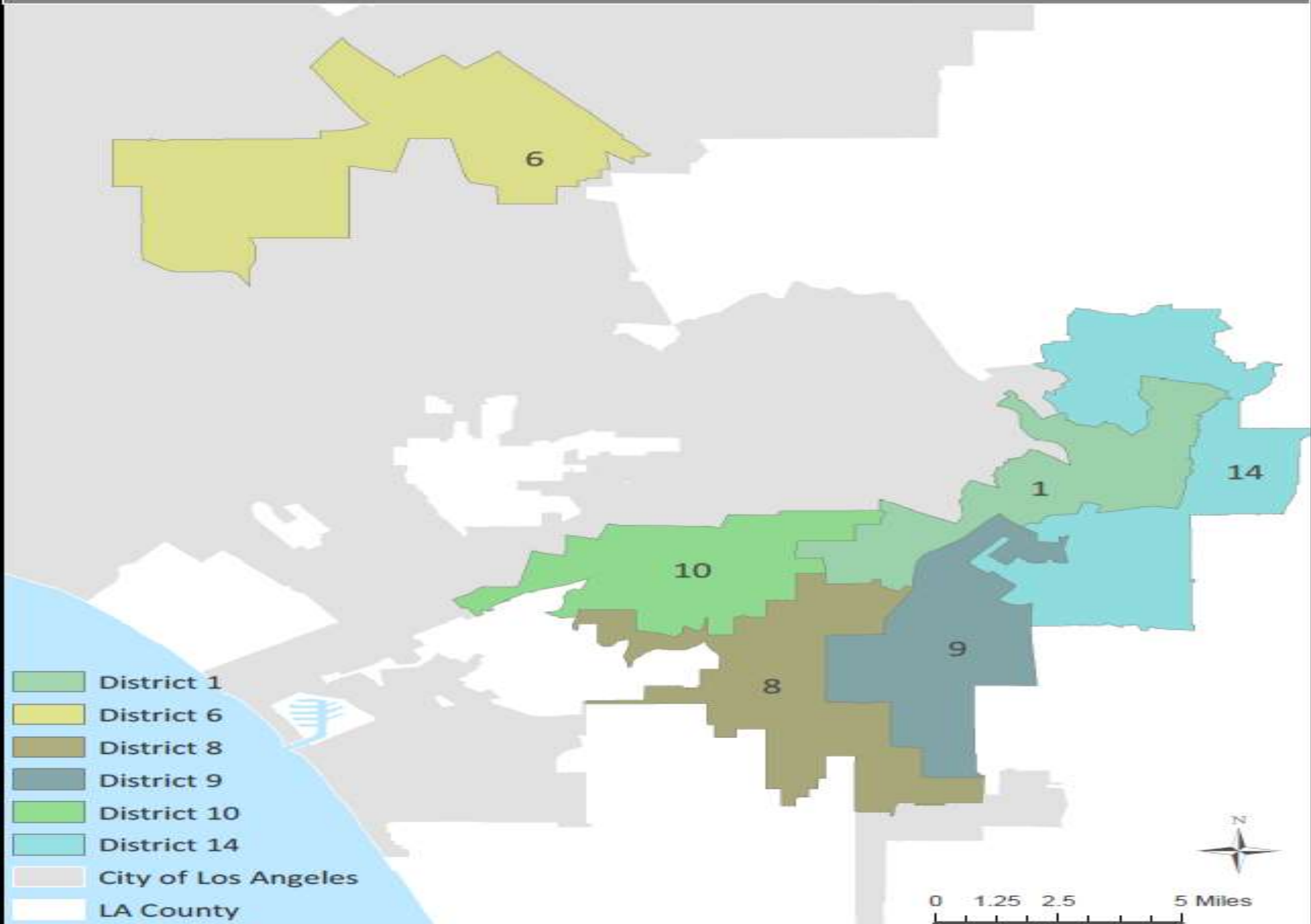
# Smokefree MUH Objective

- Target Communities: Los Angeles City Council Districts
  - District 1: Councilmember Gilbert Cedillo
  - District 6: Councilmember Nury Martinez
  - District 8: Councilmember Marqueece Harris-Dawson
  - District 9: Councilmember Curren Price, Jr.
  - District 10: Councilmember Herb Wesson
  - District 14: Councilmember José Huizar





