

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



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CUMBERLAND 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:

S: South Portland School District (3,000 students, 700 employees)

YSE: My Place Teen Center (300 youth, 9 employees)

YSE: Maine Youth Court (95 youth, 7 employees)

YSE: Big Brothers Big Sisters of Southern Maine (368 youth, 8 employees)

YSE: Little Red Caboose Daycare (55 youth, 11 employees)

YSE: Precious Moments Nature Preschool (10 youth, 2 employees)

MUH: Crow's Nest Property Management (1 building, 7 units, 14 tenants)

MUH: Aquarius Property Management (30 buildings, 36 units, 50 tenants)

HE: Birthwise Midwifery School (60 students, 15 employees)

HCS: Reform Physical Therapy (200 clients weekly, 10 employees)

WP: Smiling Hill Farm (1 building, 40 employees)

WP: GoGo Refill (1 building, 4 employees)

WP: HART of Maine (1 building, 2 employees)

WP: Islandport Press (1 building, 5 employees)

WP: Garbage to Garden (1 building, 28 employees)

WP: Evo Rock & Fitness (1 building, 23 employees)

WP: Tardiff Electronics (1 building, 5 employees)

Trainings and Presentations Completed:

1 Sidekicks Adult Training (3 reach)

3 ENDS & Vaping Presentations for Youth (52 reach)

1 Non Clinical Outreach Training (2 reach)

Quarterly Highlights:

City of Portland Public Health:

COVID 19 has hit communities incredibly hard and it has been important for the tobacco prevention team to be sensitive when reaching out to partners. Over the past three months- local businesses, school districts, and health care offices have been under a lot of stress. The tobacco team knows how important it is to continue our work on tobacco prevention, but also recognize the importance of knowing when to hold off. While being sensitive, the team has been able to successfully maintain relationships and pass policies.

Regardless of the complexities of working and shifting to a remote work plan, the tobacco prevention team has held five virtual presentations, including a Non-Clinical Outreach, a Sidekicks Train the Trainer training, and three youth facing ENDS presentations.



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For additional information: [CTIMaine.org/DTPP](https://www.ctimaine.org/DTPP)

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Quarterly Highlights (continued):

The tobacco prevention team has been working with Gateway Community Services since January 2020. Gateway Community Services is a nonprofit organization that works with New Mainers and immigrant communities. They aim to support and aid youth and adults to better their mental and emotional health with culturally competent services. The tobacco team looked to collaborate with Gateway Community Services and worked with them on fitting tobacco prevention efforts into their work with the community. Gateway Community Services was interested in updating their tobacco policy, especially since they host many events with the community. After a few months of working from home, Gateway Community Services was able to update its policy language. Additionally, Gateway Community Services is also interested in educational resources about ENDS and substance use for the community as well. We had multiple community events scheduled for spring, but are sadly postponed due to the current pandemic. We continue to work with Gateway in creative ways to meet their needs during this unique time.

June is Pride Month! This year the tobacco team partnered with the local Substance Use Prevention and Harm Reduction Services team to create innovative ways to engage with the LGBTQ+ community virtually. Over the course of the month, Portland Public Health posted on their social media information and resources pertaining to LGBTQ+ health disparities and towards the end, they asked the community to participate in a scavenger hunt. On top of this, Portland Public Health wanted to celebrate the healthy habits, such as tobacco-free activities, and lifestyles currently within the community by having people share photos of them doing some of their favorite healthy activities. This virtual event aimed to uplift health for all and show how to distress or fill time without the use of tobacco and substances. Lastly, in order to uplift and support the LGBTQ+ community to the best of our ability during these times, we raffled off gift-card incentives to individuals who participated. The gift cards were to LGBTQ+ owned businesses in the greater Portland area.

In YR3, the tobacco prevention program worked with the Islamic Society of Portland and Masjid Omar Ibn Al Khattab to strengthen their tobacco policies. This year, the tobacco team has furthered the collaboration and successfully signed partnership forms with both mosques. The tobacco team is currently working with the mosques to provide tobacco-free signs in two languages (Farsi and Pashto). Over the last quarter, the team has worked with the City of Portland's Minority Health Program and World of Languages to gather translated language for signs. We are in the final stage of this process and we look forward to the finished product. We are happy to be providing partners with appropriate materials. In addition to translated signs, the tobacco prevention team partnered with the City of Portland's Minority Health Program to translate new tobacco prevention materials in the top 5 languages (Arabic, Somali, Spanish, Portuguese, and French) in the Greater Portland Area. We are also in the final stages of this process and we look forward to seeing the final product and distributing them.

The tobacco prevention team worked with Garbage to Garden to successfully strengthen and implement a tobacco policy (Best level). One driving factor for Garbage to Garden was the desire to ensure that they are doing their due diligence to protect the health of all their workers, and demonstrate their commitment to promoting community wellness. In addition to policy work, the leadership team at Garbage to Garden has initiated the beginning stages of developing an Employee Wellness Incentive Program to encourage and reward employees that are proactive about maintaining healthy lifestyles. Included in the employee wellness incentive program are incentives for tobacco cessation, which includes the Maine QuitLink. The tobacco prevention program has been working with MYAN as we are a Gateway To Opportunity (G2O) host site. The past several months have been spent preparing and trying to prepare to have youth design a PSA while being virtual. We are grateful G2O is continuing regardless of the pandemic and will begin working with the team on the PSA project in July.

PPH has been working routinely with Birthwise Midwifery on strengthening its current tobacco policy. While the students training to be midwives do a host of studying around prenatal and public health issues, and their school already had a tobacco policy, there was still the opportunity to show its staff, students, and visitors their level of commitment by making their campus 100% tobacco-free. As a program dedicated to the health and wellness of women and their children, the values of the Birthwise community already aligned with the goal to foster smoke-free environments. In May 2020, Birthwise Midwifery adopted a 100% tobacco-free policy.

