



# Smoke-free Homes



# Community Action Kit

## What's Inside

- Customizable letters to the editor, public service announcements, and more
- Slide presentations on "Health Effects of Secondhand Smoke"
- State and national *Smoke-free Homes* contacts
- FREE outreach and educational tools



Smoke-free Homes Program  
Programa de Hogares Libres de Humo



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([Click here to view and print a PDF document that includes all pages of the Kit and all of the linked files.](#))

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# What You Need to Know

The U.S. Environmental Protection Agency (EPA) developed this *Smoke-free Homes* Community Action Kit to assist you in educating your community about the risks that secondhand smoke exposure poses to children's health. The information and materials provided in this Kit are designed to help you develop ideas, implement activities, and identify the resources available to initiate (or enhance) an existing community-based campaign to reduce children's exposure to secondhand smoke.

Why is this important? Studies show that infants and young children whose parents smoke indoors can be severely affected by exposure to secondhand smoke. These children are at increased risk for a number of health problems, including lower respiratory tract infections such as pneumonia and bronchitis. EPA estimates that secondhand smoke, also known as environmental tobacco smoke, is responsible for between 150,000 and 300,000 lower respiratory tract infections annually in infants and young children under 18 months of age resulting in 7,500 to 15,000 hospitalizations each year. Children regularly exposed to secondhand smoke are more likely to suffer from symptoms of respiratory irritation like coughing, excess phlegm, and wheezing. Secondhand smoke can also lead to a buildup of fluid in the middle ear, the most common cause of childhood operations requiring hospitalization.

Children with asthma are especially at risk from exposure to secondhand smoke. EPA estimates that up to one million children with asthma have their condition made worse by secondhand smoke exposure. In addition, a 2000 National Academy of Sciences study suggested an association between young children's exposure to secondhand smoke and the development of new cases of asthma in children who had not previously displayed symptoms of the disease.

Nationally, EPA has worked with many organizations to inform the public about the health risks, but we need help locally – in your community. This Community Action Kit helps you take action by providing resources and suggested activities to connect with your local media, businesses, civic groups, and community groups. These activities will help make real progress in reducing the number of children exposed to secondhand smoke both in your community and nationwide.

"EPA's Community Action Kit is a great resource – very comprehensive and well organized. We have found the *Smoke-free Homes* Program to be a great way to reach pregnant women and families with young children." *Joan, Rice County Minnesota Public Health Nursing Service, Minnesota*

**Thank you for your interest in taking  
action to protect children's health!**



**To Take the Pledge, Visit [www.epa.gov/smokefree](http://www.epa.gov/smokefree)**



# Section 1: How to Use This Kit

EPA's *Smoke-free Homes* Community Action Kit provides important information to help organizations implement community-focused programs to reduce children's exposure to secondhand smoke.

## How is the Kit Organized?

The Kit is organized into three main sections that cover the following topics:

- Ideas for outreach activities and samples of local programs.
- Free resources available for your outreach activities.
- Resource ordering, reference, and contact information.

The Kit contains useful tools such as customizable letters, a sample press release, a ready-made secondhand smoke presentation (in both English and Spanish), and sample public service announcements (PSAs). You can click on the underlined links in the Kit to navigate through the various sections and attachments. A print-ready version of the entire Kit is available on the CD-ROM and can be accessed by clicking on the link in the Table of Contents.

## How Do You Use the Information?

This Kit centers around the *Smoke-free Home Pledge* – a tool to help you secure commitments from parents and other caregivers in your community to make their homes smoke free. After taking the

Pledge, parents receive materials to help them communicate that smoking is not allowed in their home. Pledges can be made in person, by calling the *Smoke-free Home Pledge* Hotline (1-866-SMOKE-FREE), or by visiting EPA's Web site: [www.epa.gov/smokefree](http://www.epa.gov/smokefree).

### Steps to Getting Started

1. Review the Kit for ideas of activities that could work in your community.
2. Determine how you can incorporate *Smoke-free Home* messages into your existing activities.
3. Review the list of free resources and identify materials that will complement your planned activities.
4. Use the sample letters in the Kit to invite other organizations to join in or co-sponsor an event or activity.
5. Promote your program and obtain local coverage on secondhand smoke and upcoming events.
6. Celebrate your successes and share them with EPA.

Use these steps to plan and implement effective smoke-free homes activities in your community to help families live healthier, happier lives.



To Order Smoke-free Homes Program Materials,  
Call IAQ INFO at 1-800-438-4318



# Section 2: Outreach Activities

There are a variety of activities you can undertake to support and build your smoke-free homes program. This section:

- Lists some activities you might try in your community.
- Highlights examples of successful smoke-free homes programs from three states.
- Details three specific activities and associated resources that have been used successfully by other smoke-free homes programs.

As you review the activities listed below and begin to plan your own program, keep in mind that EPA has a variety of free products and resources available to assist in your efforts. For a listing of resources see [Section 3](#), and for ordering information see [Section 4](#).

## Suggested Activities

Consider using one or more of the activities listed below to promote your smoke-free homes program.

