

# 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

## WESTERN 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:

**PP: Androscoggin Land Trust (770 reach)**

**WP: Austin Associates (3 buildings, 36 employees)**

**WP: Rinck Advertising (2 buildings, 35 employees)**

**WP: Maine Wood Concepts (2 buildings, 75 employees)**

**WP: Dagget's Garage (1 building, 5 employees)**

**WP: Northern Lights Hearth & Sports (1 building, 8 employees)**

### Trainings and Presentations Completed:

**1 ENDS & Vaping Presentations for Youth (25 reach)**

**1 Non Clinical Outreach Training (11 reach)**

**1 Sidekicks Adult Training (19 reach)**

### Quarterly Highlights:

#### Healthy Community Coalition of Greater Franklin County:

Changes in work due to COVID-19 have presented unique opportunities in addition to challenges. Increased digital communication has enabled an increase in collaboration among district partners. Our staff was able to collaborate with our fellow Western District DTPPs to host a virtual Sidekicks training reaching a much broader audience including teachers at four Franklin County schools.

HCC staff has focused a significant amount of effort over the last quarter partnering with workplaces to update and implement smoke-free policies. HCC was able to pass three new policies with Maine Wood Concepts, Dagget's Garage, and Northern Lights Hearth & Sports. HCC would like to highlight the reach that these policies have in our community covering four buildings and 88 employees in addition to these businesses' public retail spaces; reducing second-hand smoke exposure for workers as well as the general public.

Staff was able to connect virtually with Kingfield Elementary School 7th and 8th-grade students to conduct a virtual ENDS training integrated into their health class through their google classroom, reaching 25 students learning from home.

#### Healthy Androscoggin:

Staff held virtual trainings for NCO and Sidekicks. The Sidekicks training was held in partnership with the other two Western District DTPPs with a total of 19 participants, of which, 12 were recruited from Androscoggin County.

We outreached 145 child cares in Androscoggin County through a mass postcard mailing. The mailing list was created using information from our Let's Go coordinators and modeled after a successful approach used by a SNAP educator.

Presented to over 120 participants at the CTI annual conference on Tobacco-Free Main Streets with one of our local partners and partners at Midcoast Hospital in Brunswick. We received lots of positive feedback, questions, and interest from others in undertaking similar work in other communities!

#### Healthy Oxford Hills:

Staff at HOH would like to highlight their efforts to establish their presence for tobacco support in the community. We believe this is partially due to the collaboration with other DTPPs, which has been beneficial in numerous ways. HOH has received multiple inquiries and requests for support around tobacco resources from citizens of Oxford County. This indicates that community members view the organization as a support resource, and affirms the work we do to support the health and well-being community. This is encouraging as we strive to be known as a primary resource for tobacco support. These inquiries have led to potential improvements to existing policies and the creation of new policies. Although the efforts have been moving slowly due to most community stakeholders currently functioning at reduced capacity, there is a high interest and strong relationships have been built in the process.

