

Smokefree Public Housing Workshop

September 25-26 2017, Atlanta, Georgia



Breakout Session #1 - 1:30 – 2:45 PM

Assembling a Team

- **Nikki Hayes, CDC, Moderator**
- **Karla Sneegas, CDC**
- **Kara Skahen, Live Smoke Free**

Assembling a Team

**Smokefree Public Housing Workshop: Break-out Session
September 25, 2017**

Nikki Hayes, MPH
Chief, Comprehensive Cancer Control Branch

Division of Cancer Prevention and Control

RELIABLE | TRUSTED | SCIENTIFIC



Assembling a Team will involve...



Forming...

- Identify a leader
- Be clear about the tasks
- Be clear about the structure, how decisions are made
- Be sure your team includes all the right folks, especially a “Champion”



**TOGETHER
EVERYONE
ACHIEVES
MORE**

Who's on Your Team...

- ***State Comprehensive Cancer Control Program Manager***
- ***Tobacco Control Program Manager***
- ***American Cancer Society***
- ***HUD/PHA representative***
- CBOs representing racial/ethnic populations
- Primary Care
- Policy-makers
- American Heart Association Affiliate
- Mental Health Organizations
- State Cancer Coalition Leadership
- State Tobacco Coalition Leadership
- Local Housing Authority representative
- American Lung Association Affiliate
- Community advocates
- Academia
- Professional Organizations
- Local Health Directors

Storming...

- Establish how decisions are made
- Establish clear goals, objectives, timelines, etc.
- Establish team roles and responsibilities
- Identify resources to accomplish goals



Norming

- Well-established relationships
- Commitment to the team activities
- Work to optimize team process begins



Performing (and Adjourning)

- Working together to achieve the goal
- Flexibility is key
- Successes are communicated



Follow
DCPC
Online!



@CDC_Cancer



CDC Breast Cancer

Go to the official source of cancer prevention information: www.cdc.gov/cancer.

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Division of Cancer Prevention and Control

RELIABLE | TRUSTED | SCIENTIFIC



ASSEMBLING A WINNING SMOKEFREE AIR TEAM



WHAT IS A COALITION?

- A coalition is a union of people and organizations working to influence outcomes on a specific problem.



RECRUIT THE RIGHT PEOPLE



WHO SHOULD YOU RECRUIT?

- Activity – Take three minutes to list five organizations/people that should participate in your coalition.



ASSEMBLING & STRUCTURING THE COALITION

- How will you organize? How will you bring people together? What structure will you use?



BUILD TRUST



DETERMINE MUTUAL OBJECTIVES



Examples of Ground Rules

- ✓ Cooperation beats competition
- ✓ Disagree without being disagreeable
- ✓ Be critical of ideas, not persons
- ✓ Promote diversity of viewpoints as a positive value
- ✓ Practice good listening skills, such as paraphrasing and negotiating the meaning of key words and phrases
- ✓ Do not confuse rejection of one's ideas and opinions with personal rejection
- ✓ Seek out the opinions of "truth tellers," that is, members experienced in the community

NECESSARY RESOURCES

- Lead agency extensive staff time
- Financial resources
- Media
- Community buy-in
- Evaluation



COALITION'S VITALITY



EVALUATION



TEAMWORK

Coming together is a beginning.

Keeping together is progress.

Working together is success.