- Host educational workshops
- Hold a poster design contest
- Sponsor pledge challenges
- Host smoke-free homes storytelling events
- Post pledges to maintain smoke-free environments on a community pledge wall

### Create educational activities!

- Songs
- Scavenger hunts
- Coloring books
- Puppet shows

- Link your Web site to EPA's *Smoke-free Homes* Web site
- Promote EPA's *Smoke-free Home Pledge* Hotline
- Sponsor "No Tobacco Day" at a sporting event
- Create a smoke-free homes mascot
- Make goodie/tote bags to distribute at events

### Hold community events!

- Community baby showers
- Health fairs
- Carnivals
- School or childcare center open houses and back-to-school events
- State/county/city fairs
- Anniversary events of state and local "Clean Indoor Air" campaigns

- Sponsor movie theater advertisements
- Show videos in healthcare settings and waiting rooms
- Generate media publicity
  - Secure guest speaking spots on local radio or cable network stations
  - Create opportunities to air radio and television public service announcements (PSAs)
  - Place stories and op-ed pieces in your local newspaper
- Coordinate with community asthma events



To Take the Pledge, Visit [www.epa.gov/smokefree](http://www.epa.gov/smokefree)



## Local Programs' Activities

These examples highlight local programs that are using unique approaches to promote smoke-free homes in their communities. For other case studies of effective local programs, please see EPA's *Local Programs Promoting Smoke-free Homes* series at: [www.epa.gov/smokefree/community.html](http://www.epa.gov/smokefree/community.html).

### Boulder County (CO) Health Department Tobacco Education and Prevention Partnership

**Collaboration:** Partnered with Community Infant Project, Women, Infants, and Children (WIC) clinics, "Bright Beginnings" educational program for new parents, and physicians to educate the public about secondhand smoke.

**Publicity:** Produced articles and print advertisements and placed them in parenting publications, the local newspaper, and a childcare center newsletter.

**Workshops:** Conducted training sessions for WIC and childcare staff on the *Smoke-free Home Pledge* and how to communicate with parents and caregivers. Provided child care centers with a sample education policy including strategies for communicating the *Smoke-free Home Pledge* campaign message to parents and caregivers.

**Funding:** Secured an EPA regional grant to support the program.

### Carbon-Monroe-Pike Counties, Pennsylvania, Drug and Alcohol Commission, Inc.

**Puppet Shows:** Developed short puppet shows discussing the dangers of cigarettes and

secondhand smoke and performed them for kindergarten and pre-school audiences.

**Community Events:** Displayed the *Smoke-free Homes Display Booth* at health fairs and expos, county fairs, school health and safety fairs, and a local mall community day event.

**Games:** Developed the "Wheel of Misfortune," an educational tool for elementary school children that addresses the dangers of secondhand smoke.

**Publicity:** Ran advertisements on billboards and in movie theaters promoting smoke-free homes.

**Funding:** Supported by the Pennsylvania Department of Health and the Single County Authority (SCA), providing administrative, planning, and coordination support.

### West Virginia Division of Tobacco Prevention

**Collaboration:** Partnered with the American Lung Association of West Virginia to promote programs addressing secondhand smoke and clean indoor air.

**Business Community Partnerships:** Partnered with the Wellness Council of West Virginia to reach out to businesses by promoting the *Smoke-free Home Pledge* to employees and their families.

**Workshops:** Trained counselors in the "Right from the Start Program" to counsel Medicaid-eligible pregnant women about smoking cessation and infant and child secondhand smoke exposure.

**Asthma Partnerships:** Collaborated with the West Virginian Asthma Education Program to include secondhand smoke messages in their outreach to families and physicians of children with asthma.

**Funding:** Secured a grant from EPA to fund this program.





# Ideas for Other Activities

## Smoke-free Childcare

Childcare facilities and programs geared toward young children (such as Head Start and WIC) are an ideal setting for outreach activities. For example, many childcare facilities are already smoke-free. Childcare programs reach low-income and minority communities with higher-than-average smoking rates and often require parents to participate in structured childcare.

Consider the following activities for childcare facilities:

- ➔ **Provide training and materials** to facility staff to educate them about secondhand smoke and your smoke-free homes program. EPA's *Secondhand Smoke Slide Presentation* can be used for the training along with EPA's customizable fact sheet and the *Smoke-free Home Pledge Brochure*.
- ➔ **Identify existing activities** where secondhand smoke messages and materials may be incorporated. You can customize the letters provided in this Kit to reach out to childcare facilities in your community to share the *Smoke-free Homes* message.
- ➔ **Speak** to parents to determine their smoking behavior and to identify families that allow smoking in the home.
- ➔ **Train family advocates** to educate parents about the benefits of keeping their homes smoke-free. Incorporating EPA's products, such as *Help Your Child Gain Control Over Asthma*, the *Smoke-free Home Pledge Brochure*, and *Smoke-free Home Pledge Poster*, can help you educate families of children with asthma about the linkage between secondhand smoke and asthma.
- ➔ **Train teaching staff** to incorporate secondhand smoke lessons into their curricula. *Dusty the Asthma Goldfish and His Asthma Triggers Funbook* is a learning tool that teachers can share with their students. For more examples of how other organizations have incorporated smoke-free homes messages into classroom lesson plans, refer to EPA's *Local Programs Promoting Smoke-free Homes* series.
- ➔ **Develop a newsletter** with smoke-free homes messages to send home to parents. Consider incorporating information from EPA's customizable fact sheet on secondhand smoke and the *Smoke-free Home Pledge Brochure* into the newsletter.
- ➔ **Train home visit staff** to include *Smoke-free Homes* messages in their consultations. To help educate parents about triggers (including secondhand smoke) of the child's asthma, encourage home visit staff to use EPA's *Clearing the Air: 10 Steps to Making Your Home Asthma-friendly*.
- ➔ **Host a "kick-off" or "end-of-year" event** for children and families in the center or facility. Displaying EPA's *Smoke-free Homes Display Booth* and *Smoke-free Homes Banner* will help you capture families' attention. You can also use the *Planning Guide for Pledge Events* to collect *Smoke-free Home Pledges* from parents and provide certificates and other materials for families who take the pledge.

