



Clean Air is an Amenity to Brag About!

More Advantages of Smoke-Free Certification – Community Benefits!

Smoke-free housing options are an important component of a healthy community and today, more than ever, a healthy community is in demand!

A Healthier Community

Research shows that living in a household with a no-smoking policy encourages quitting tobacco. Any reduction in smoking reduces harmful secondhand and thirdhand smoke. There is no safe level of exposure to secondhand smoke.



A Child-Friendly Community

Children are particularly vulnerable to the health effects of secondhand smoke. Secondhand smoke can cause or worsen conditions such as asthma, bronchitis, ear infections, pneumonia and low birth weight.

A Senior-Friendly Community

Smoke-free environments are critical to the health of older adults. For seniors that may have other health issues, even brief exposure to secondhand smoke can cause immediate health harms; it can trigger heart attacks or stroke, asthma attacks, allergies, respiratory issues and more.

A Safer Community

Cigarettes and other smoking materials are the leading cause of residential fire deaths in North Carolina and the United States. These fires can result in millions of dollars of damaged property and moving smoking outside keeps everyone safer.



Social Justice



People who own single family homes can readily protect themselves from secondhand smoke. Renters comprise roughly 41% of the greater Charlotte households and disproportionately include minorities, people with low incomes, and children.

Without smoke-free policies, these populations cannot protect themselves from unwanted secondhand smoke coming into their homes.

Sources: www.mnsmokefreehousing.org. Photos: A Sandbox with Playing Children, licensed under CC BY-SA 3.0 License, Fire Caused by Smoking, Scott Alderman, Children Hugging their Mom; <http://ukmaenglish10class.wikispaces.com/> is licensed under a CC BY SA 3.0 License

Stay on the Cutting Edge: Smoke-Free is the Industry Trend



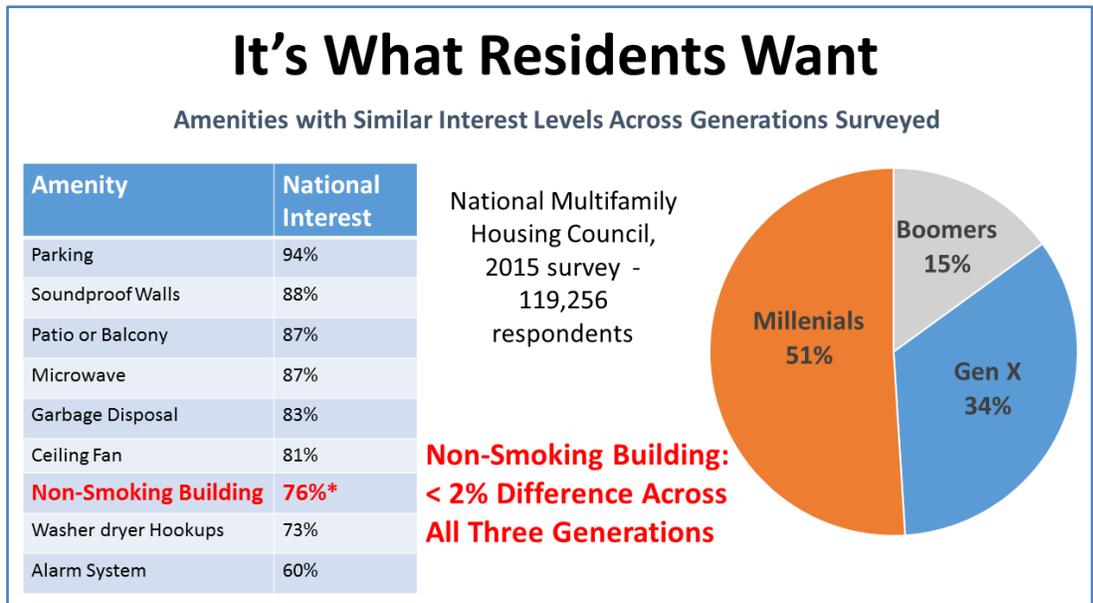
Benefits of Smoke-Free Certification

Attract New Residents – Smoke-Free is in Demand

In a survey conducted in 2015 by the National Multifamily Housing Council of nearly 120,000

residents in the US, they found that 76% of residents across all generation levels are interested in non-smoking buildings as an amenity. Smoke-free status is something that residents of all ages want and support! When people are seeking information about places to live, they want to be able to compare one

community to another. The checklist of things important to them to consider is likely to include a non-smoking community.



Project a Healthy, Green Image

A smoke-free certification indicates a better living environment for residents and pets and provides another opportunity to distinguish your property from others. Wellness-minded design is growing in popularity as younger generations are pushing for healthier environments in their workplaces and homes. Many property owners are adopting the U.S. Green Building Council's LEED (Leadership in Energy & Environmental Design) certification system and smoke-free fits within the LEED design. In addition, the North Carolina Housing Finance Agency updated the guidelines in its 2015 Qualified Allocation Plan to require affordable housing properties to be smoke-free to qualify for low-income housing tax credits.

A Smart Business Decision with Multiple Benefits

Adopting a smoke-free policy is good for your bottom line. Many property owners and managers in NC have gone smoke-free to save in costs. The sooner you go smoke-free, the sooner you can save money in decreased maintenance, turnover, and fire damage costs. Providing a clean and healthy environment for residents can be a big selling point for your property and those with a smoke-free policy may see an increase in resident demand.

With Smoke-Free Certification from GCAA, your property will be highlighted not only on the GCAA website, but also by **GCAA's community partners** listed below.



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Join today and be recognized!