Henry Ford

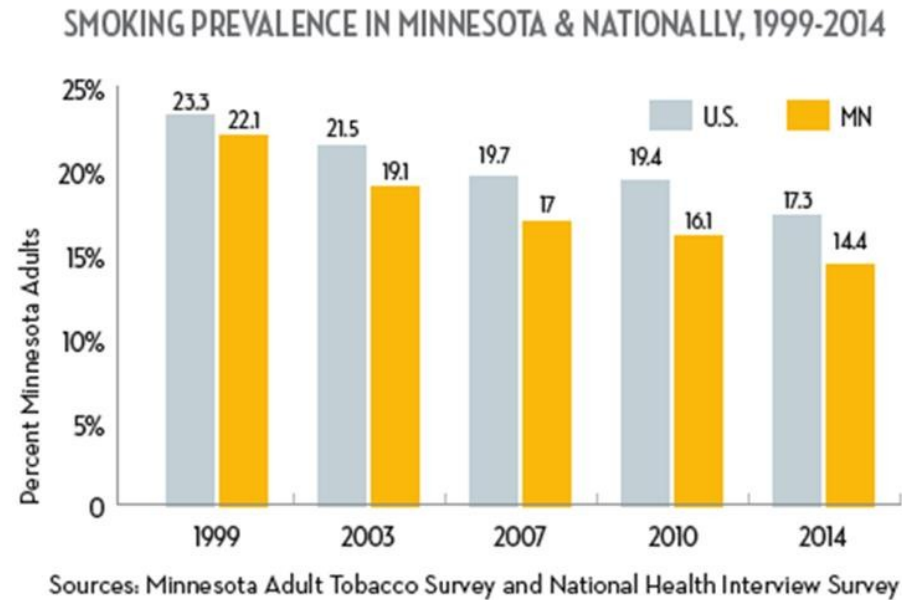
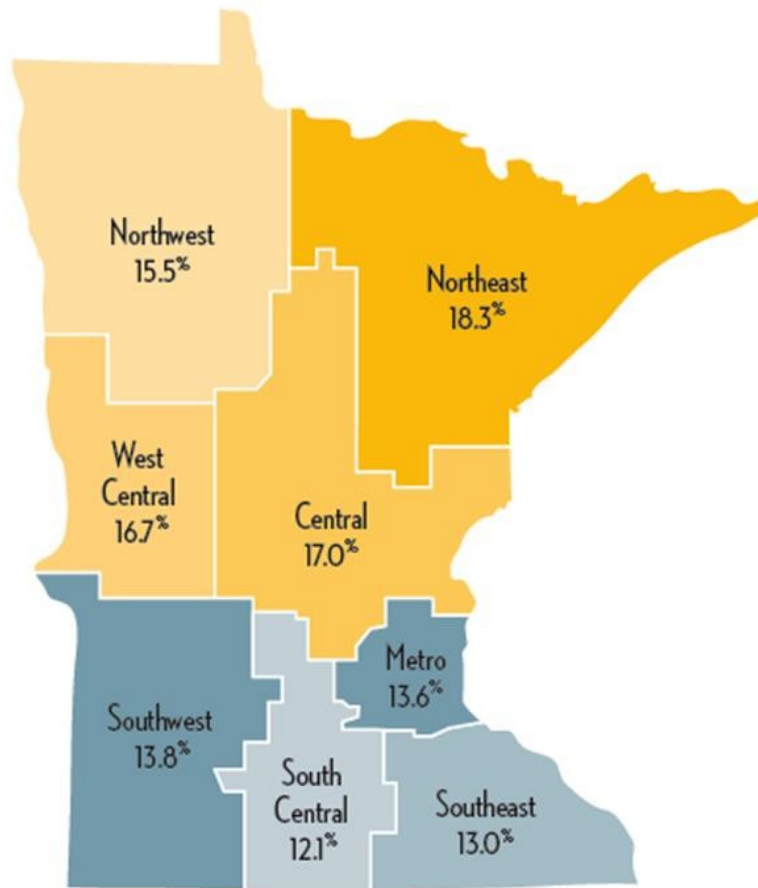