## Outreach to Diverse Communities

*Not in Mama's Kitchen* is one example of a successful nationwide secondhand smoke campaign targeting diverse communities. This program uses a community-focused approach and the power of family, church, and food to encourage women in African-American and Latino communities to create smoke-free zones.





The *Not in Mama's Kitchen* campaign, as well as EPA's bilingual materials, can be integrated into a variety of programs targeted at reaching out to diverse audiences. Add enthusiasm and creativity to any smoke-free strategy by considering the following activities:

- ➔ **Involve churches** and other community groups to gain support for your program. Consider displaying the *Smoke-free Homes Display Booth* and *Smoke-free Homes Banner* at church functions (e.g., dinners, picnics, church camps) and using the *Planning Guide for Pledge Events* to encourage church members to take the *Smoke-free Home Pledge*.
- ➔ **Reach out to media outlets** that have programming designed for your target audience. Distributing copies of the customizable letters in this Kit can help you educate station managers, producers, and editors about secondhand smoke. You can also provide media outlets with copies of public service announcements (PSAs).
- ➔ **Train community health advocates** to conduct pledge drives based on EPA's *Planning Guide for Pledge Events*. Be sure to reward everyone who takes the pledge with an item to remind them of their commitment (e.g., a fan, pot holder, coin purse, or coloring book). You can reach out to community organizations with the customizable letters included with this Kit.
- ➔ **Partner with *Not in Mama's Kitchen*** to design a campaign specific to your community and your target audience. For more information on partnering with *Not in Mama's Kitchen*, please visit: [www.notinmamaskitchen.org](http://www.notinmamaskitchen.org).

## Community Baby Showers

Part health fair, part community party, these events hosted by local American Lung Association chapters and other local groups are effective in reaching out to low-income and minority pregnant women and

new parents. Showers can provide information on a wide range of health topics such as secondhand smoke, child nutrition, asthma, and lead screening.

- ➔ **Set up a display area** at the community baby shower. Consider using the *Smoke-free Homes Display Booth* and *Smoke-free Homes Banner*. You can distribute copies of the *Smoke-free Home Pledge Brochure* and *Smoke-free Home Pledge Poster* and a customized fact sheet to educate expectant parents about the dangers of secondhand smoke.
- ➔ **Conduct a *Smoke-free Home Pledge* drive** based on EPA's *Planning Guide for Pledge Events* to collect pledges at the baby shower.
- ➔ **Provide giveaways** promoting your smoke-free homes program. Consider including *Smoke-free Homes* magnets, coasters, window stickers, placemats, and posters.
- ➔ **Educate baby shower participants** about the connections between secondhand smoke and asthma. *Dusty the Asthma Goldfish and His Asthma Triggers Funbook* is a fun activity for young children accompanying parents to the baby shower to learn about asthma and secondhand smoke. You can educate parents about steps they can take to reduce asthma triggers in the home by distributing *Clearing the Air: 10 Steps to Making Your Home Asthma-Friendly* and *Help Your Child Gain Control Over Asthma*.
- ➔ **Promote your smoke-free homes efforts** and the community baby shower to local media. The customizable article and letters found in this Kit can assist you with educating the media about your program. You may also want to invite the media to come and help you collect pledges at your event (this is also a good way to get footage of your program "in action"). Remember that parents who have taken the pledge can serve as powerful spokespeople for your program.





## Issue a Press Release

A press release is a succinct account of your story (usually one page) written as a news article, following the “5W’s and H” format: provide the who, what, where, when, why, and how of the story.

- Issue a press release to publicize an event or program, announce an upcoming activity or new initiative, or report relevant news.
- Write releases in an “inverted pyramid” format (i.e., the most important information comes first and the least important information is last, which allows the editor to cut the story to fit in the available space).

## Coordinate and Publicize Special Events

Special events (e.g., an opening day, an anniversary, a nationally, or locally, recognized day or week of celebration) are great opportunities to gain media coverage.

- Encourage other community organizations, leaders, or VIPs to participate.
- Publicize the attendee list, the issues to be addressed, and the planned events when you contact the media.
- Provide story options to convince each media outlet to send a reporter or film/audio crew.

## Write a Letter to the Editor

The Letter to the Editor section is always one of the most popular sections of any newspaper. Many television and radio news programs share letters from their audiences during their shows. Securing coverage in this section is an easy way for you to educate the public about your program and issues of concern.

Use letters to the editor to:

- Correct or respond to facts in a recent article or on a television/radio show.
- Praise or criticize opinions expressed in the publication or program.
- Bring attention to the issue you want to address and explain why people need to know more.

Use the sample letter to the editor provided in this Kit to promote an upcoming event, educate your community, or recruit partners. When modifying the sample letter for a television or radio editor, remember to shorten it and contact the outlet in advance to find out how it prefers to receive submissions (e.g., recorded video or audio tape of a reading of the letter).

