

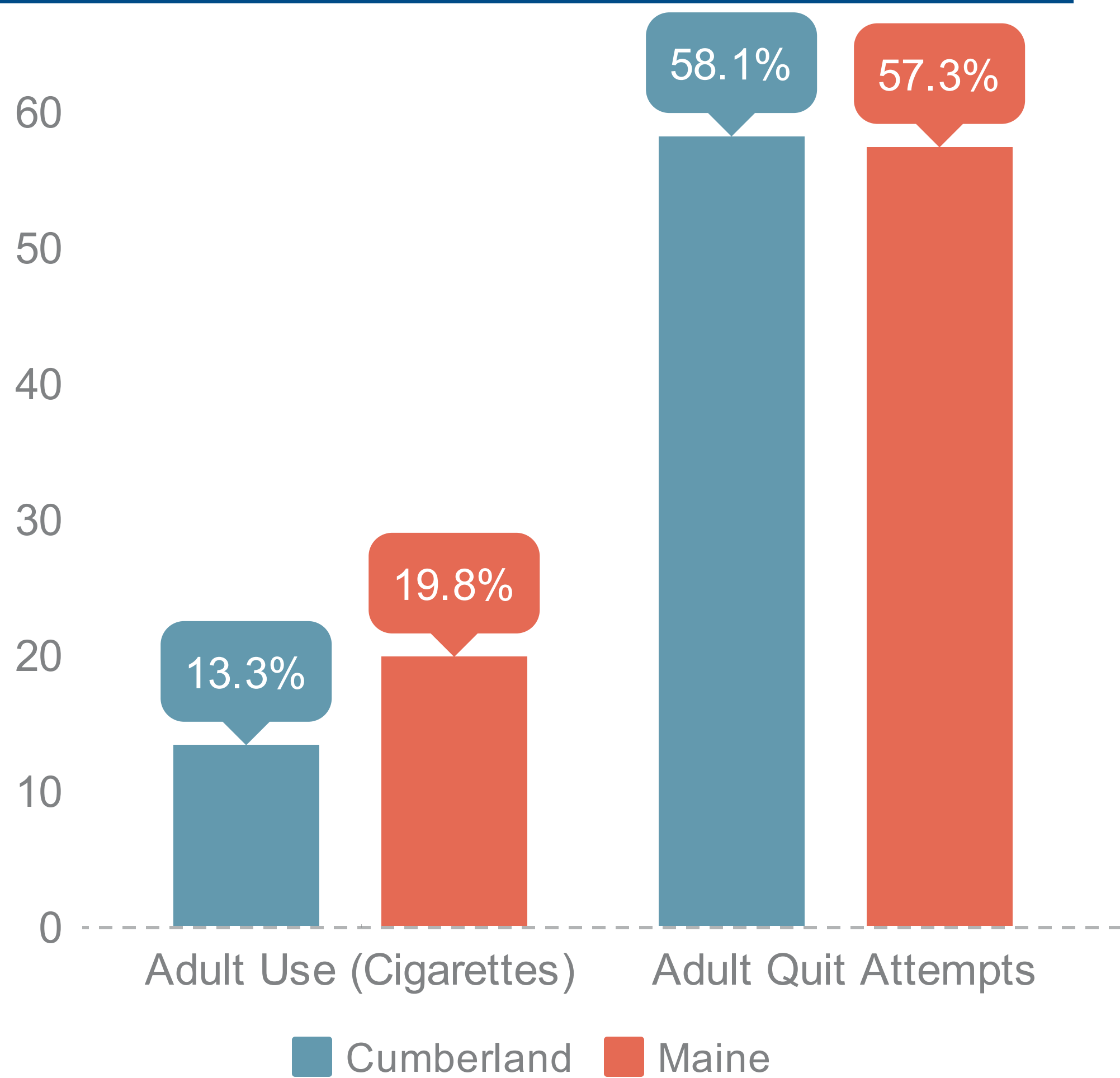
CUMBERLAND

Public Health District Profile and Outcomes

Maine's 2nd Public Health District is Cumberland, and includes Cumberland County. The Cumberland Public Health District has an estimated population of 288,204 and includes 28 municipalities, the median household income is \$61,904 with 11.1% of individuals living in poverty.