# UCLA SAFE Target Council Districts in the City of Los Angeles

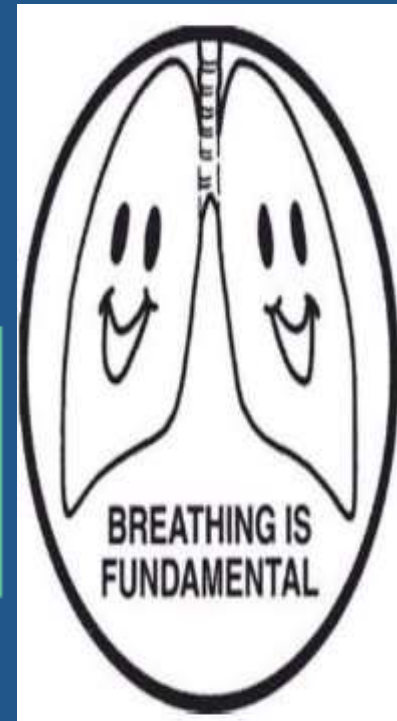


# Our Partners

- We are working in collaboration with



ChangeLab Solutions



# Accomplished Milestones To Date

- Skills Building trainings for funded partners
- Smokefree Housing 101 Training and Survey Training (July 2015)
- Spokesperson Training (August 2015)
- Landlord Survey of existing AAGLA members
- Creation of a landlord factsheet (with LA Focus)
- Tenant Surveys in Council district 8, 9, 10.

# Preliminary Tenant Survey results

- Surveyed almost 1000 apartment residents in CD 8, 9, 10
- 37% of respondents indicated SHS had drifted into their home (about 1/3 households)
  - 71% attempted to prevent smoke from entering
  - Only 19% complained to management

# SHS exposure poses serious health threats

- 22% of respondents have children under the age of 5, and 40% have a child 6-17 years of age
  - Of these 41% had SHS drift into their home
- 14% of respondents live with an elderly person
  - Of these, one in three households had secondhand smoke drift
- 24% indicated they have a medical condition that can be made worse because of SHS
- These are vulnerable populations

# Why is drifting SHS a problem

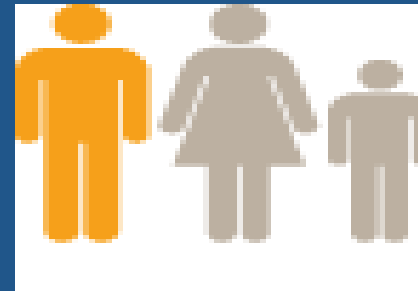
- There are over 7,000 chemicals in a cigarette of which 69 are known to cause cancer
- As many as 70,000 people die each year in the US because of SHS exposure
- In, children it can cause (or exacerbate) bronchitis, ear infections, SIDS, asthma, and can affect the learning abilities and growth of children

# Secondhand Smoke Exposure in US

- 1 in 4 nonsmokers (58 million people) in the US are still exposed to secondhand smoke (SHS).
- About 2 in every 5 children (including 7 in 10 black children) are exposed to SHS.

