

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

MIDCOAST 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. DTPPs 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: Monroe (1,000 reach)

HCS: Oasis Free Clinic (1,444 clients, 7 employees)

WP: Winterport Winery & Penobscot Bay Brewery (1 building, 6 employees)

WP: Paws and Claws Pet Grooming LLC (3 building, 8 employees)

WP: Robbins Lumber (9 building, 135 employees)

WP: Dairy Frost (1 building, 10 employees)

S: Hope Elementary School-Five Town Union #69 (167 students, 42 employees)

S: Appleton Public Schools-FiveTown Union #69 (146 students, 33 employees)

S:Lincolville Central School- Five Town Union #69 (197 students, 38 employees)

S: RSU 71 (1,616 students, 450 employees)

Trainings and Presentations Completed:

1 Sidekicks Adult Training (4 reach)

Quarterly Highlights:

Coastal Healthcare Alliance:

Out of eight phone calls, six tobacco retailers were willing to take time to answer survey questions. Four tobacco retailer managers engaged with technical assistance, including review of current laws, posting new signs, using the new age calendar, and discussing details about tobacco products and review of asking for photo ID.

In Q3, three new workplace policies were drafted and adopted. One of the policies included a local manufacturing business they passed a comprehensive "Best" level tobacco-free workplace policy reaching over 135 employees.

The town of Monroe passed a resolution during their town meeting vote in June. The town is home to 1,000 people and Monroe Elementary School.

CHA Waldo completed a virtual Adult Sidekicks training with four Ed Techs that work with the Middle & High School teens in Thorndike at RSU 3. The Adult SK training happened as a result of a collaborative presentation that CTI made with the DOE. One of the four Ed Techs was present at the DOE presentation and became interested in bringing Sidekicks to RSU 3. There are 1,218 students in RSU 3.

As part of the Sidekicks workgroup, Kelsey from CHA Lincoln assisted with the development and testing of several virtual tools for training for adult advisors and youth. These materials have been used by several DTPPs during the spring of 2020.

Mid Coast Hospital:

We were honored to present and share our experience about our work with the Tobacco-Free Maine Street Ordinance in Brunswick at CTI's Annual Conference. Since the presentation, we have connected with three DTPPs throughout the state to answer questions and assist them with this work in their service areas.

We've had a successful start with Tobacco Retailer assessments. We've had good conversations and a positive reception received by those who have completed the assessment so far.

Collaboration with fellow Midcoast DTPPs was strong this quarter; we connected monthly to discuss the changes in our work as we each navigated the pandemic as we best could for our service areas. It was great to share ideas, connect, and collaborate.



Maine Prevention Services: Tobacco Use & Exposure Prevention

MIDCOAST DISTRICT April - June 2020

Quarterly Highlights Continued:

Midcoast Hospital (continued):

Due to the pandemic, our outreach and engagement has been hindered slightly as we proceeded with caution in April and most of May. We anticipate engagement with most settings returning to normal within the coming months, thanks to strong community partnerships.

Knox County Community Health Coalition:

Knox County Community Health Coalition was hoping to visit with retailers before the summer tourist season hit, and when the pandemic hit, pivoted, and did the initial conversation by phone. Scheduling these 26 calls turned out to be effective because it was at the owner/manager's convenience. A follow-up visit allowed another check-in if possible, as well as the opportunity to see what signs were displayed and the delivery of materials. They were able to ensure that all of the independently owned retailers in Knox County knew about the new federal laws and the Maine Prevention Store, had appropriate up-to-date signage, and the stores were able to provide feedback for CTI.

Knox County Community Health Coalition connected with Loyal Biscuit, a retail pet supply store, and while they are not yet ready to do a worksite policy, they were very interested in sending a strong message to their clients about the harmful effects of secondhand and third-hand smoke on pets. They have been given posters to hang in their 7 locations, as well as rack cards about Pets & Secondhand smoke to be handed out to customers, and other information available in the store.

