

Smoke-Free Housing

Social Media Toolkit

This social media toolkit provides social media content that property owners and managers, community organizations, and health advocates can use to promote and educate on smoke-free policies within multi-units housing across Omaha. Smoke-free policies create healthier and safer homes for all. Thank you for taking part in spreading awareness.



This toolkit has been organized for different populations.

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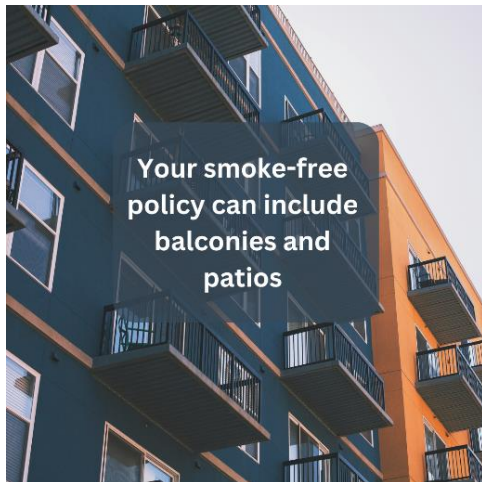
How to use this social media toolkit

- 1. Download** by right clicking an image below to save it onto your desktop. You can also simply drag it onto your desktop.
- 2. Log on** to your social media site, such as [Facebook](#), [Instagram](#), or [X](#).
- 3. Copy and paste** one of the sample messages below into your status update—or create your own message.
- 4. Upload** the image saved onto your desktop to go with your status update.
- 5. Post** your status update and image!

Intended Audience: Property Managers and Owners

The following posts are intended to be shared on social media to educate Omaha property owners and managers on the importance and benefits of smoke-free policies. They can be shared as is and/or with the text written above the post.

- Share on Facebook, Instagram, or X (formally Twitter). In your post feel free to include:
- Metro Omaha Tobacco Action Coalition ([MOTAC](#)) [contact information](#)
 - Email: info@motac.org
 - Tag: @MOTAC (Facebook and X) or motac_omaha (Instagram).
- and/or the [Nebraska Tobacco Quitline](#)
 - NE Tobacco Quitline phone number (English): 1-800-784-8669 (1-800-QUIT-NOW)
 - NE Tobacco Quitline phone number (Spanish): 1-855-335-3569 (-1855-DÉJELO-YA)
 - Phone: (402) 471-2101
 - Email: dhhs.tfn@nebraska.gov
 - Tag: @NebraskaTobaccoQuitline or @Nebraska Department of Health and Human Services (Facebook), @NEDHHS (X and Instagram).
- [UNMC Center for Reducing Health Disparities](#) contact information
 - Phone: (402)-559-1061
 - Email: maggrasmussen@unmc.edu
 - Tag: @UNMC Center for Reducing Health Disparities (Facebook), @UNMCCRHD (X and Instagram).



Omaha Property Owners and Managers: Did you know that including balconies and patios in your smoke-free policy can reduce the risk of fire? Click [here](#) for a Model Smoke-Free Lease Addendum #smokefreehousing

BENEFITS OF SMOKE-FREE HOUSING

✓ Healthier Living	✓ Market Advantages
✓ Reduced Cleaning Costs	✓ Reduced Fire Risk
✓ Reduced Legal Liability	✓ Fewer Complaints
✓ Potential Insurance Savings	✓ Eliminates Ventilation Cost



Have a question? Go to MOTAC.org

There are many benefits of #smokefreehousing

2023 Smoking Related Fires

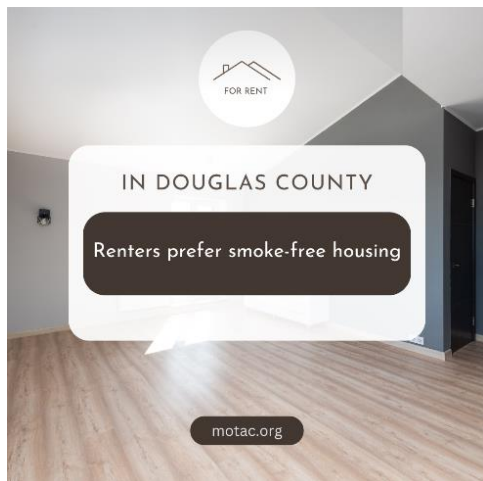


Smoking-related fires resulted in more than \$1 million of property loss last year in Nebraska. Having a smoke-free policy can protect your tenants and property from a smoking-related fire. Find more benefits of a smoke-free policy here: [Going Smoke-Free in Your Home Infographic](#)



#gosmokefree #smokefreehousing

Renters Prefer Smoke-Free Housing



Property Owners and Managers: Did you know...

