

Maine Prevention Services: Tobacco Use & Exposure Prevention Statewide Progress Report April-June 2020

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	7	1,318 Staff & 5,917 Students
Youth Serving Entities	12	268 Staff & 2,897 Youth
Municipalities & Public Places	7	14,091 Residents

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



Policy Type	# of Policies Passed	Reach
Healthcare Sites	3	11,164 Clients Served & 25 Employees
Workplace	27	47 Buildings & 440 Employees
Multi-Unit Housing	9	59 Buildings & 162 Units 284 Tenants
Higher Education	2	73 Students & 18 Employees
Behavioral Health	7	9,358 Clients & 589 Employees
Smoke-Free Homes Pledge	N/A	1,172 Families

Objective 3: Promote Tobacco Treatment (Training Objective)

Non-Clinical Outreach:

47 Social Service Agency & Vet Agency Staff Trained through 6 Trainings

1,209 Individuals Referred to the MTHL through the QuitLink

Sidekicks:

11 Sidekicks Youth Trained through 3 Trainings

32 Sidekicks Adult Advisors Trained through 6 Trainings



Upcoming Opportunities: FMI - CTIMaine.org/Events

CTI Virtual Basic Skills Training: September 21, 2020

Tobacco Prevention Services Year 5 Kick-Off: September 22, 2020

CTI Communications:

What was known as the Maine Tobacco HelpLine and the QuitLink have come together as the Maine QuitLink. No services are going away, the same trusted quit support that has served Maine for the past twenty years is still available, with expanded offerings including digital and phone-based programs to meet individuals where they are in their quitting process. Learn more at MaineQuitLink.com or by calling 1-800-QUIT-NOW.

FMI contact CTI at tobaccopreventionservices@mainehealth.org



Maine Prevention Services: Tobacco Use & Exposure Prevention

CENTRAL DISTRICT April - June 2020

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:

YSE: Big Brothers Big Sisters of Mid-Maine (650 youth, 7 employees)

YSE:Norridgewock Public Library (50 youth, 2 employees)

YSE:Grin N' Giggles Childcare (12 youth, 1 employee)

MUNI: Gardiner (5,700 reach)

HE: Zardus Art of Massage (13 students, 3 employees)

BH: E.C.C.O. (12 families, 16 employees)

Trainings and Presentations Completed:

2 ENDS & Vaping Presentations for Youth (15 reach)

1 Sidekicks Youth Training (5 reach)

2 ENDS & Vaping Presentations for Adults (13 reach)

Quarterly Highlights:

Healthy Communities of the Capital Area:

HCCA launched its first-ever mini-grant program to encourage tobacco-free policies across all areas of Kennebec County. This prompted several community partners we'd been working with for a while (Senator Inn & Spa, Big Brothers, Big Sisters of Mid-Maine and Gardiner Boys and Girls Club and Zardus School of Massage) to finally take the final step and commit time and resources to promote smoke-free areas. It also created a great opportunity for the City of Gardiner and the town of Readfield to create smoke-free public spaces and begin to invest in special co-branded signage to promote their smoke-free policies.

This quarter we offered our first-ever virtual Sidekicks training to youth at Erskine Academy. Offered youth and adult trainings around vaping, as well as "coffee talks" to tobacco retailers, behavioral health professionals, municipalities, and other community members to talk about the benefits of tobacco prevention policies and education. In addition to these Zoom based offerings, we also continued our Facebook Live "Tobacco Tuesday" talks, covering the marketing of menthol cigarettes to Black Americans, the effects of smoking on pets, and several other relevant community topics.

We began the launch of materials created to inform tobacco retailers and the public regarding a new tobacco law, in partnership with D.A. Meaghan Maloney. We printed double-sided flyers to share with tobacco retailers in Kennebec and Somerset Counties and shared a video of D.A. Maloney in a new web page outlining the new law making it a Class D crime to provide tobacco to people under the age of 21. We look forward to sharing another video and several social media posts to further educate the public about the new law.

Somerset Public Health:

Occupied Properties' mailed a two-sided smoke-free policy reminder and summer tips for smoke-free homes insert created by SPH for their summer newsletter to 160 multi-unit housing tenants in June, including those at Carrabec Park.

SPH signed an MOU with Gifford's Dairy, Inc./Gifford's Famous Ice Cream for a mini-grant to support the development of two workplace policies, as well as policy implementation planning with execution to be completed by September 30, 2020.

400 tobacco/vaping prevention, youth activity books were purchased and are going to be distributed to youth through child care sites throughout Somerset County.

SPH increased attention to the retailer setting by reaching out to most of the licensed tobacco retailers in the county, resulting in five completed retailer assessments. SPH also created a radio ad that invites licensed tobacco retailers to reach out to our office for more information.

The six tobacco-related social media posts in June had a total Facebook reach of 3,149 with our post congratulating Grins N' Giggles on their recently passed policy eclipsing the 1,000 reach mark.

