

Anthem Foundation

Smoking Cessation for Low-Income Housing Residents

Urban areas across 14 states

Challenge

Smoking is the leading cause of lung cancer and increases risks for stroke, heart disease, and other cancers throughout the body. In February 2017, the U.S. Department of Housing and Urban Development (HUD) announced a rule requiring all federally-owned public housing to adopt and implement a smoke-free policy. HUD strongly recommends that local public housing authorities provide smoking cessation resources to residents, and Anthem Foundation and American Lung Association are helping make that possible.

Innovation

The Smoking Cessation for Low-Income Housing Residents Initiative was introduced by Anthem Foundation and the American Lung Association to address this critical health need and help the residents in public housing go smoke free by the July 31, 2018, effective date. With a grant from Anthem Foundation, the American Lung Association's Freedom From Smoking is being made available to residents across 685,000 housing units.

Overview

Freedom From Smoking is the industry-recognized "gold standard" of smoking cessation programs. The program is shared through in-person group clinics led by a trained facilitator who delivers a robust assortment of curriculum and self-help resources. Cornerstone to the program model is forging strong partnerships with local community organizations that specifically reach low-income residents. More than 200 targeted local partners have joined the initiative. By engaging with local community partners, the initiative is training hundreds of facilitators to deliver Freedom From Smoking to residents in need. This program model is leading the way for others to collectively engage and leverage community resources to help individuals quit smoking and break the intergenerational cycle of addiction faced by our children exposed to the effects of smoking.

PUBLIC-SECTOR PARTNERS

City, County, and State Health Departments; City, County, and State Housing Authorities; State Smoking Quitlines; U.S. Department of Housing and Urban Development

OTHER PARTNERS

Smokefree Coalitions; Affordable Housing Coalitions; community health event organizers

CONTACT INFORMATION

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