

NYU/AAFE Smoking Cessation Door Knocking Guidelines

Materials needed: flyers, business cards, neck ID holder, tape, pen and paper, NRTs, [NRT factsheet](#), [brochure of all cessation programs and information \(NYC-DOMH\)](#)

Before outreach

- Contact the NYCHA building management to schedule a specific time and date for door knocking/flyering.
 - If possible, request a NYCHA staff member accompany you around the building.
 - If not, request management borrow their keys into the buildings.
 - Request building information from NYCHA staff prior to outreach, find out how many floors and apartments are in each building.
 - [Prepare an information package to give to residents.](#)
- Safety protocols
 - Have a minimum of two people to do door knocking in a building for safety reasons (never flyer alone inside a building)
 - If staff feels if a potentially dangerous situation arises
 - Withdraw from premises right away, and report to property management if Necessary
 - Use the code phrase “I’m getting hungry” to signal between the team to communicate to end the conversation or leave the premises.
 - Time of Door Knocking
 - Always outreach during the hours from 10:00 AM to 3:00 PM
 - Staff will not be in NYCHA buildings past 3:00PM or before 10:00AM
 - After hours must be coordinated with NYCHA Resident Watch groups
 - If a potential participant is identified, schedule a time and meeting space for a one-on-one smoking cessation consultation
 - Location must be in an open public area
 - Outreach hours may vary during the winter season.
- Prepare all the materials needed before leaving for outreach.
- Review and practice the various recruitment scripts as needed.
- Inform other colleagues about your outreach location and time period.

During Outreach

- Door knocking approach
 - if someone answers:
 - Introduce service (we help with Medicaid/Medicare issues, housing, as well as immigration related assistance) & ask if anyone smokes or know neighbors who smoke.
Gauge their interest level via interaction and see if it’s worth continuing the conversation or if one should move on.
 - Enroll client on the spot if tenant smokes (counseling + giving NRT)
Always follow the above safety protocol when entering a resident’s apartment.

- If no one answers:
 - Slide flyer under apartment door
- Documentation
 - Tracking sheet
 - Building Name
 - Apt number
 - Name
 - Telephone #
 - Smoker/Non-Smoker
 - Response (Received Intervention, Refused, follow up by phone, Not home)

After outreach

- Assessing the outreach session. Make a decision on whether or not to return to the same building if a safety concern arises.
- Follow up with any referrals or contacts made during outreach