Assembling and Engaging a Smoke-Free Policy Team: Minnesota's Experience

Kara Skahen MSW, MPP
September 25, 2017

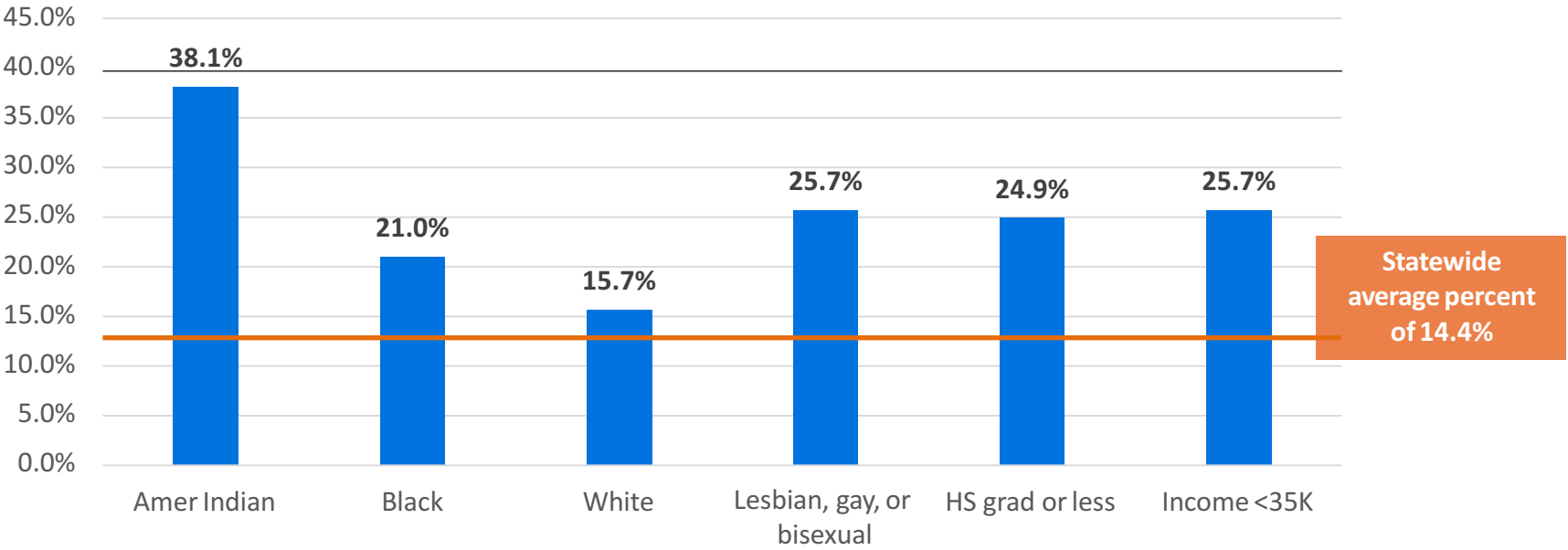


Smoking in Minnesota



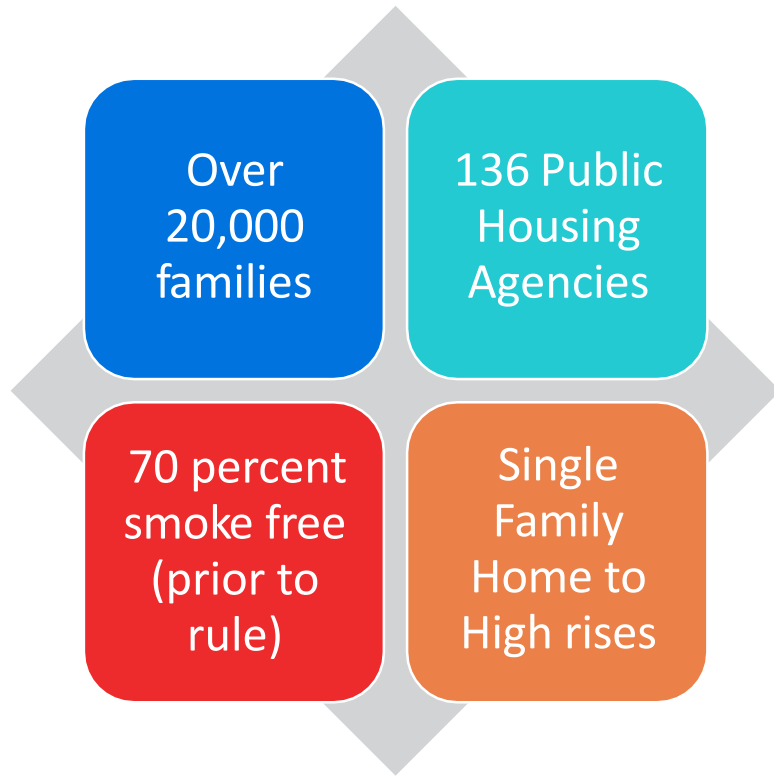
MN Adult Tobacco Disparities

Percent of adults who are current cigarette smokers, by subgroup, 2015



Source: 2015 Behavior Risk Factor Surveillance System (BRFSS)