- 70% of renters in Douglas County would choose smoke-free housing over a similar option that allowed smoking.
- More than a third of Omaha renters would be willing to pay more for smoke-free housing.
- Make your property smoke-free today!



If you are an Omaha Property Owner or Manager, did you know that Douglas County renters prefer #smokefreehousing?

Attention: Property Owners and Managers Smoke-free Amenity Video

To set up this video:

1. Click on link below
2. In the top right-hand corner click on Share --> Download --> Download
3. Go to your recent downloads in your computer files
4. Drag and drop it into new Facebook, Instagram, or X post

Link to video on Canva:

https://www.canva.com/design/DAGPRcoQpJ8/QzsfkyuZic8jad6P0sgxYg/edit?utm_content=DAGPRcoQpJ8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

When you are ready to make your property smoke-free, we can help



Omaha Property Owners and Managers – Are your properties smoke-free?



Door Handle Example 1 – Enforcement Tip



Smoke-Free Property Enforcement Tip: Place smoke-free signage throughout your property. MOTAC has free door hangers that you can place on your tenant's door to remind them of your smoke-free policy.

[Reach out for more information.](#)

Door Handle Example 2 – Free Resources and Tools from MOTAC



If you're a property owner or manager looking to adopt a smoke-free policy, contact info@motac.org for free resources and tools such as these door hangers! #smokefreehousing

Steps on Creating a Smoke-free Policy – 5 Picture Post

The next 5 images are intended to be a swipe through post commonly used on Instagram but can be used on Facebook and X as well.



Enforcement Strategies – 7 Picture Post

The next set of 7 images are intended to be a swipe through post commonly used on Instagram but can be used on Facebook and X as well.

The infographic is a 3x3 grid of squares. The top-left square is the title card, and the remaining eight squares are numbered 1 through 5, each describing a violation and its corresponding enforcement strategy. The bottom-left square is a 'QUESTIONS?' section with contact information. The grid is styled with a light gray background and large, faint numbers 1 through 5 in the background of each respective square.

ENFORCEMENT STRATEGIES FOR SMOKE-FREE POLICIES IN HOUSING
MOTAC & PUBLIC HEALTH LAW CENTER

1ST VIOLATION
Verbal warning and reminder of the smoke-free policy
PUBLIC HEALTH LAW CENTER

2ND VIOLATION
Verbal warning and provide smoking cessation resources
PUBLIC HEALTH LAW CENTER

3RD VIOLATION
Written warning and provide smoking cessation resources
PUBLIC HEALTH LAW CENTER

4TH VIOLATION
Written notice to vacate with an option to remedy, and provide smoking cessation resources
PUBLIC HEALTH LAW CENTER

5TH VIOLATION
A written 14-day notice to vacate without the option to remedy
PUBLIC HEALTH LAW CENTER

QUESTIONS?
Go to MOTAC.org or call 402-559-1061 for more information
FROM THE PUBLIC HEALTH LAW CENTER:
"SMOKE-FREE MULTI-UNIT HOUSING EQUITABLE ENFORCEMENT STRATEGIES"

Intended Audience: Omaha Renters

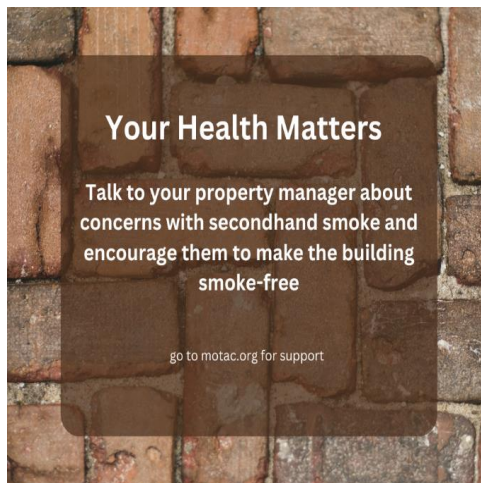
The following social media posts are intended to be directed towards renters of multi-unit properties. If you work with a population of renters, feel free to share the posts below. The purpose of these post is to help renters advocate for smoke-free housing.

Your Health Matters – Option 1



Secondhand smoke can affect the health of everyone in an apartment complex. Talk to your apartment manager about going smoke-free. [MOTAC](https://motac.org) can assist them with transitioning to [#smokefreehousing](https://smokefreehousing.org).