[Click here for a customizable letter to the editor](#)

### Tips!

- Read or listen to other letters to the editor to become familiar with standard formats and length considerations.
- Respond to an article or news items in a timely manner.
- Keep your letter clear and concise (one page) and be sure you know the name of the editor to whom it should be addressed.
- Fax or email your letter to multiple outlets.





## Write Opinion Editorials

Like letters to the editor, opinion editorials (op-eds) are written by readers, viewers, and listeners, though they tend to come from people of authority such as heads of local organizations, CEOs, or even legislators.

- Op-eds are usually between 300 and 750 words and are written about important issues.
- Strong op-eds make the readers understand why an issue is important to them and what they should do about it.
- An op-ed should be submitted to one newspaper, television, or radio station exclusively.

## Identify and Use Public Service Announcements

Many excellent PSAs are available for your use in local radio, television, and print media. Encourage media outlets to donate the space or airtime for the PSA. If they will not, defray the cost by asking for a discount, holding a fundraiser, or partnering with local organizations that share your commitment to children's health.

Learn more about EPA's *Smoke-free Homes* Program PSA materials by visiting [www.epa.gov/smokefree](http://www.epa.gov/smokefree) or visit the Centers for Disease Control and Prevention Media Campaign Resource Center at [www.cdc.gov/tobacco/mcrrc/index.htm](http://www.cdc.gov/tobacco/mcrrc/index.htm).

[Click here to view a sample \*Smoke-free Homes\* print PSA](#)

For more information on how you can use this PSA, call the IAQ INFO Clearinghouse at 1-800-438-4318.

Additionally, many of EPA's national partners (e.g., the American Lung Association) have developed PSA materials. For a list of EPA partners and their Web sites, visit [www.epa.gov/smokefree/resources.html](http://www.epa.gov/smokefree/resources.html).

## Submit an Article

Place a story in a local media outlet using the customizable article included with this Community Action Kit. Whenever you can, include as much data about your local population as possible. Including credible data about your local population (e.g., smoking habits, asthma rates, etc.) makes it easier for media outlets to cover your story and helps convince them about its relevance to your community.

If you are considering a television or radio version of a similar story, remember the tips on working with the media outlined above. Make it easy for television and radio reporters or editors to turn your story into a broadcast piece by including only the most important facts, and supplying audio, video, or visuals as appropriate.

[Click here for a customizable article](#)

"The Community Action Kit gave us examples, such as the letters to the editor and press releases that we shared with the health educators. These samples helped the educators communicate more effectively with the media, legislators, and members of the community on the importance of smoke-free homes." *Cynthia, Healthy East Chicago, Inc., Indiana*





# Section 3: Resources for Outreach

## How Can EPA Assist You?

EPA has many **FREE** resources that are available for your outreach efforts. A number of national partners are incorporating smoke-free homes messages into their programs. These partners can assist your efforts by providing resources and contacts at the local level.

EPA's education and communication tools are designed for a range of audiences and can easily be incorporated into existing programs and activities in your community. Display EPA's materials at pledge fairs, distribute them to local doctor's offices, and give them to school nurses to share with your community. For more examples of how to use these materials to support your program, see [Section 2](#). Information on how to order EPA's free resources is provided in [Section 4](#). EPA publication numbers, used to facilitate the ordering process, may be obtained at [www.epa.gov/smokefree/publications.html](http://www.epa.gov/smokefree/publications.html).

### Partnerships

Over the years, EPA has cultivated partnerships with many national, state, and local organizations to promote smoke-free homes messages. Forming partnerships at the community level to support your efforts is important. The benefits to partnering are numerous, including:

- Sharing costs,
- Improving your program's visibility and credibility,

- Increasing technical expertise, and
- Obtaining new resources.

For a listing of EPA's *Smoke-free Homes* Program partners and their Web sites, please visit: [www.epa.gov/smokefree/resources.html](http://www.epa.gov/smokefree/resources.html). Contact information for national and state government contacts is presented in [Section 4](#).

Some programs and venues focus explicitly on the care and well-being of children and make ideal partners to help promote smoke-free homes messages:

- Tobacco control programs (such as your local American Lung Association chapter)
- Women, Infant, and Children (WIC) clinics
- Local and county health departments
- Healthcare practitioners
- Childcare centers (e.g., Head Start), preschools, and children's programs
- Colleges and universities
- Social workers (particularly those who do home visits)
- Churches
- Family support groups
- Cooperative Extension Service programs



To Take the Pledge, Visit [www.epa.gov/smokefree](http://www.epa.gov/smokefree)



## EPA's Smoke-free Homes Products

EPA has developed educational and outreach products for a variety of audiences. Use them in your smoke-free homes program activities. The items listed below are available to you **free of charge** and many are **bilingual - English and Spanish!** Instructions on how to order products are included in [Section 4](#).

### Secondhand Smoke Presentation Slides

*Also available in Spanish!*

- *What is this product?* This PowerPoint presentation contains slides on the health effects of secondhand smoke exposure and how to conduct a smoke-free homes program in your community.
- *How can you use it?* Present the slide show to local community groups, Head Start classes, health clinics, etc., to educate people about the dangers of secondhand smoke and actions they can take to protect their children.