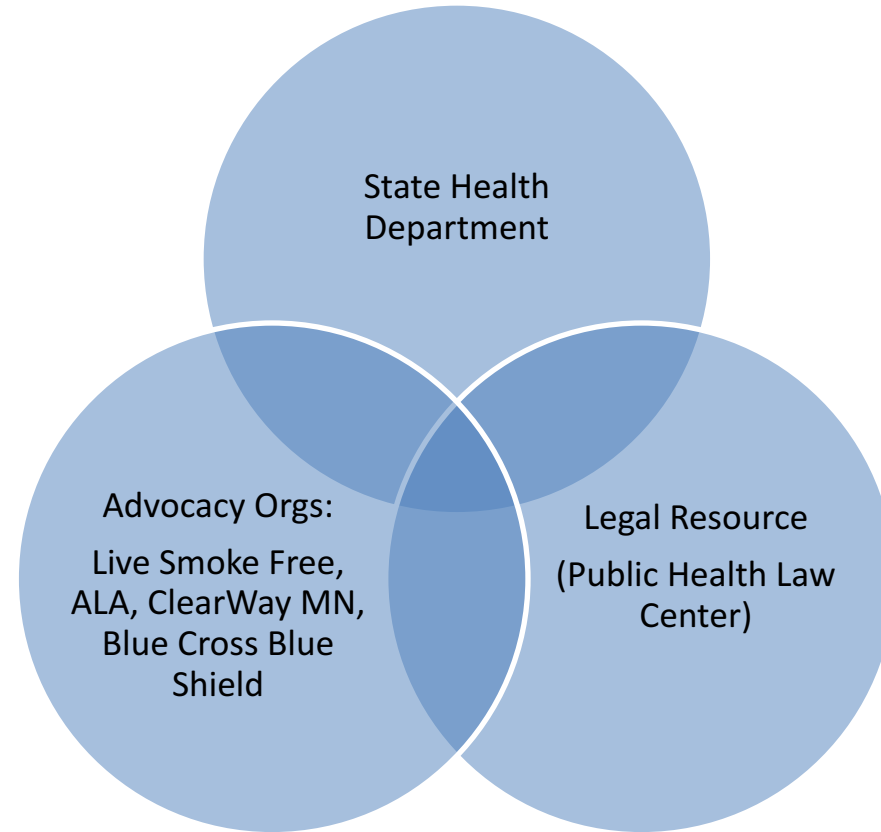
Smoke-Free Public Housing in Minnesota



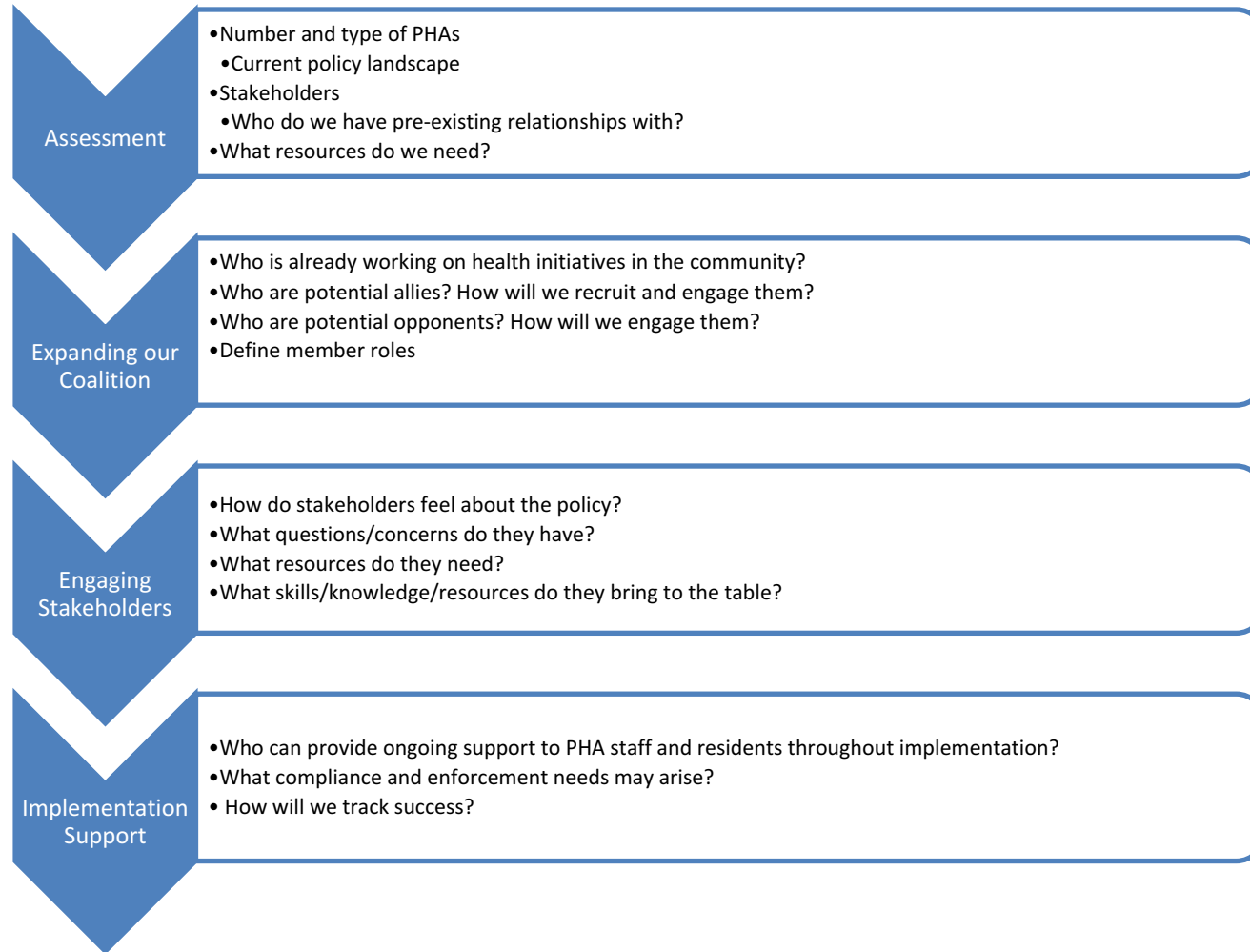
Smoke-free public housing creates healthier environments for everyone.



