

# 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](http://MaineQuitLink.com) or by calling 1-800-QUIT-NOW.

FMI contact CTI at [tobaccopreventionservices@mainehealth.org](mailto:tobaccopreventionservices@mainehealth.org)



# Maine Prevention Services: Tobacco Use & Exposure Prevention PENQUIS DISTRICT April- June 2020

DTTPs 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 Places, BH: Behavioral Health, HE: Higher Education, WP: Workplace MUH: Multi-Unit Housing, H: Hospital, HCS: Healthcare Site

## Smoke and Tobacco-Free Policies Passed:

**YSE: Cheryl's Childcare (12 youth, 2 employees)**

**YSE: Parkside Children's Learning Center (145 youth, 37 employees)**

**PP: Piscataquis County Water & Soil District (150 reach)**

**MUNI: Medway (1,349 reach)**

**MUNI: East Millinocket (1,723 reach)**

**BH: Shaw House (163 clients, 23 employees)**

**BH: Northeast Occupational Exchange (600 clients, 30 employees)**

**BH: Community Health and Counseling (8,000 clients, 393 employees)**

## Trainings and Presentations Completed:

**2 Sidekicks Adult Trainings (3 reach)**

**2 Non Clinical Outreach Trainings (21 reach)**

## Quarterly Highlights:

### City of Bangor Public Health:

Bangor Area Transit buses are traveling around in the following communities: Bangor, Brewer, Hampden, Veazie, Orono and Old Town with the newly created Maine Quitlink messaging displayed on them. Approximately 2,800 individuals ride on those buses each day and many others see them out and about in the area. It is exciting to know that so many people can take advantage of the quit tobacco information being shared.

After participating in a statewide Sidekicks workgroup to design best practices for a virtual Sidekicks training, the tobacco team at Bangor Public Health & Community Services rolled up their sleeves and went to work. The newly created virtual Sidekicks training was launched and has garnered excellent feedback right out of the gate. Now students who are interested in becoming Sidekicks to learn how to hold respectful conversations with their peers about tobacco use, as well as other risky behaviors, will have trained advisors ready to get them started.

Strong success in building trusted relationships with behavioral health organizations. Northeast Occupational Exchange received the GSSE BH Gold policy award, and Sharon Greenleaf the Executive Director, received the Champion award. Other organizations include Community Health and Counseling Services, and Shaw House, which is a youth and young adult homeless shelter. All organizations received technical assistance with tobacco policy updates, and guidance in developing environmental systems and protocols to screen clients for tobacco use, provide brief interventions and referrals to evidence-based tobacco treatment resources including the Maine QuitLink, QuitYour Way programs.

The Penquis District also had two recipients of the Gold Star Standards of Excellence for Higher Education: Penobscot Job Corps, a first-time applicant, received Silver recognition, and the University of Maine Orono, received Gold level recognition. With COVID-19 sending students home in March, it's great to see these organizations continue to make progress towards tobacco/vape free campuses in light of the pandemic.

