

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



MaineHealth
**Center for Tobacco
Independence**

Maine Prevention Services: Tobacco Use & Exposure Prevention

WESTERN DISTRICT October - December 2019

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:

MUNI: Lewiston Parks & Rec (35,356 reach) **YSE: Firehouse Childcare Center (36 youth, 4 employees)**
PP: Lisbon Street-Lewiston (35,356 reach) **YSE: Black Mountain of Maine (4,500 youth, 75 employees)**
YSE: ET Childcare (12 youth, 2 employees)

Trainings and Presentations Completed:

34 ENDS & Vaping Presentations for Youth (884 reach) **4 Nonclinical Outreach Trainings (20 reach)**
1 ENDS & Vaping Presentation for Adults (35 reach) **4 Sidekicks Youth Trainings (58 reach)**

Quarterly Highlights:

Healthy Community Coalition of Greater Franklin County:

HCC allocated funding for schools as incentives for participating in DTPP initiatives and this has proven to be an excellent way to engage with school districts and begin conversations between DTPP staff and school administration. The staff has worked with three school districts already with high levels of engagement from direct education to policy changes.

Through the expansion of DTPP direct education offerings which includes curricula like the Stanford Toolkit and CATCH, DTPP staff were able to provide vaping and tobacco education to freshman health classes in a school that we haven't previously been able to engage within tobacco prevention efforts, expanding our reach into a new school district.

Healthy Androscoggin:

We have provided ENDS education to almost 600 middle and high school students in Androscoggin County since October 1st. In the past year, we have reached over 1,800 students with direct vaping education which represents about 1 in 4 (25%) middle and high school students in our county!

Central Maine Medical Center's and St. Mary's Regional Medical Center's leadership decided to join forces and develop a joint implementation plan to address youth vaping. The plan includes multiple strategies and encourages the youth voice. St. Mary's applied for and received a grant to provide youth participants with stipends for their technical assistance. The first training focused on the leadership of both hospitals will occur in February.

Healthy Oxford Hills:

Healthy Oxford Hills successfully engaged with multiple school districts in Oxford County through SideKicks and ENDS presentations. It has been astounding to see how critically students analyze vaping and the tobacco industry. Overall, students have been so engaged it is hard to get through all the material due to valuable discussion. The conversations around flavored e-juice is especially interesting and gets kids talking a lot. A 5th-grade student at Molly Ockett School in Fryeburg provided excellent insight into why these flavored products are so concerning. He said, "If that didn't have nicotine or if I didn't know it had nicotine, I would be carrying it around all the time because I really like sweets and it looks really yummy."

The Progress Center set the goal of passing a 100% tobacco-free policy by July 1, 2020. They have reported a high level of employees who smoke. This contributes to their motivation for going tobacco-free, but there are also many concerns about how staff will perceive and react to the policy. Case management teams received trainings on the Maine Tobacco Helpline. At least one employee reported that they are curious about the Maine Tobacco Helpline for their own quit attempt. A children's case manager pointed out that their comprehensive assessment used at intake does not ask any questions about people smoking in the home or questions about exposure to secondhand smoke. In response to this comment, the director of case management reported that they would be adding a question to their assessment and hope to have a direct link to The Quit Link in their electronic medical record.

