



THE COST

OF SECONDHAND SMOKE IN MAINE

A SMOKER'S UNIT IS: **AND** COSTS AN AVERAGE OF



400%

MORE COSTLY TO TURN-OVER



\$5000

MORE PER UNIT TO REHABILITATE

SMOKING UNITS TEND TO REMAIN ON THE MARKET **LONGER**



100% SMOKE-FREE=
LOWER RISK
OF FIRE



8 OUT OF **10**



TENANTS, INCLUDING SMOKERS, CHOOSE TO LIVE IN A SMOKE-FREE COMPLEX



SMOKE TRAVELS THROUGH AIR DUCTS AND VENTILATION SYSTEMS AND HARMS TENANTS



65%

OF PRIVATE LANDLORDS HAVE CHOSEN TO GO SMOKE-FREE



40%

OF CHILDREN IN THE U.S. AGED 3-11 ARE EXPOSED TO SECONDHAND SMOKE

SMOKE-FREE POLICIES SAVE MONEY AND INCREASE PUBLIC SAFETY.

Road Map

FOR SMOKE-FREE HOUSING



ADOPT A POLICY

Put your smoke-free policy in writing. For examples of language and templates, visit: BreatheEasyMaine.org



DISCLOSE POLICY TO RESIDENTS

Maine's secondhand smoke disclosure law requires property owners and managers to notify tenants, in writing, about where smoking is allowed, if anywhere, on the property.



COMMUNICATE AND PROMOTE STATUS

Educate residents on your policy, add signage to the building, and promote your status to prospective residents through:

www.MaineHousingSearch.org

Free materials including signage, keychains, and magnets:
BreatheEasyMaine.org/FreeMaterials



MONITOR STATUS

Awareness and communication are keys to successful enforcement.



RESOURCES FOR LANDLORDS

Local District Tobacco Prevention Partners are available to provide technical assistance as you work to adopt and implement a smoke-free housing policy.

Contact BreatheEasy@MaineHealth.org to be connected to your community partner.

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE



MAINE
PREVENTION
SERVICES

Maine Center for Disease Control & Prevention
Department of Health and Human Services