English: [Click here for the PDF version of the presentation](#)

[Click here for the PowerPoint version](#)

Spanish: [Click here for the PDF version of the presentation](#)

[Click here for the PowerPoint version](#)

“We used the PowerPoint slides from the Community Action Kit for presentations to WIC clients, young moms, health department staff, and at PTA meetings.”  
*Cynthia, Healthy East Chicago, Inc., Indiana*

### The Smoke-free Home Pledge Brochure

*Bilingual - English and Spanish!*

- *What is this product?* This booklet describes the effects of secondhand smoke on children and provides information on how to take the *Smoke-free Home Pledge*.
- *How can you use it?* Distribute brochures to parents and community members at health fairs, daycare centers, libraries, community centers, and hospitals.



### The Smoke-free Home Pledge Poster

*Bilingual - English and Spanish!*

- *What is this product?* This colorful poster attracts attention to your program and encourages people to take the *Smoke-free Home Pledge*.
- *How can you use it?* Display posters in places where parents will see them, such as pediatricians' offices, daycare centers, libraries, and community centers.



### The Smoke-free Home Pledge Thank You Kit

*Bilingual - English and Spanish!*

- *What is this product?* This Kit includes all the materials you need to reinforce peoples' pledges to keep their homes smoke-free, including: a pledge certificate, magnets and decals, a magnetic photo frame, and more.
- *How can you use it?* Distribute at smoke-free home local pledge events and other outreach events to reward people for taking the *Smoke-free Home Pledge* and to serve as a reminder of their pledge.



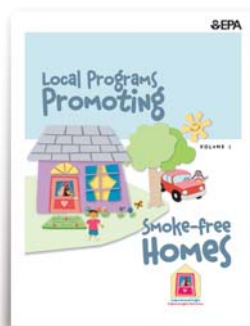
### Local Programs Promoting Smoke-free Homes Series

- *What is this product?* This series of booklets highlights local smoke-free homes programs'





activities from across the nation and provides innovative ideas, recommendations, and examples to use in your community. To download these brochures, visit [www.epa.gov/smokefree/community.html](http://www.epa.gov/smokefree/community.html).



- *How can you use it?* Learn from other communities' efforts when developing an outreach program in your community.

### Planning Guide for Pledge Events

*Bilingual - English and Spanish!*

- *What is this product?* This CD-ROM is an essential component for conducting a *Smoke-free Home* pledge event and for tracking pledges. It provides a host of tools to help you plan a community event, including: customizable event signs, pledge certificates, and pledge logs.
- *How can you use it?* Print and utilize the materials in the guide to help you conduct an effective pledge event in your community. Display the event signs, collect signatures with the pledge logs, and distribute certificates.



*English:* [Click here for the complete version of the Guide](#)

*Spanish:* [Click here for the complete version of the Guide](#)

### Smoke-free Homes Display Booth

*Bilingual - English and Spanish!*

- *What is this product?* This 10'x7.7' stand-alone display booth includes four



graphics panels containing information on secondhand smoke and how to take the *Smoke-free Home Pledge*. Organizations may borrow the booth from EPA at no cost by calling the EPA's Indoor Environments Division at 202-343-9370.

- *How can you use it?* Display the booth at community health fairs, family events, and pledge events to distribute *Smoke-free Homes* materials and recruit people for the *Smoke-free Home Pledge*.

### Smoke-free Homes Banner

*Bilingual - English and Spanish!*

- *What is this product?* This 3'x6' colorful, eye-catching display banner promotes the *Smoke-free Home Pledge*, Hotline, and Web site. Organizations may borrow the banner from EPA at no cost by calling the EPA's Indoor Environments Division at 202-343-9370.
- *How can you use it?* Display the banner at local health fairs, pledge events, or other community gatherings to attract attention for your program.



### Keep Your Home and Car Smoke-free Placemat

*Bilingual - English and Spanish!*

- *What is this product?* This 11"x17" paper placemat (100 per pack) has a *Smoke-free Homes* message and information on the *Smoke-free Home Pledge* on the front for parents and a coloring activity on the back for children.



- *How can you use it?* Distribute to schools, childcare centers, and during activities directly reaching parents and children.



To Take the Pledge, Visit [www.epa.gov/smokefree](http://www.epa.gov/smokefree)



### How to Take the Smoke-free Home Pledge

Also available in Spanish!

- *What is this product?* This 8.5"x11" display sign explains EPA's *Smoke-free Homes* Program, the importance of taking the *Smoke-free Home Pledge*, and three ways individuals can take the Pledge.
- *How can you use it?* Use this display sign to encourage people to take the *Smoke-free Home Pledge* at fairs, in health offices, and other venues where you collect pledges.



[Click here for an English version of the sign](#)

[Click here for a Spanish version of the sign](#)

### Steps to Starting Your Smoke-free Home Pledge Campaign

Also available in Spanish!

- *What is this product?* This 8.5"x11" display sign describes the three basic steps for implementing a *Smoke-free Home Pledge Campaign* as well as some useful EPA products.
- *How can you use it?* Display the sign at community fairs or training events to encourage other organizations or individuals to begin their own *Smoke-free Home Pledge Campaign*.