District Tobacco Prevention Partner: City of Portland, Public Health Division

Tobacco Use in Cumberland District



Maine Tobacco Helpline Utilization 3.7%

Percentage of Cumberland County tobacco users registered for services (compared to 2.6% statewide)

19.6% of MaineCare Beneficiaries that called the MTHL were from the Cumberland District.



Treatment Training Participants

53 Tobacco Intervention: Basic Skills Trainings

19 Tobacco Intervention: Intensive Skills Trainings

Clinical Outreach Trainings

549 Participants for 20 Training Sessions

Nonclinical Outreach

37 Social Service Providers Trained

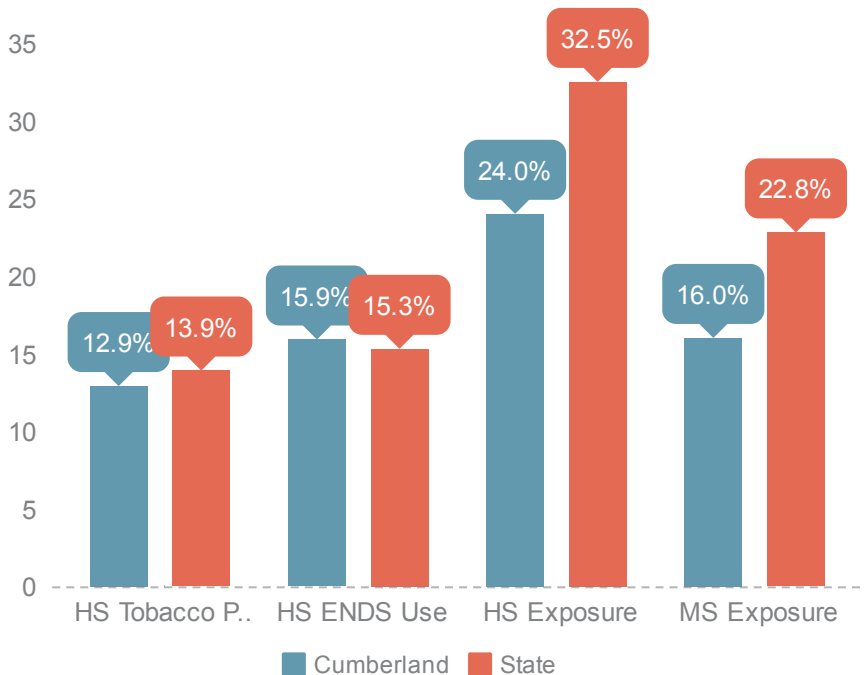
6 Nonclinical Outreach-Related Client Referrals to the MTHL through the QuitLink



CUMBERLAND

Public Health District Profile and Outcomes

Tobacco Use in Cumberland District



168
Smoke-Free Homes
Pledges Taken



4 Sidekicks Trainings Held

62 New Youth Sidekicks
Trained

Smoke and Tobacco-Free Policies Implemented:

Behavioral Health: 3 policies passed for organizations with 184 employees serving 1,190 clients.

Higher Education: 1 policy passed for a school serving 4,400 students and 138 employees.

Lodging: 3 policies passed for establishments with 34 guest rooms and 13 employees.

Multi-Unit Housing: 7 policies passed that cover 96 buildings with 2,685 units and 4,311 tenants.

Municipalities: 2 policies passed a municipalities with a population of 20,987.

Schools: 3 policies passed for schools with 7,980 enrolled students and 1,660 employees.

Youth-Serving Entities: 6 policies passed for organizations serving 176 youth and with 43 employees.



Unless otherwise noted, use data is from the Behavioral Risk Factor Surveillance System (2016) and Maine Integrated Youth Health Survey (2017). The programmatic outcomes are based upon CTI Grant Fiscal Years as explained in the Annual Report Executive Summary.

For information on statewide reach, see the Statewide Tobacco Treatment and Prevention Annual Report.