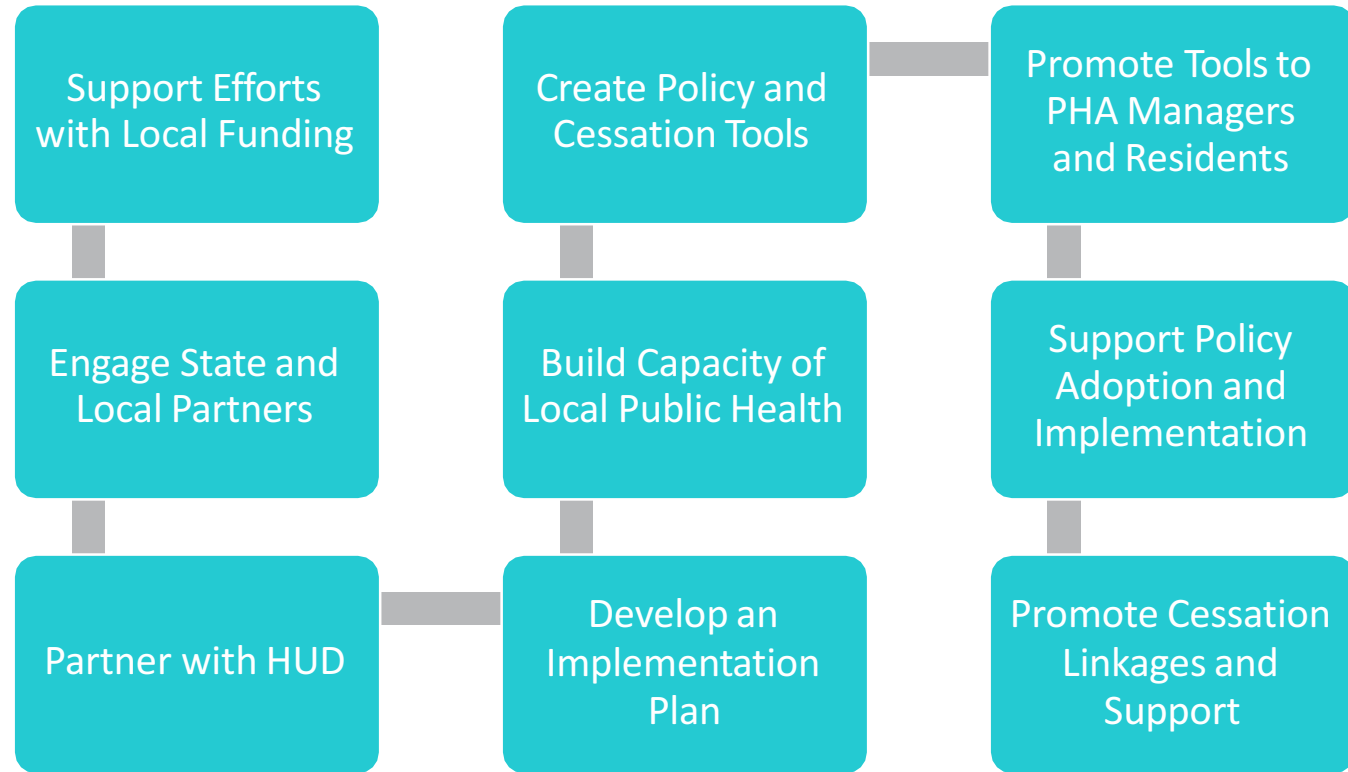
Pre-existing Infrastructure



Planning a Statewide Effort



MN Statewide Plan



1. Assessment & Planning

- **Stakeholders**
 - Who will be impacted by this policy and how?
 - Who do we have pre-existing relationships with?
- **Policy Landscape**
 - Number and type of Public Housing Agencies
 - Smoke-free policy status
- **What resources do we need to be successful?**

Assessment: Stakeholders



Assessment: Policy Landscape

Of 144 agencies on HUD list:

8 merged with other agencies or no longer exist

11 did not manage public housing

21 did not have smoke-free policies

98 had variations of smoke-free policy

7 had unknown status (could not be contacted)

Assessment: Resources Needed

- **Implementation materials**
 - Checklist
 - State-specific policy language
 - Compliance and enforcement
 - Educational resources
 - Legal information
- **Culturally-specific**
 - Translation
 - Technical assistance
 - Cessation
- **Cessation linkages support**
- **Technical Assistance (TA)**
- **Signage**
- **Funding**



