

Maine Tobacco Prevention Success Story

Freeport Grocer Goes the Extra Mile to put Health of Employees and Customers at the Forefront

At a Glance

In an effort to make progress in reducing secondhand smoke exposure, Portland Public Health's Tobacco Prevention Program is connecting with worksites across Cumberland County to strengthen tobacco policies. Prominent businesses within the community are going above and beyond to protect their workers and visitors and to promote healthy workspaces.

Public Health Challenge

There is no safe amount of secondhand smoke exposure. Secondhand smoke is when smoke is being inhaled involuntarily by an individual within the vicinity of someone smoking. According to the Center for Disease Control, tobacco smoke contains more than 7,000 chemicals and hundreds of these are toxic and many are cancerous. For adults who have never smoked, secondhand smoke can cause heart disease. A study from the U.S Department of Health and Human Services estimated 34,000 non-smoking adults passed each year from 2005-2009 due to secondhand smoke exposure.

Approach

Maine's core values and welcoming behaviors truly shine when working with local businesses. When Portland Public Health's team arrives at a business to introduce themselves and offer assistance in tobacco prevention and reducing secondhand smoke exposure, individuals will make time to discuss their current tobacco initiatives. Bow Street Market was no different and they showed us they were already going above and beyond with their tobacco prevention work. Bow Street Market is an independently owned grocery store in Freeport, Maine. They had worked with Tobacco-Free Maine 10 years prior and have completely halted selling any tobacco products within their facility. Their holistic approach to supporting a healthy community and employees shows through the support they receive from their regular patrons.

Results

Although these comprehensive measures were already in place, Bow Street Market's team welcomed updates to include more comprehensive language, new cessation resources and marijuana to be included in their policy. With the changing tobacco landscape (Tobacco21 going nationwide, specific flavor bans and recreational marijuana close to coming to fruition) Bow Street Market leaders saw this as their opportunity to continue being leaders in their community and take action. Portland Public Health has looked over their current policy and added expansive language to cover the new laws, trends and language.

"We would welcome a review for accuracy, especially the resource contact numbers...and recommendations to include prohibiting recreational marijuana use on property" Bow Street Market Co-owner, Sheila Nappi.

Sustaining Success

Portland's Tobacco Prevention Program is currently working with Bow Street Market to continue making any edits and changes their team would like to include for their facility, employees and patrons. Once they pass their newest policy, they will furnish their Freeport facility with new signage that includes the marijuana leaf, e-cigarettes and combustible cigarettes.

For More Information Contact Us At:

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