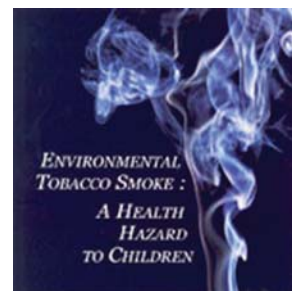
[Click here for an English version of the sign](#)

[Click here for a Spanish version of the sign](#)

"I found the most useful part of the Community Action Kit to be information on how to get posters, brochures, magnets, and other incentive materials, which we distributed during smoke-free homes presentations." *Lori, County Heart Health Project, Missouri*

### Environmental Tobacco Smoke: A Health Hazard to Children (Speaker's Kit CD-ROM)

- *What is this product?* This CD-ROM is designed for pediatricians to help them educate their patients (and the public) regarding the health effects of secondhand smoke. It includes a script, slide show, and other materials.
- *How can you use it?* Encourage your local pediatricians to educate their patients (and the community) about secondhand smoke by providing them with a copy of the *Speaker's Kit*.



### Smoke-free Homes Program Graphics

- *What is this product?* This Microsoft Word document contains many of the graphics and logos used in EPA's *Smoke-free Homes* products and resources.
- *How can you use it?* Program graphics can be used to customize your program materials and create a consistent look for your program. Right-click your mouse on a graphic to save it and use it in your program materials.

[Click here for graphics to use in your program materials](#)

- For information on including the official EPA logo when designing your program materials, please contact the EPA's Indoor Environments Division at 202-343-9370.



To Order Smoke-free Homes Program Materials,  
Call IAQ INFO at 1-800-438-4318



Smoke-free Homes Program  
Programa de Hogares Libres de Humo

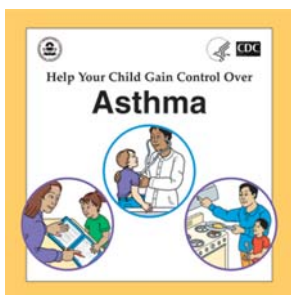


## EPA's Asthma Products

EPA's *Smoke-free Homes* Program also educates parents of children with asthma about the links between secondhand smoke and increased asthma attacks. The following are a few of the asthma resources available to use in your smoke-free homes program. For more EPA asthma resources and information, visit: [www.epa.gov/asthma](http://www.epa.gov/asthma).

### Help Your Child Gain Control Over Asthma

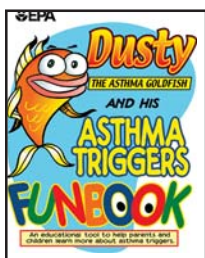
- *What is this product?* This low-literacy asthma management guide provides tips on managing asthma, minimizing exposure to asthma triggers, and helpful visuals displaying how to implement the suggested tips.
- *How can you use it?* Provide copies to local health clinics, daycare providers, Head Start centers, and distribute at health fairs or other *Smoke-free Homes* events and activities.



### Dusty The Asthma Goldfish and His Asthma Triggers Funbook

*Also available in Spanish!*

- *What is this product?* This fun-filled educational booklet contains puzzles, games, and other activities designed to help parents and children learn more about asthma and identify and manage their asthma triggers.
- *How can you use it?* Distribute copies of the *Funbook* to school nurses, health clinics, pediatricians' offices, Head Start centers, WIC facilities, and other locations serving young children and parents.



### Clearing the Air: 10 Steps to Making Your Home Asthma-Friendly

*Also available in Spanish!*

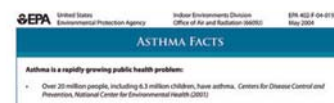
- *What is this product?* This one-page, step-by-step guide provides helpful hints for comprehensive asthma management, including tips to reduce asthma triggers (like secondhand smoke) in the home.
- *How can you use it?* Distribute at pledge events and provide copies to local pediatricians, clinics, hospitals, and childcare centers; provide copies to libraries, community centers, schools, and other family places.



### Asthma Facts

*Also available in Spanish!*

- *What is this product?* This fact sheet highlights the growing asthma problem among children and addresses some of the environmental triggers and concerns related to asthma management.
- *How can you use it?* Provide copies to local health care providers, schools, daycares, and other family places.



“EPA’s Community Action Kit was an invaluable resource for us and was user-friendly. The most useful aspects of the Kit for us were the action steps, PowerPoint slides, posters, and the presentation and layout of the materials in the Kit.” *Kaysie, Tobacco Education and Prevention Partnership, Colorado*





# What Additional Resources Are Available?

In addition to the EPA products listed above, other resources are available that provide background information and support for your outreach efforts, including:

## Technical Studies and Reports

### ***Respiratory Health Effects of Passive Smoking, U.S. Environmental Protection Agency, 1992***

- Key Finding: Environmental tobacco smoke (ETS) exposure in children increases the risk of lower respiratory tract infections (e.g., bronchitis and pneumonia) and the prevalence of fluid in the ear, a sign of chronic middle ear disease.
- Key Finding: ETS exposure in children increases the frequency of episodes and the severity of symptoms in children with asthma and is a risk factor in new cases of asthma.
- To view the whole report, visit:  
[www.epa.gov/nceawww1/ets/etsindex.htm](http://www.epa.gov/nceawww1/ets/etsindex.htm).

### ***Health Effects of Exposure to Environmental Tobacco Smoke, California Environmental Protection Agency, 1997***

- Key Finding: ETS exposure in children can exacerbate asthma and affect lung growth and development.
- Key Finding: Chronic respiratory symptoms such as cough, phlegm, and wheezing are associated with parental smoking.
- To view the whole report, visit:  
[www.oehha.org/air/environmental\\_tobacco/index.html](http://www.oehha.org/air/environmental_tobacco/index.html).