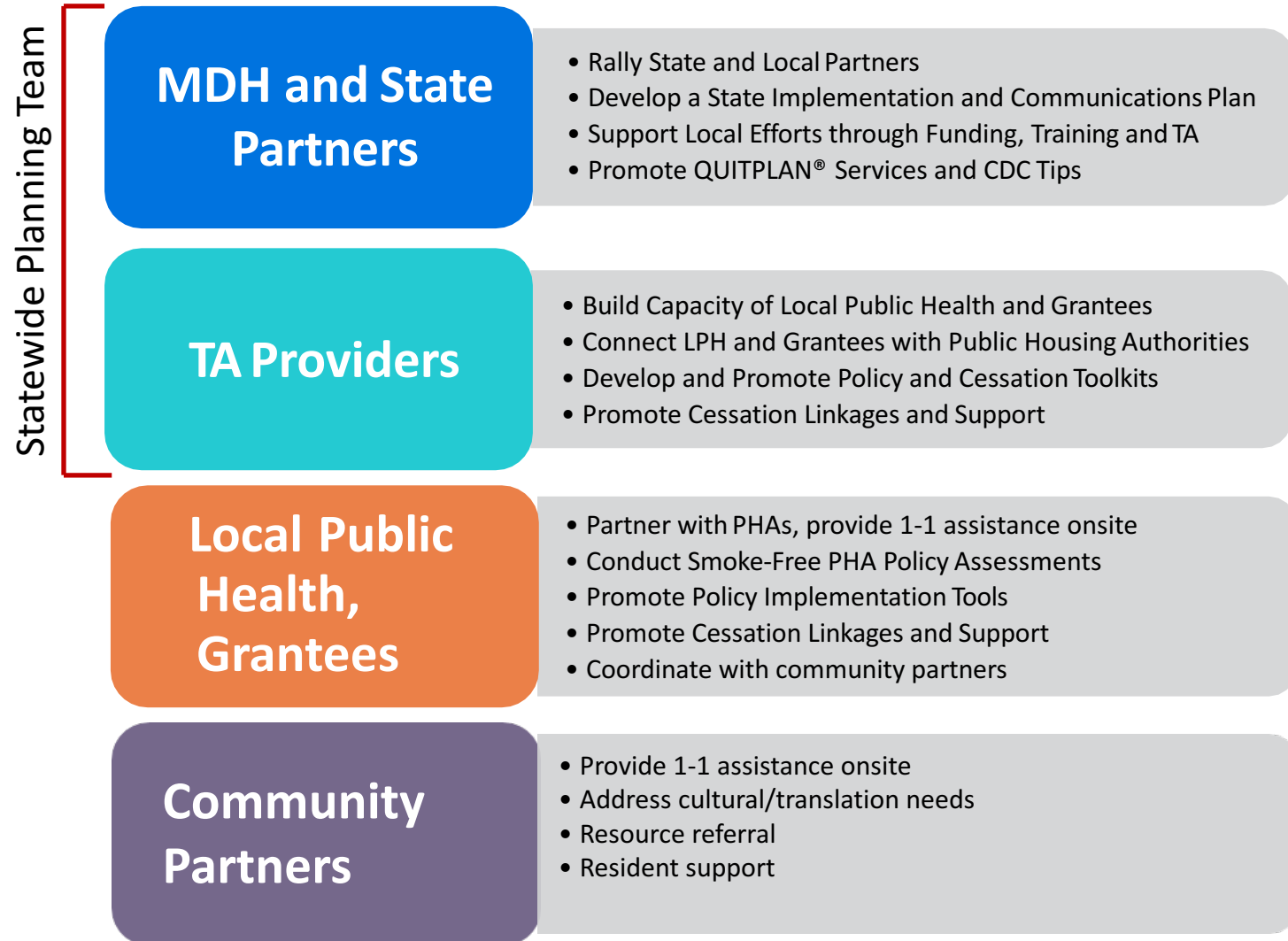
2. Expanding the MN Coalition

- **Who is already working on health initiatives in the community?**
- **Who are potential allies/supports?**
 - How will we recruit and engage them?
- **Who are potential opponents/challengers?**
 - How will we engage them?
- **Who are we missing?**
- **Defining member roles**
- **Coordinating Efforts**



MN NAHRO Conference 2016

Coalition Roles



Coordinating Efforts

Regular Meetings

- Monthly in-person meetings
- Regular email communication
- Phone conference calls

