

Maine Prevention Services: Tobacco Use & Exposure Prevention Statewide Progress Report October-December 2019

The MaineHealth Center for Tobacco Independence supports tobacco use and exposure prevention services at the State- and local-level as part of the Maine Prevention Services initiative. CTI contracts with District Tobacco Prevention Partners (DTPP) in each of Maine's Public Health Districts for local-level implementation of objectives.

Objective 1: Prevent Tobacco Initiation (Policy Objective)



Policy Type	# of Policies Passed	Reach
Schools	9	1,030 Staff & 5,631 Students
Youth Serving Entities	14	147 Staff & 7,772 Youth
Municipalities & Public Places	4	41,341 Residents

Objective 2: Reduce Exposure to Secondhand Smoke (Policy Objective)



Policy Type	# of Policies Passed	Reach
Hospitals & Healthcare Sites	6	471 Beds & 9,260 Employees
Workplace	2	2 Buildings & 23 Employees
Multi-Unit Housing	1	1 Buildings & 2 Units 15 Tenants
Smoke-Free Homes Pledge	N/A	297 Families

Objective 3: Promote Tobacco Treatment (Training Objective)

Non-Clinical Outreach:

82 Social Service Agency & Vet Agency Staff Received Training

43 Individuals Referred to the MTHL through the QuitLink

Sidekicks:

308 Sidekicks Youth Trained through 17 Trainings

29 Sidekicks Adult Advisors Trained through 4 Trainings



Upcoming Opportunities: FMI - CTIMaine.org/Events

Addressing Nicotine and Tobacco use through prevention, policy, and treatment initiatives: 3/31 at MaineHealth, Portland.

-A targeted basic skills training for prevention specialists, public health professionals, and policymakers.

CTI Annual Tobacco Prevention & Treatment Conference: June 15-17, at the Hilton Garden Inn, Freeport.

Behavioral Health & Higher Education GSSE Awards Celebration: June 16th, at the Hilton Garden Inn, Freeport.

FMI contact CTI at tobaccopreventionservices@mainehealth.org



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DTPPs work across multiple settings to help develop, adopt and implement policies that are supportive of tobacco-free environments and provide trainings that are supportive of a tobacco-free life. DTPP are expected to maintain capacity to work on all objectives, though the depth and reach varies by the differences in their local service areas.

Policy-type acronyms are defined as the following:

S: School, YSE: Youth Serving Entity, MUNI: Municipality, PP: Public Place, BH: Behavioral Health, HE: Higher Education, WP: Workplace, MUH: Multi-Unit Housing, H: Hospital, HCS: Healthcare Site

Smoke and Tobacco-Free Policies Passed:

- S: Jefferson Village School-AOS 93 (193 youth, 47 employees)
- S: South Bristol School-AOS 93 (62 youth, 20 employees)
- S: Nobleboro Central School-AOS 93 (142 youth, 31 employees)
- S: Bristol Consolidated School-AOS 93 (188 youth, 49 employees)
- S: Great Salt Bay Community School (446 youth, 82 employees)
- S: RSU 03 (1,218 youth, 265 employees)
- YSE: Midcoast Maine Community Action (239 youth, 90 employees)
- H: LincolnHealth (25 beds, 1,000 employees)
- H: Waldo County General Hospital (25 beds, 811 employees)
- H: Pen Bay Medical Center (99 beds, 1,378 employees)

Trainings and Presentations Completed:

- 9 ENDS and Vaping Youth Presentations (230 reach)
- 6 ENDS and Vaping Adult Presentations (114 reach)
- 4 Nonclinical Outreach Trainings (27 reach)
- 1 Sidekicks Adult Training (1 reach)
- 2 Sidekicks Youth Training (73 reach)

Quarterly Highlights:

Coastal Healthcare Alliance:

AOS 93 in Damariscotta held a Professional Development day in November 2019 and CHA Lincoln was invited to speak about vaping and tobacco. This was the first time that this topic was included in staff training and it was very well received. As a result, we have been in touch with PE teachers, bus drivers and school social workers to discuss the school policy and different ideas for educating students and parents. School staff had several different options for which session they would attend during this time slot and it was wonderful to see a diversity of positions in the room with different perspectives on how best to address tobacco in school.

Vaping presentations in Islesboro, Belfast, and Winterport generated robust discussions about the following issues: vaping is not safe, almost all e-cigs contain nicotine (JUUL having a very high nicotine content), how addiction happens, signs that a teen could be addicted, and how to keep talking with teens about vaping. There were discussions regarding support for quitting and how texting is now an option. Teen participants touched on environmental concerns with vaping and tobacco production.

Mid Coast Hospital:

BeFree, Mid Coast Hospital's new tobacco prevention & treatment program officially launched in November to align with the Great American Smokeout. BeFree supports Midcoast community members in their efforts to quit using tobacco by increasing community awareness of the many resources available to assist with quit attempts and offering free tobacco cessation counseling.

Meetings were held with the administration at all high schools in our service area to discuss vaping prevention, treatment options, as well as an introduction to the BeFree program. Additionally, all schools have signed School Partnership Forms and are eager to work collaboratively to educate and inform both staff and students about vaping.



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Quarterly Highlights Continued:

Knox County Community Health Coalition:

Molly Stone of the Knox County Community Health Coalition collaborated with Kate Martin of Healthy Lincoln County and Kelsey Wollen of CHA to provide Vaping education to 75 students in the 9th-grade Health class of Medomak Valley High School. Medomak Valley High School is the only high school of MSAD 40 (Maine School Administrative District 40), a school district headquartered in the Union Elementary School in Union, Maine. MSAD 40 comprises the public education services for students in Union, Friendship, Waldoboro, Warren, and Washington. Together, we presented material from the Stanford Tobacco Prevention Toolkit over 4 days to the 75 Freshmen students. We covered the effects of nicotine on the teen brain, how much nicotine is in different ENDS products, the impact of tobacco advertising on youth, and more. The teacher was very pleased and invited us to return in the spring to bring the same training to the rest of the 9th graders. Molly is still working with the administration on updating their policy and with the principals about teaching Sidekicks in the middle schools. Kelsey and Molly have been in touch with the nurse about a presentation for the whole student body. This has been a great chance for multiple organizations to collaborate across two counties.

KCCHC worked with PBMC, the hospital in our services area to specifically address tobacco advertising in waiting room reading materials. We printed Breathe Easy sticker graphics to put on all of their magazines. For this, volunteers were tapped to include this as one of their duties. To further ensure receipt of Platinum designation, Molly Stone from KCCHC, developed an update to date TF Accommodations list and confirmed with various departments to make sure it was made available to visitors and patients through their New Patient folder that is located on their website. Additionally, the list was printed and given to the Operators and Front Desk staff to refer to when asked. Now that it is developed, this resource can be updated annually by Pen Bay, effectively maintaining this aspect of the Platinum standard. We were thrilled that the considerable time and effort that KCCHC put into working with and supporting our hospital partner, resulted in Pen Bay moving from Gold to Platinum designation.