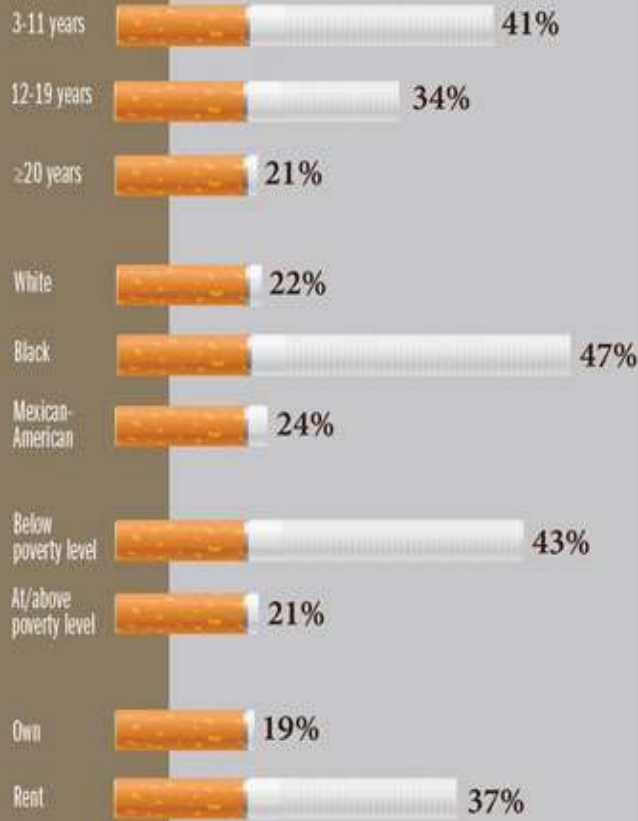


- More than 1 in 3 nonsmokers who live in rental housing are exposed to SHS.



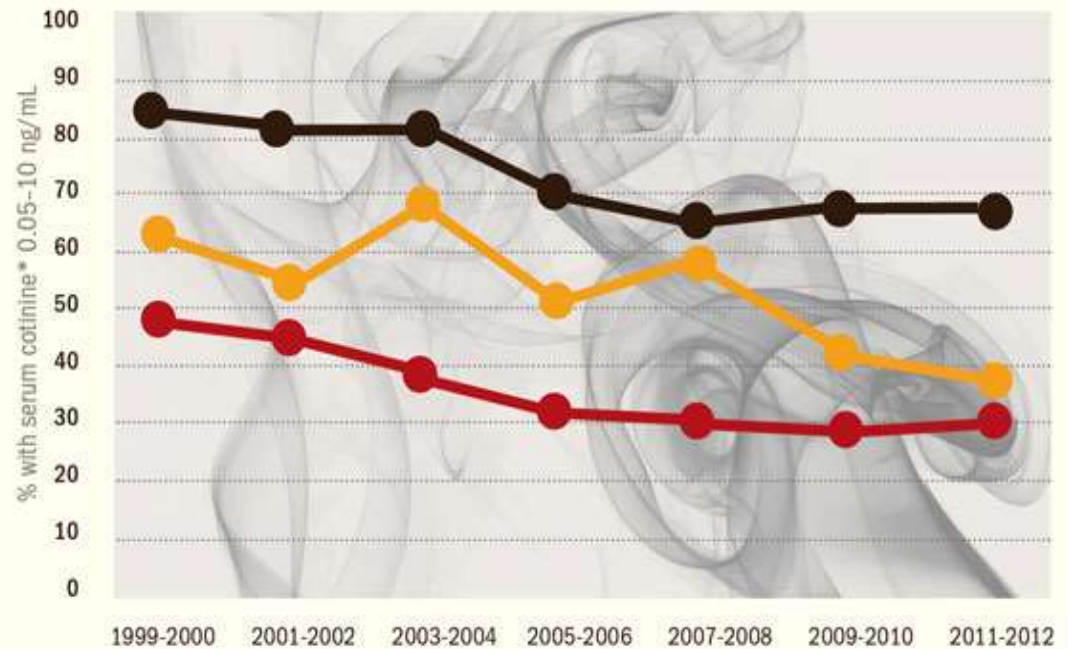
## Some groups have higher exposure to secondhand smoke and its harmful effects

NONSMOKING AMERICANS



SOURCE: National Health and Nutrition Examination Survey Data 1999-2012.

## Exposure to secondhand smoke differs among children ages 3-11 by race/ethnicity



- Non-Hispanic black children
- Non-Hispanic white children
- Mexican-American children

\*Data come from measuring cotinine, which is a marker of secondhand smoke exposure found in the blood.