## Video

### ***Poisoning Your Children: The Perils of Secondhand Smoke (Video), American Academy of Otolaryngology - Head and Neck Surgery***

- This 12-minute video presents dramatic statistics on the harmful effects of secondhand smoke on children. Speakers stress that infants and children are at most risk because of possible damage to developing organs.
- Limited copies of the video are available by calling the IAQ INFO Clearinghouse at 1-800-438-4318.

## Customizable Documents

Below are a number of customizable documents in Microsoft Word that you can edit and use to support your outreach efforts.

### **Customizable Proclamation**

Use this customizable proclamation to help your mayor, county executive, or governor recognize the dangers associated with secondhand smoke and to encourage citizens to take the *Smoke-free Home Pledge*.

[Click here for a customizable proclamation](#)

### **Customizable Letters**

Many organizations in your community are a natural ally for your *Smoke-free Homes* efforts. Often, an introductory letter to a community group, hospital, childcare center, or health maintenance organization will open the door to a successful partnership.

[Click here for customizable letters](#)

### **Customizable Fact Sheet**

This two-page fact sheet details some of the primary health concerns associated with secondhand smoke and highlights key findings in EPA research studies. You can adapt this fact sheet to help educate your target audience. For example, include local statistics on tobacco use and local contact information. Distribute fact sheets at events, leave in offices, schools, and clinics, or distribute in community mailings.

[Click here for a customizable fact sheet on secondhand smoke](#)





# Section 4: Ordering and Contact Information

## How to Order EPA Products

The *Smoke-free Homes* Program products detailed in [Section 3](#) are available to your program **free of charge**. When ordering printed materials, be sure to include the EPA publication number for each product. To obtain publication numbers, please visit: [www.epa.gov/smokefree/publications.html](http://www.epa.gov/smokefree/publications.html).

To order, contact one of the following sources:

### Indoor Air Quality Information Clearinghouse (IAQ INFO)

Mail Orders: P.O. Box 37133  
Washington, DC 20013-7133  
Phone Orders: (800) 438-4318 (long distance) or  
(703) 356-4020 (local area)  
Fax Orders: (703) 356-5386  
Email Orders: [iaqinfo@aol.com](mailto:iaqinfo@aol.com)

### U.S. EPA National Service Center for Environmental Publications (NSCEP)

Mail Orders: P.O. Box 42419  
Cincinnati, OH 42419  
Phone Orders: (800) 490-9198  
Fax Orders: (513) 489-8695  
Web Orders: [www.epa.gov/ncepihom/ordering.htm](http://www.epa.gov/ncepihom/ordering.htm)  
Email Orders: [ncepimal@one.net](mailto:ncepimal@one.net)

### U.S. EPA Smoke-free Home Pledge Hotline

Phone Orders: 1-866-SMOKE-FREE  
(1-866-766-5337)

## Contact Information

The following organizations can provide you with additional information and assistance in establishing and promoting your *Smoke-free Homes* Program:

### U.S. Environmental Protection Agency Indoor Environments Division

1200 Pennsylvania Ave., NW (6604J)  
Washington, DC 20460  
Phone: (202) 343-9370  
[www.epa.gov/smokefree/](http://www.epa.gov/smokefree/)

### U.S. EPA Smoke-free Home Pledge Hotline

1-866-SMOKE-FREE  
(1-866-766-5337)



To Take the Pledge, Visit [www.epa.gov/smokefree](http://www.epa.gov/smokefree)



**U.S. Environmental Protection Agency  
Regional Offices**

(also consider contacting your state environmental protection office)

EPA Region 1 (CT, MA, ME, NH, RI, VT)

1 Congress Street, Suite 1100 (CAP)  
Boston, MA 02114-2023  
Phone: (617) 918-1639

EPA Region 2 (NY, NJ, PR, VI)

290 Broadway (MC R2DEPDIV)  
28th Floor  
New York, NY 10007-1866  
Phone: (212) 637-4013

EPA Region 3 (DC, DE, MD, PA, VA, WV)

1650 Arch Street (3PM52)  
Philadelphia, PA 19103-2029  
Phone: (215) 814-2185

EPA Region 4 (AL, FL, GA, KY, MS, NC, SC, TN)

61 Forsyth Street SW  
Atlanta, GA 30303-3104  
Phone: (404) 562-9143

EPA Region 5 (IL, IN, MI, M, OH, WI)

77 W. Jackson Boulevard  
(MC AE-17J)  
Chicago, IL 60604-3590  
Region 5 Environmental Hotline: (312) 886-7901

EPA Region 6 (AR, LA, MN, OK, TX)

1445 Ross Avenue, Suite 1200 (6 PD-T)  
Dallas, TX 75202-2733  
Phone: (214) 665-7547

EPA Region 7 (IA, KS, MO, NE)

901 N. 5th Street (MC ARTD/RALI)  
Kansas City, KS 66101  
Phone: (913) 551-7391

EPA Region 8 (CO, MT, ND, SD, UT, WY)

999 18th Street, Suite 300 (MC 8P-AR)  
Denver, CO 80202-2466  
Phone: (404) 488-5705

EPA Region 9 (AZ, CA, Guam, HI, NV)

