



Smoke Free Homes

24 January 2022

- We want to play our part as a landlord to reduce smoking in the UK
- Do this by a supportive and informative approach not an enforcement approach
- Work with NHS and County Councils who are the experts

The Government have an agenda for every home to be smoke free by 2030; therefore, we have a choice, we can wait for the Government to enforce this over the coming years, or we can be proactive, act now, and be the sector leader in the East of England.

- Smoking is much more common in certain types of housing - while 18% of all people in England live in social housing, almost 35% of smokers live in social housing
- Smoking is the leading cause of preventable illness and death. In 2019 alone, 74,600 people across England were killed by smoking attributable causes
- It is estimated there are 300,000 GP consultations and 9,500 hospital admissions each year from child exposure to second hand smoke
- Each year smoking in England costs billions in lost productivity (£11.7bn), NHS costs (£2.4bn), local authority funded social care costs (£1.2bn) and Fire and Rescue Service costs (£325m)
- As a result of illness and disability caused by smoking, people who smoke are less likely to be employed than non-smokers and earn 6.8% less (equivalent to around £1,424 per year)
- On average, tobacco costs a smoker £2,600 per year - over £50 per week

As well as the benefits to our tenants there are some direct benefits to us as a business

- Fire safety...in 2019/20 in the UK there were 1.796 house fires caused by smokers' materials, 192 by cigarette lighters and 169 by matches
- Smoking can cause property damage, typically nicotine staining/discolouration and burns in flooring
- There is a significant volume of our workforce visiting the homes of people who smoke; potentially being exposed to second-hand smoke in their place of work

- Adding a clause to our new tenancy agreement (April 2022) to encourage people not to smoke in their homes
- Providing behavioural training to the housing teams run by NHS to assist in conversation with tenants
- Asking new customers if they smoke, whether they would be interested in stopping and if so, make referrals
- Making referrals at any other time during customer contact and providing literature if they are interested in stopping smoking
- Carrying out tenant comms campaigns
- Exploring asking tenants to sign up to a voluntary smoke free home pledge

- Brief your teams and create some excitement and positivity around the project
- Pass on any feedback you receive from your teams
- Be creative and come up with ideas of other ways we can work towards smoke free homes
- Support in arranging/booking the training
- Ensure we are ready for the launch

Questions?