***Resident Engagement***

*Recruiting Resident Champions*

*Residents who are in support of a smoke-free policy may be interested in helping to promote the policy and educate their peers as part of the implementation process. Engaging residents from the start of the process may help with compliance after the policy is implemented. Some housing authorities have found resident champions by:*

* Presenting on the issue to the Resident Task Force and/or any elected resident leadership
* Reaching out to any groups of youth that meet at the housing authority
* Speaking with any individuals / families that have made a complaint about drifting smoke
* Asking families who have a household member with asthma or other respiratory problems to share their stories with fellow residents

*Working with Resident Champions*

*Resident Champions can assist with the implementation of the policy by:*

* Speaking at resident meetings and with key decision makers
* Sharing their stories with local media
* Helping with education about the policy or providing information about cessation
* Assisting with the survey process and reporting back survey results
* Promoting key messages through creative projects like wall murals (especially youth groups)

*Running a resident meeting*

*Invite your local Massachusetts Tobacco Cessation and Prevention (MTCP) program to present on cessation. Consider inviting other key partners including local fire department. Pull information from our sample powerpoint presentation.*

Provide an overview of the policy components and process

* Why the housing authority is implementing the policy from a health and safety perspective
* Report back on survey results
* Provide key logistical information like implementation date and process for resigning leases
* Discuss other components of the policy like whether there will be a designated smoking area (and, if so, where it might be), how the management will deal with e-cigarettes and medical marijuana, etc.

Provide time for Q & A

* Allow residents to express frustration without getting into a debate
* Ask resident champions to share their stories
* Refer to Frequently Asked Questions (FAQ) sheet

Offer information/resources about cessation for those interested