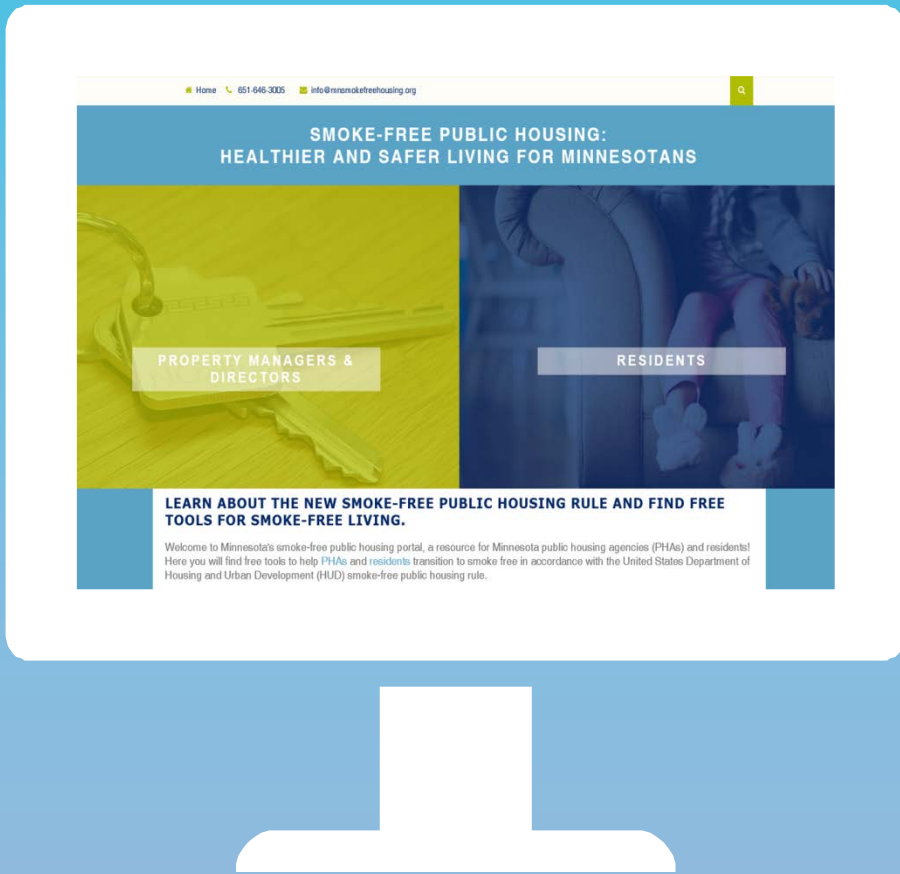
Communication Tools

- Online forum (Basecamp)
- Web portal
- Newsletters



Division of Labor

- Geographic
- Culturally relevant
- Area of expertise
- Funding available

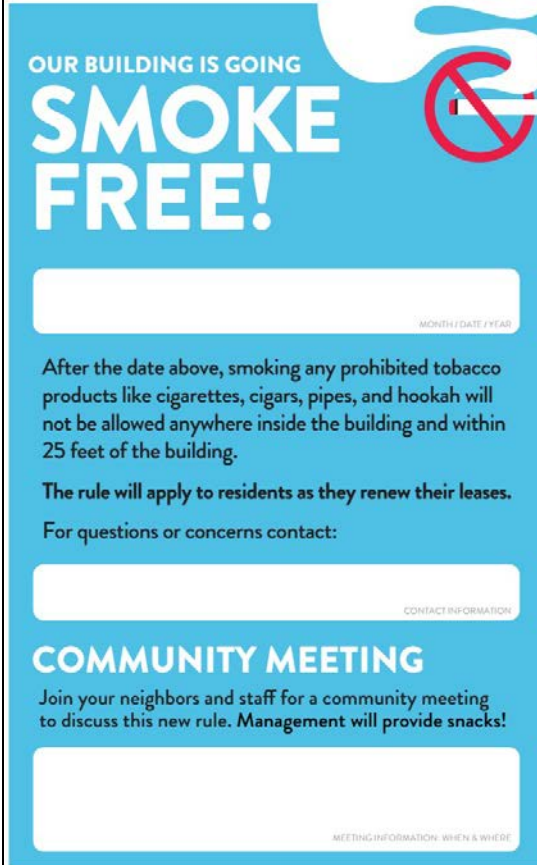


Minnesota's Smoke-free Public Housing Web Portal & Manager Forum

WWW.SFPUBLICHOUSINGMN.ORG

Policy & Cessation Toolkit

- **Educational resources**
 - MN and HUD
- **Manager forum**
- **Signage**
- **Referrals**
- **Cessation tools**
 - Health clinic referral map
- **Implementation tools:**
 - Checklists
 - Policy language
 - Compliance and Enforcement
- **Centralized contact info**



OUR BUILDING IS GOING
**SMOKE
FREE!**

MONTH / DATE / YEAR

After the date above, smoking any prohibited tobacco products like cigarettes, cigars, pipes, and hookah will not be allowed anywhere inside the building and within 25 feet of the building.

The rule will apply to residents as they renew their leases.

For questions or concerns contact:

CONTACT INFORMATION

COMMUNITY MEETING

Join your neighbors and staff for a community meeting to discuss this new rule. Management will provide snacks!

MEETING INFORMATION: WHEN & WHERE

3. *Engaging Stakeholders*

Clear and defined roles for members



Utilize SMART (specific, measurable, achievable, results-focused, and time-bound) goals