Your Health Matters – Option 2



#rentsmokefree #healthyhousingmatters

What Renters Can Do

What RENTERS Can Do
When they are exposed to secondhand smoke at home

-  Politely talk to the neighbor you think is smoking.
-  Document the problem with times & dates. Write a letter to your property owner with the documentation & ask for a smoke-free policy.
-  Have your doctor write a letter documenting the health problems caused by secondhand smoke and share with your property owner.
-  Encourage other neighbors to voice their concerns.



Go to MOTAC.org for more resources

Here are some helpful tips if you have smelled smoke in your apartment. #livesmokefree #smokefreehousing

Questions to Ask Before Signing Your Lease

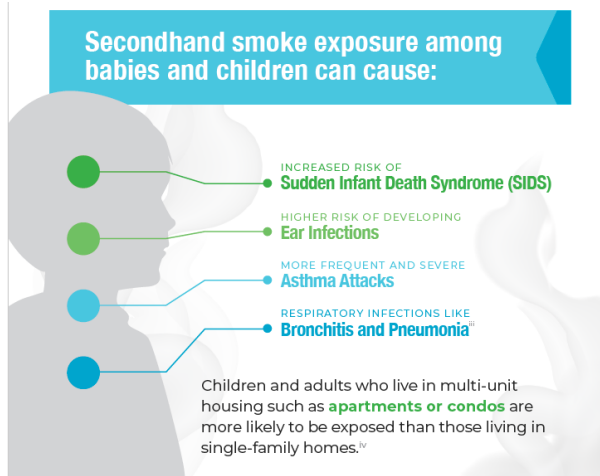
QUESTIONS TO ASK BEFORE SIGNING YOUR LEASE

-  Is smoking allowed in apartment units?
-  Did the previous tenants in this unit smoke?
 - If yes, how was the unit cleaned or renovated?
-  Is smoking allowed anywhere on the property?
-  How do you handle complaints about others smoking?

motac.org

Before signing your lease be sure to ask the property manager about the smoke-free policy #rentsmokefree

Secondhand Smoke Exposure Among Children



Smoke-free housing policies protect the health of children. Check with your property manager today to make sure your family is protected from secondhand smoke. #rentsmokefree #smokefreehousing

Find out more about why going smoke free matters here: [Understand the Burden of Tobacco \(ne.gov\)](#)

Thirdhand smoke



Thirdhand smoke consists of a mixture of toxic chemicals that can settle on surfaces, such as furniture, walls, and clothing. The best way to protect yourself and your family is by making your home #smokefree

Intended Audience: Tenants

If you are a property owner or manager, please feel free to use these social media posts to help inform your tenants that your properties are smoke-free. If you do not use social media, you are welcome to print them and post them around the property. All images are compatible for Facebook, X (formally Twitter), and Instagram.

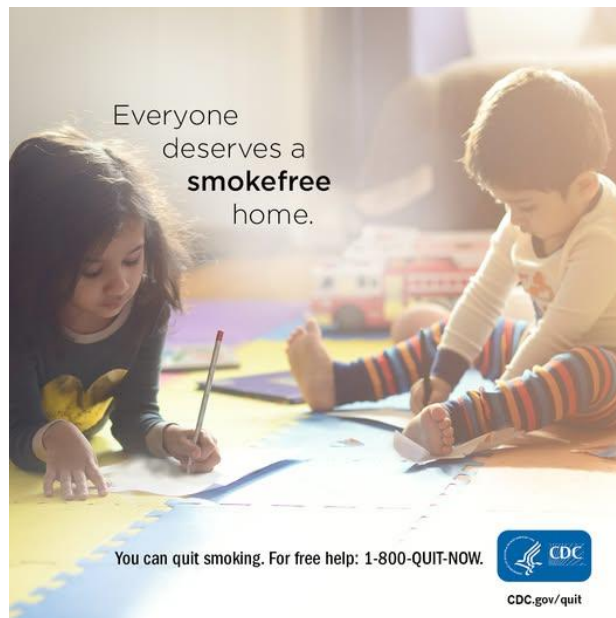
- With your post: You can include the Nebraska Quitline information:
 - 1-800-QUIT-NOW (784-8669) (English)/ 1-855-DÉJELO-YA (335-3569) (Spanish)
 - For English: Text “QUITNOW” to 333888 or For Spanish: Text “DÉJELOYA” to 333888
 - QuitNow.ne.gov
- You can write “For more information about the importance of smoke-free housing, visit [MOTAC.org](https://www.motac.org)”
- To build your own social media post, go to [Home - Canva](#), [Snappa](#), or other free graphic editor sites.