SOURCE: National Health and Nutrition Examination Survey Data 1999-2012.



# Support for Smokefree Apartments

- Majority of respondents would like to live in the non-smoking section (76%) or a completely non-smoking building (76%). Even people who smoke want to live in a non-smoking section (51%) or an entirely non-smoking building (45%)

# What is happening now around Smokefree MUH?

- State Law indicates that apartment owners can make their properties non-smoking as long as they abide by existing laws such as Rent Control Law and Fair Housing
- US Dept of Housing and Urban Development (HUD) is encouraging all affordable housing to include non-smoking provisions, including Housing Authorities across the nation
  - LA County and LA City Housing Authorities have adopted non-smoking policies
- More than 39 Cities and counties in CA have passed laws

# On Going Activities

- Surveying Existing AAGLA members (landlords)
- Identifying landlords in target community that need more information
- Conducting tenant workshops and landlord/manager seminars and trainings
- Meet with key members of the Rent Stabilization Board and LA City Housing Department staff

# Next Steps: Building a Health Initiative with Input from the Community

- Working with PR firm to create brand and image (logo, slogan, advertising material, etc)
- Project Name: Smokefree Apartments Los Angeles (SALA)
- Key Informant interviews (Tenant advocate groups, tenants, landlords, affordable housing providers, school nurses)
- Focus Group (upcoming 1/30)

# There is not a one size fit all solution to this problem.

- Smokefree policies
- Education about the dangers of smoking, exposure to secondhand smoke, thirdhand smoke, how to work with landlords, rights and responsibilities
- Tobacco Cessation Resources
  - Need to connect community to available resources

# Community/Clinical Linkages

- According to HRSA data, nearly half of the targeted clinics refer less than half of patients screened for tobacco use to cessation counseling. No clinic is currently screening for secondhand smoke exposure among patients with chronic health conditions.

1. Clinica Oscar Romero
2. Eisner Family MC
3. JWCH, INC
4. LA Christian HC
5. Queenscare
6. South Central Family HC
7. St. Johns
8. T.H.E. Clinic, INC
9. Venice Family Clinic
10. UMMA Clinic
11. Watts Healthcare



# Milestones/Activities

- Establishment of Clinical Expert Panel
- Clinic Site Visits
- Refer MUH Tenants who smoke to target clinics
- Assess and improve tobacco cessation referral program at local community clinics
- Creation and implementation of protocols to improve cessation counseling referrals
- Informational Presentations and trainings
- Institutionalizing of Secondhand smoke Screenings in clinical setting.

# Community Clinical Linkages at work

- Social Medicine Model
  - Example St. Johns and Esperanza Housing
- CA Smokers Helpline
  - <http://www.nobutts.org/special-projects-for-smoking-cessation>
  - 1-800-NO-BUTTS (1-800-662-8887)
- American Lung Association Partnership
- Would like to partner with all of you to create more availability of tobacco cessation resources



# Communications

- UCLA Public Health Magazine
  - Room to Breathe (Spring/Summer)
- Apartment Age Magazine:

3 Articles, 2 ads:

- AAGLA, UCLA Launch Efforts to Promote Smokefree Apartment Living in LA (May)
- Sherman Oaks Owner Happy With Decision to Make Apartment Community Smokefree (June)
- Survey Debunks Fears of Making Apartments Smokefree (September)



# Quæstions

# Communication Platforms

- Social Media:
  - Facebook:  
<https://www.facebook.com/SmokefreeApartmentLivingLA>
  - Twitter: <https://twitter.com/SmokefreeAptLA>
- Website: <http://healthpolicy.ucla.edu/uclasafe>
- Blog
- Hotline: 1-866-252-3383
- Project Email: [smokefreeapartmentlivingla@em.ucla.edu](mailto:smokefreeapartmentlivingla@em.ucla.edu)

# Contact Information

**Marlene Gomez**

- *Project Manager*
- Office Number: (310) 794-0950
  - [margomez@ucla.edu](mailto:margomez@ucla.edu)