75 Hawthorne Street (MC AIR-6)  
San Francisco, CA 94105  
Phone: (415) 947-4192

EPA Region 10 (AK, ID, OR, WA)

1200 Sixth Avenue (MC OAQ-107)  
Seattle, WA 98101-9797  
Phone: (206) 553-4273

**State Departments of Public Health**

(also consider contacting your local and state health departments)

Alabama: [www.adph.org](http://www.adph.org)

Alaska: <http://health.hss.state.ak.us/dph>

Arizona: [www.azdhs.gov/](http://www.azdhs.gov/)

Arkansas: [www.healthyarkansas.com](http://www.healthyarkansas.com)

California: [www.dhs.ca.gov](http://www.dhs.ca.gov)

Colorado: [www.cdphe.state.co.us](http://www.cdphe.state.co.us)

Connecticut: [www.dph.state.ct.us](http://www.dph.state.ct.us)

Delaware: [www.state.de.us/dhss/dph](http://www.state.de.us/dhss/dph)

District of Columbia: <http://dchealth.dc.gov>

Florida: [www.doh.state.fl.us](http://www.doh.state.fl.us)

Georgia: <http://health.state.ga.us>

Hawaii: [www.hawaii.gov/doh](http://www.hawaii.gov/doh)

Idaho: [www.idahohealth.org](http://www.idahohealth.org)

Illinois: [www.idph.state.il.us](http://www.idph.state.il.us)

Indiana: [www.in.gov/isdh](http://www.in.gov/isdh)

Iowa: [www.idph.state.ia.us](http://www.idph.state.ia.us)

Kansas: [www.kdheks.gov](http://www.kdheks.gov)

Kentucky: <http://chfs.ky.gov>

Louisiana: [www.dhh.louisiana.gov/offices/?ID=79](http://www.dhh.louisiana.gov/offices/?ID=79)

Maine: [www.state.me.us/dhs/boh](http://www.state.me.us/dhs/boh)





Maryland:	<a href="http://www.dhmmh.state.md.us/">www.dhmmh.state.md.us/</a>	Washington:	<a href="http://www.doh.wa.gov">www.doh.wa.gov</a>
Massachusetts:	<a href="http://www.state.ma.us/dph">www.state.ma.us/dph</a>	West Virginia:	<a href="http://www.wvdhhr.org/bph">www.wvdhhr.org/bph</a>
Michigan:	<a href="http://www.michigan.gov/mdch">www.michigan.gov/mdch</a>	Wisconsin:	<a href="http://www.dhfs.state.wi.us">www.dhfs.state.wi.us</a>
Minnesota:	<a href="http://www.health.state.mn.us">www.health.state.mn.us</a>	Wyoming:	<a href="http://wdhfs.state.wy.us">http://wdhfs.state.wy.us</a>
Mississippi:	<a href="http://www.msdh.state.ms.us">www.msdh.state.ms.us</a>		
Missouri:	<a href="http://www.dhss.mo.gov">www.dhss.mo.gov</a>		
Montana:	<a href="http://www.dphhs.state.mt.us">www.dphhs.state.mt.us</a>		
Nebraska:	<a href="http://www.hhs.state.ne.us/">www.hhs.state.ne.us/</a>		
Nevada:	<a href="http://health2k.state.nv.us/">http://health2k.state.nv.us/</a>		
New Hampshire:	<a href="http://www.dhhs.state.nh.us">www.dhhs.state.nh.us</a>		
New Jersey:	<a href="http://www.state.nj.us/health/">www.state.nj.us/health/</a>		
New Mexico:	<a href="http://www.health.state.nm.us">www.health.state.nm.us</a>		
New York:	<a href="http://www.health.state.ny.us">www.health.state.ny.us</a>		
North Carolina:	<a href="http://www.ncpublichealth.com">www.ncpublichealth.com</a>		
North Dakota:	<a href="http://www.health.state.nd.us/">www.health.state.nd.us/</a>		
Ohio:	<a href="http://www.odh.state.oh.us/">www.odh.state.oh.us/</a>		
Oklahoma:	<a href="http://www.health.state.ok.us/">www.health.state.ok.us/</a>		
Oregon:	<a href="http://oregon.gov/DHS/ph/">http://oregon.gov/DHS/ph/</a>		
Pennsylvania:	<a href="http://www.health.state.pa.us">www.health.state.pa.us</a>		
Puerto Rico:	<a href="http://www.salud.gov.pr">www.salud.gov.pr</a>		
Rhode Island:	<a href="http://www.health.state.ri.us">www.health.state.ri.us</a>		
South Carolina:	<a href="http://www.scdhec.net/">www.scdhec.net/</a>		
South Dakota:	<a href="http://www.state.sd.us/doh">www.state.sd.us/doh</a>		
Tennessee:	<a href="http://www.state.tn.us/health">www.state.tn.us/health</a>		
Texas:	<a href="http://www.tdh.state.tx.us">www.tdh.state.tx.us</a>		
Utah:	<a href="http://health.utah.gov">http://health.utah.gov</a>		
Vermont:	<a href="http://www.healthyvermonters.info">www.healthyvermonters.info</a>		
U.S. Virgin Islands:	<a href="http://www.usvi.org/health">www.usvi.org/health</a>		
Virginia:	<a href="http://www.vdh.state.va.us">www.vdh.state.va.us</a>		