Appreciation (and money/resources) help!

Utilize member wisdom and talent

Local Level: MPHA

Implementation:

- Onsite MPHA Staff
 - SF Initiative Coordinator, Property Managers, Translators
- Minneapolis Highrise Representative Council (Tenant Organization)
- Volunteers of America (Social Services)

Technical Assistance:

- Live Smoke Free
- Minneapolis Public Health Department
- MN Department of Health

Research and evaluation:

- Hennepin County Research Department
- University of Minnesota
- Wellshare International

Cessation Support:

- American Lung Association
- ClearWay QUITPLAN®
- NorthPoint Health & Wellness
- Neighborhood Health Source CHWs



Lessons Learned

- Assessment data was extremely beneficial
- Capitalize on member knowledge and relationships
- Don't reinvent the wheel
- Focus on sustainability
- Documentation at meetings (notes and next steps)
- Clearly define roles, responsibilities, and timeline
- Consider stakeholder motivations



QUESTIONS?



Kara Skahen

Program Director

Live Smoke Free, Association for Nonsmokers MN

kara@ansrmn.org

651-646-3005 x301

Breakout #2 3:05 – 4:20 PM

- **Assembling a Team**
- **Engaging PHAs and Residents**
- **Identifying Resources**
- **Communicating the Policy**

Team Planning Day 1 – 4:30 – 5:30 PM

- **Action Planning Sessions**