Please Notice – Smoke-free Property

- To edit and customize this image based on your policy click here:
https://www.canva.com/design/DAGLBU2OHVU/N_hbWVqXbANZaK1KuTIOOg/edit?utm_content=DAGLBU2OHVU&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



Everyone deserves a smokefree home: Quitline



Insert name of property is a smoke-free community. For support on your quit journey call 1-800-7848-669 or Text QUITNOW to 333888

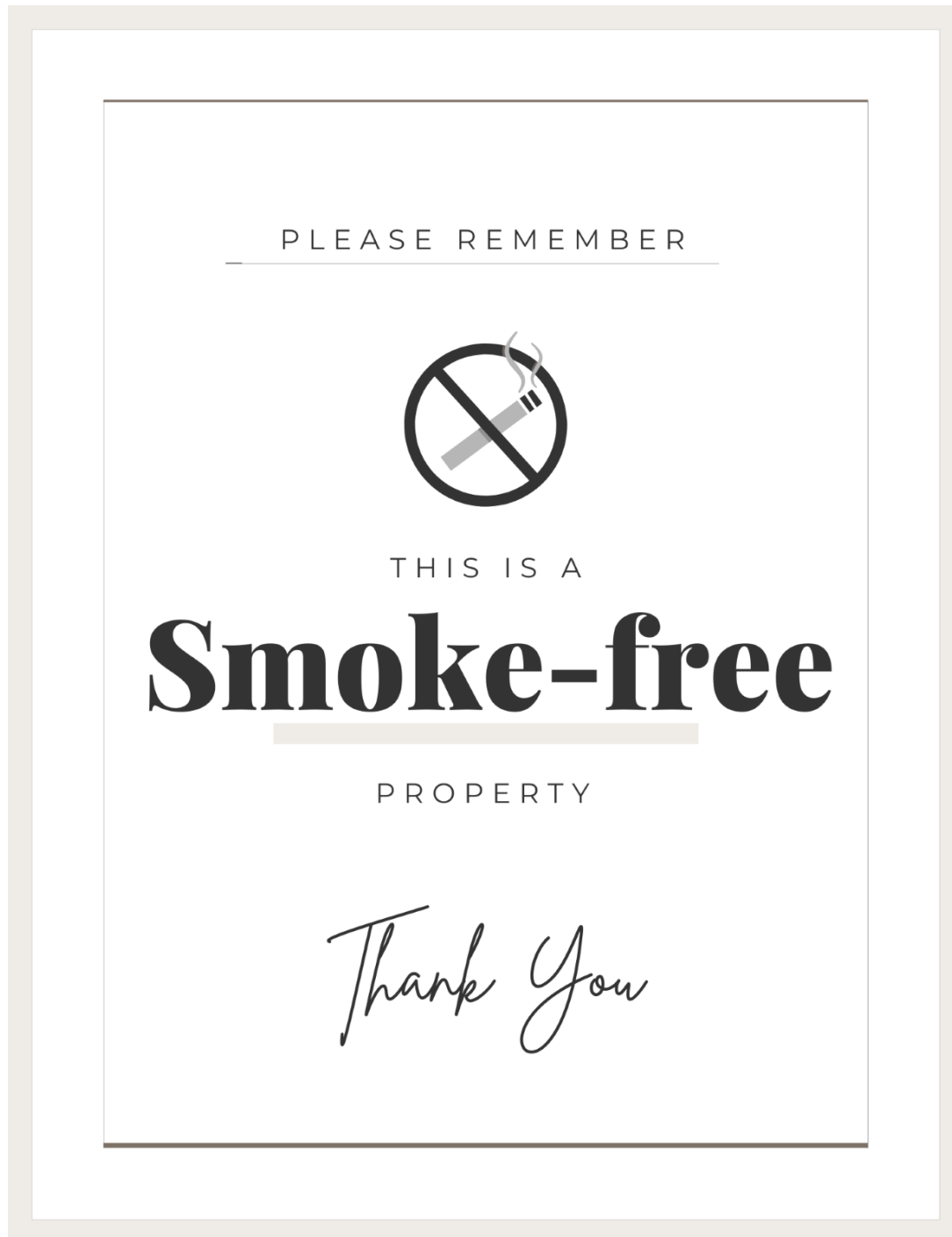
A Friendly Reminder: Smoke-free Property

To edit and customize this image based on your policy click here:

https://www.canva.com/design/DAGJuhyxAgQ/miMbyBfLmRF6hYbmbAFSQ/edit?utm_content=DAGJuhyxAgQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



Please Remember: This is a Smoke-free Property



For The Health of Our Residents: This property is Smoke Free

