

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

DOWNEAST 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. DTTP 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:

MUH: Apartments For The People (15 buildings, 84 units, 135 tenants) **WP:** By Us Company (9 buildings, 48 employees)
S: Rose M Gaffney (350 students, 26 employees) **WP:** Whole Life Market (1 building, 10 employees)
S: Machias Memorial High School (441 students, 29 employees) **WP:** Bay City Garage (1 building, 5 employees)
YSE: Cherryfield Academy (300 youth, 30 employees) **WP:** Hatch Knoll Farm (2 building, 5 employees)
YSE: Peavey Memorial Library (900 youth, 2 employees) **WP:** Berry Vines (1 building, 5 employees)
WP: Whitney Corporation (4 buildings, 24 employees)
WP: Harbour Cottage Inn (2 buildings, 6 employees)
WP: Wayne's Barber Shop (1 building, 3 employees)

Trainings and Presentations Completed:

- 1** Sidekicks Youth Training (2 reach)
- 2** ENDS & Vaping Presentations for Adults (13 reach)
- 1** ENDS & Vaping Presentations for Youth (35 reach)
- 1** Sidekicks Adult Training (1 reach)
- 1** Non Clinical Outreach Training (4 reach)

Quarterly Highlights:

Healthy Acadia:

In June, Healthy Acadia led a virtual tobacco retailer training as part of its education efforts around new tobacco laws and free resources. Four retailers attended the training over Zoom and the organization was featured on WABI-TV5. It is the job of District Tobacco Prevention Partners (DTPPs) such as Healthy Acadia to support tobacco retailers as they sell tobacco responsibly to prevent underage sales. More virtual tobacco retailer trainings have been scheduled for July and August 2020. Staff will continue to engage in outreach via email, phone, and e-newsletter. Currently, Healthy Acadia is in the process of designing an incentive program for a retailer survey that will help staff assess how to best support tobacco retailers with the help of Healthy Communities of the Capital Area, another DTTP.

In June and July, HA's Tobacco Team had success in promoting a mini-grant opportunity to businesses and organizations in Hancock and Washington Counties. The mini-grant has provided an incentive for community partners to consider the importance of a smoke-free policy. So far, fifteen businesses and organizations, including gift stores, libraries, apartment buildings in several counties, a gas station, and a school district applied. They were awarded mini-grants for passing model policies across a variety of settings: workplace, multi-unit housing, youth-serving entities, and schools. The mini-grant provided the spark for the organizations to partner with HA on policy development. HA's Tobacco Team reviewed the mini-grant applications each week to determine eligibility and follow-up with the applicants. Policies were submitted to the Center for Tobacco Independence for approval and signs ordered. The team has several photos documenting its recent successes.

During June 23-26th, Katie Sell, Sarra Bridges, and Corrie Hunkler, HA's MYAN Youth Engagement Coordinator, hosted a virtual Sidekicks training for youth. In preparation, HA staff advertised in HA's e-newsletter and on social media outlets including Facebook and Instagram. Staff also placed posters announcing the training in local businesses in Washington and Hancock Counties. The team offered youth gift certificates from a local business of their choice after the completion of the course. The training was the team's first virtual facilitation. The youth provided positive feedback. One stated, "I have already used some of the skills I have learned in the last couple of days with my friends." A parent of one of the youth also remarked, "My daughter really enjoyed taking this, thank you for offering it." HA staff hopes to offer the Sidekicks training again to youth in both counties.

This quarter, Katie Sell and Georgie Kendall offered two NCO presentations. The first training was offered to the Community Caring Collaborative, an organization designed to expand resources and increase health in Washington County through numerous services and programs. Many organizations participated. HA staff was able to make good connections and received excellent feedback. The second NCO presentation was delivered to Aroostook Mental Health (AMHC) offices in Machias and Calais. AMHC is a private, non-profit community health and social service organization. This NCO training was also well received and staff followed up with an Adult ENDS presentation with AMHC a week later.

