



Leading the way for **TOBACCO-FREE**
environments across **MAINE**

SMOKE-FREE HOUSING NEWS

FEATURED STORIES

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DID YOU KNOW? SMOKE-FREE IS THE PREFERRED CHOICE

According to a survey of Maine residents, 8 out of 10 renters would prefer to live in a smoke-free apartment building or complex? In addition to this,

nearly half (47%) of the survey respondents who do not currently live in a smoke-free building, say they would prefer to do so.



Smoke-free housing policies are a win-win. Adopting a smoke-free policy can save money on repair, maintenance and unit turnover costs as well as reduce property damage and fire risk. And a majority of tenants would prefer to live in a smoke-free building.

For more information on how to adopt a smoke-free housing policy visit the [Landlords Resources](#) section of our website.

LIST YOUR AVAILABLE UNITS ON MAINE HOUSING SEARCH

Did you know MaineHousingSearch.org is a free rental listing service unique to the state of Maine?

MaineHousingSearch.org (MHS) is quick and easy to use, with simple and detailed search options, including a smoke-free designation. MHS offers detailed listings including photos, maps, eligibility requirements and more! There are many benefits to listing your available units on the site including receiving more qualified inquiries, ability to update properties online 24-7 or via toll-free call center, removing listings immediately after renting reduces unwanted calls.

To list your available units go online to MaineHousingSearch.org or call 1-877-428-8844.

Make sure to list your units with the smoke-free designation to attract residents looking for healthy housing!

TIPS FOR SMOKE-FREE POLICY ENFORCEMENT

We field many calls from landlords and tenants with questions about how to best ensure compliance with a smoke-free policy.

Below are a few tips to help with successful policy enforcement.

Talk to your tenants. As you adopt a smoke-free policy, it is best to have a clearly organized communication plan for talking with your tenants. And with unit turnover make sure all new and prospective tenants are aware of your policy.



Breathe easy, you're in **Maine.**



Remember you are not telling people they have to quit smoking. The purpose of the policy is to protect your property from damage and fire danger and also protects all tenants, including people who smoke, from secondhand smoke exposure. It does not require people to quit smoking. A smoke-free policy only requires people to not smoke in their unit.

Let tenants know that violating the smoke-free policy has a cost. Inform tenants violations may result in loss of their security deposit. Cleaning and maintenance of a unit where tenants smoke is very costly. Make sure your tenants know they will be held financially responsible for policy violations.

Treat smoking like any other lease violation. Smoking violations are just like any other. How would you respond to a noise complaint? Pet complaint? Inappropriate disposal of garbage? A smoke-free policy needs to be addressed, enforced and respected the same as other house rules and lease provisions.

Post smoke-free signage. Communication of the policy is one key to enforcement. People need to know the rules. Signs and window decals

remind tenants and their guests, of the smoke-free policy.

[You can order free materials here.](#)

[For more enforcement tips visit our website.](#)

MORE AMERICANS QUESTION THE SAFETY OF E-CIGARETTES

A study published in the American Journal of Preventative Medicine found the perception that e-cigarettes are less harmful than regular cigarettes fell between 2012 and 2014.



In 2012, the study found half of those surveyed thought e-cigarettes were less harmful than cigarettes. By 2014, the number dropped to 43%. Researchers concluded this is a sign fewer people see the devices as a safer alternative to smoking tobacco. According to the researchers, it is also important to note that during this same time advertisements often represent e-cigarettes as a safer alternative to traditional cigarettes because they don't contain tobacco.

Best practice in regard to tobacco prevention and control is to make sure organizations include language to prohibit use of electronic smoking devices, such as e-cigarettes, in a 100% smoke and tobacco-free policy.

[Click here](#) to access the full article on the American Journal of Preventative Medicine website.

WE ARE HERE TO HELP

Staff with the Smoke-Free Housing initiative at the Breathe Easy Coalition are here to help with smoke-free housing policy adoption, implementation and to answer your questions.

Our website has lots of resources specifically for Maine landlords, property owners and managers including-

- Factsheets
- Lease and policy templates
- Tips for policy adoption & enforcement
- Information about Maine laws related to smoke-free housing
- Informational videos

Check out the [Landlord resources](#) section of our website for these resources and more!

The Breathe Easy Coalition of Maine is a Program at the MaineHealth Center for Tobacco Independence. The program is funded by Maine Prevention Services at Maine DHHS/CDC.

MaineHealth

STAY CONNECTED:

