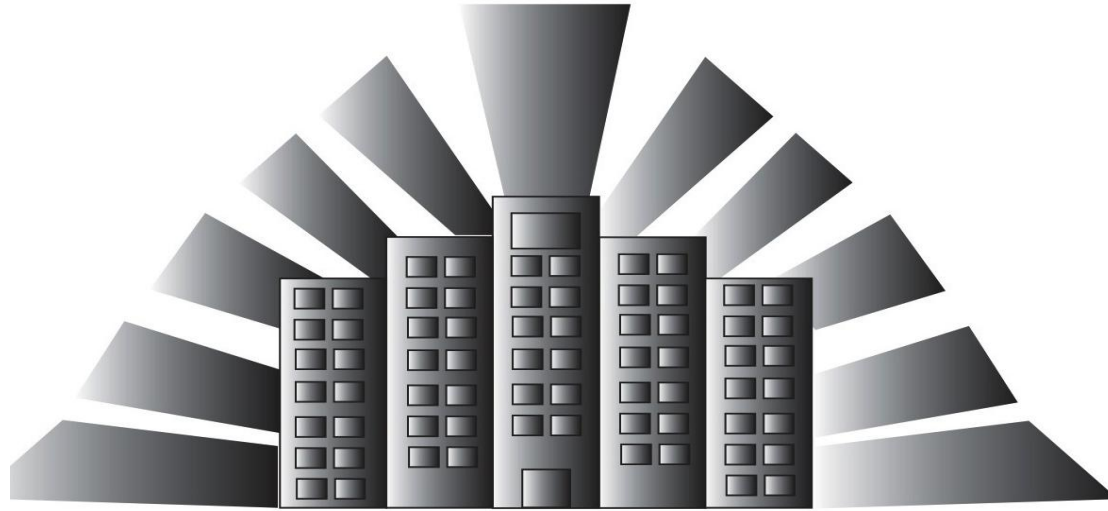


**PROMOTING SMOKE-FREE MULTI-UNIT HOUSING  
IN DIVERSE COMMUNITIES**

People's CORE's smoke-free apartments Project

**EMPOWERMENT  
COMMUNITY ORGANIZING  
LEADERSHIP DEVELOPMENT  
ADVOCACY FOR HEALTHY COMMUNITIES**

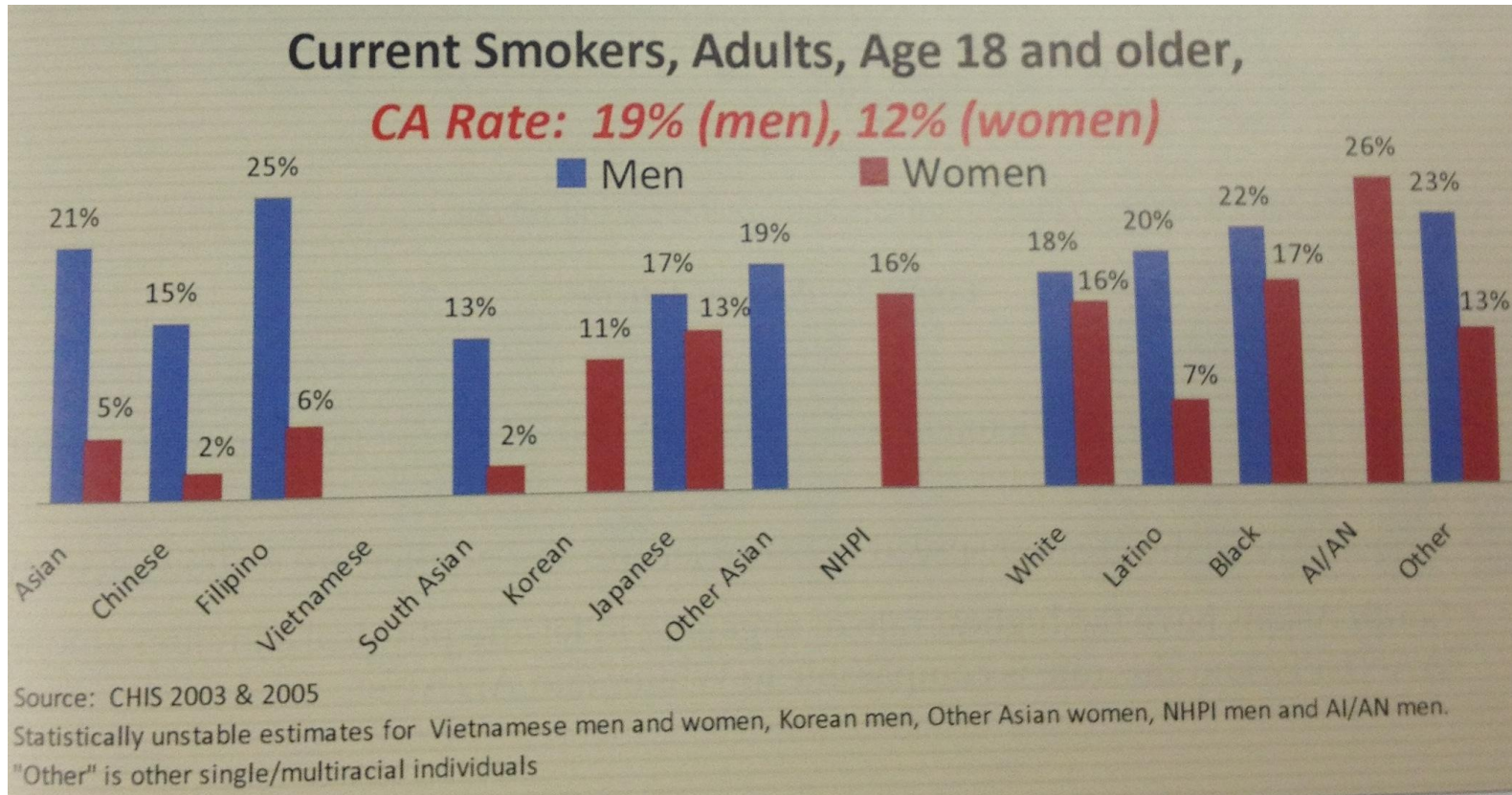




the **smoke-free**  
**apartments** project

The adoption and implementation  
of smoke-free voluntary policies  
in Central Los Angeles.

# SMOKING & THE AANHPI COMMUNITY



# SECONDHAND SMOKE EXPOSURE

Secondhand smoke drifts through open windows, ventilation systems





Secondhand smoke  
is a toxic air contaminant.

# SECONDHAND SMOKE EXPOSURE



- Asthma
- Cancer
- Heart Disease
- Low Birth Weight
- SIDS



# VULNERABLE POPULATIONS





# STRATEGIES:

## BOTTOM-UP COMMUNITY ORGANIZING

- DEVELOP RELATIONSHIPS WITH COMMUNITY MEMBERS
- ENGAGE THE MOST AFFECTED POPULATIONS TO BE AT THE FOREFRONT OF THEIR ISSUES



# STRATEGIES:

**INVOLVE COMMUNITY MEMBERS  
AT DIFFERENT STAGES OF EVALUATION  
DURING THE COURSE OF THE PROJECT**



# Strategies:

increase community visibility  
of smoke-free MUH Campaign

Focus interventions  
on targeted language  
and cultural groups

Karapatan  
ng lahat  
na makalanghap  
ng hanging  
walang usok  
sa kanilang bahay.



Ang secondhand smoke ay nakakapasok sa mga giwang, pintuan at bintana sa bawat yunit ng apartment.  
Kahit hindi kayo naninigarilyo, maari pa rin na ang inyong pamilya ay maapektuhan.  
Alamin ang mga hakbang tungo sa isang malayan at walang usok na pabahay.

Para sa karagdagang kaalaman hinggil sa Smoke-Free Apartments Project,  
tumawag sa People's CORE sa 213-241-0995.  
Funded by California Department of Public Health.



# Lessons Learned:

## FRAMING THE ISSUE

- The right to BREATHE CLEAN AIR IN ONE'S HOME
- the Protection of health of children and families



# Lessons Learned:

**conduct outreach  
to tenants who SMOKE**

- promote cessation  
among Multi-unit housing dwellers



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# PEOPLE'S CORE



**PEOPLE'S COMMUNITY ORGANIZATION FOR REFORM AND EMPOWERMENT**