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Measure Up Marion Successfully Negotiates Tobacco-Free Housing

In its ongoing commitment to improving the health scores, and lives, of Marion County and its residents, Measure Up Marion and its partner QuitDoc Foundation, have led the change to tobacco-free status of Rainbow Gardens apartments in Dunnellon.

“With the forward thinking of Hallmark Management and QuitDoc, Measure Up Marion has made this apartment complex tobacco-free in its living and common areas,” said Maclyn Walker, project director of Measure Up Marion. “With resident meetings, tobacco cessation courses and management and family support, residents of Rainbow Gardens know the freedom of living in a healthy, fresh air environment.”

In August, Rainbow Gardens and QuitDoc Foundation worked together to make the housing tobacco-free. The two groups offered resident support and sponsored “stop smoking” classes and family support classes. The successes are working well both for the residents and the management company.

“Hallmark Management, Inc., which manages Rainbow Gardens, listened closely to the information we provided about the savings during resident turnover in tobacco-free housing. They also wanted to be sure their residents could live cleaner, healthier lives,” said Sarah Damien, community health advocate at QuitDoc. “All of our groups — the residents, management and Measure Up Marion — have found the success we hoped for when we advocated for this change.”

To work with Measure Up Marion on making your housing or restaurant tobacco-free, contact Sarah Damien, QuitDoc Foundation, 352-538-1941 or SDamien@QuitDoc.com.



Measure Up Marion is a coalition of health advocates and organizations dedicated to improving the lives of their neighbors in Marion County. Through increased access to healthier food choices in corner stores, concession stands and vending; tobacco-free restaurants, housing and faith communities; EBT acceptance at farmers markets; and, assistance in avoiding and managing chronic diseases through community health workers, physician multi-disciplinary teams, and patient portal access through MyHealthStory. Measure Up Marion and its partners work for improvement through funding from the Centers for Disease Control and Prevention in Atlanta, as part of its Partners In Community Health (PICH) award.

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