

# Maine Prevention Services: Tobacco Use & Exposure Prevention Statewide Progress Report July-September 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	1	30 Staff & 186 Students
Youth Serving Entities	16	251 Staff & 83,951 Youth
Municipalities & Public Places	9	43,950 Residents
Licensed Retailers	N/A	40 Retailers

## Objective 2: Reduce Exposure to Secondhand Smoke (Policy Objective)



Policy Type	# of Policies Passed	Reach
Healthcare Sites	1	1,500 Clients Served & 10 Employees
Workplace	17	45 Buildings & 539 Employees
Multi-Unit Housing	7	105 Buildings, 614 Units, 1,548 Tenants
Higher Education	1	7 Universities, 25,673 Students, 4,509 Employees
Behavioral Health	1	14,300 Clients & 14 Employees
Smoke-Free Homes Pledge	N/A	74 Families

## Objective 3: Promote Tobacco Treatment (Training Objective)

### Non-Clinical Outreach:

**137** Social Service Agency & Vet Agency Staff Trained through **12** Trainings

**10** Individuals Referred to the Maine QuitLink

### Sidekicks:

**35** Sidekicks Youth Trained through **4** Trainings

**1** Sidekicks Adult Advisors Trained through **1** Trainings

## Upcoming Opportunities: FMI - CTIMaine.org/Events

BreatheEasy recognized 32 hospitals, 6 healthcare organizations, and 5 individual gold star champions for the 2020 Gold Star Standards of Excellence program. Healthcare organizations were new to GSSE this year! Communications of the awards will be during the week of the Great American Smokeout (November 18th). To view the full list of awardees go to <https://breathe easymaine.org/gold-star-standards-of-excellence/>

### Fall 2020 Virtual Training Offering: December 8-10, 2020

The Tobacco Intervention: Intensive Skills Training will include multiple live and recorded sessions, participation in all sessions is required for CMEs/CEUs. Recorded sessions must be viewed during the required timelines to complete the training. To learn more or register-<https://ctimaine.org/education-training/intensive-skills-trainings/>

### COVID-19 & Tobacco Use:

COVID-19 is a new disease and public health scientists are still learning about it. Based on available information and clinical expertise, those who smoke and vape are more likely to have serious complications from COVID-19. Learn more about COVID-19 and the risk at <https://mainequitlink.com/thinking-about-quitting/covid-19-tobacco-use/>

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



# Maine Prevention Services: Tobacco Use & Exposure Prevention

## CENTRAL DISTRICT July - September 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:

YSE:Kennebec Valley Boys & Girls Club (1,200 youth, 25 employees)

YSE:Underwood Memorial Library (100 youth, 1 employee)

MUNI:Readfield (2,600 reach)

WP:Senator Inn & Spa (1 building, 62 employees)

WP:Gifford's Dairy Inc. (1 building, 49 employees)

WP:Gifford's Famous Ice Cream (5 buildings, 1 FT & 50-100 seasonal employees)

S:MSAD 13(186 students, 30 employees)

### Trainings, Presentations and Assessments Completed:

**2** ENDS & Vaping Presentations for Adults (6 reach)

**6** Non-Clinical Outreach Trainings (105 reach)

### Quarterly Highlights:

#### Healthy Communities of the Capital Area:

HCCA staff created a school and youth-serving organization interest form to determine their needs as they relate to tobacco and vaping. We received 11 responses from various school districts and youth-serving organizations in Kennebec County. This has resulted in scheduled ENDS presentations, virtual Sidekicks discussions, and interest in adopting alternatives to suspension programs for tobacco policy violations for students.

As part of HCCA's innovation project in partnership with DA Meaghan Maloney, more than 200,000 Kennebec and Somerset County residents received messaging regarding furnishing ENDS to minors.

#### Somerset Public Health:

Technical assistance and a mini-grant were provided to help both Gifford's Dairy LLC and Gifford's Famous Ice Cream. Somerset DTPPs worked to implement new comprehensive tobacco-free workplace policies and assist with communicating the new policy through new durable signs. Somerset worked with Gifford's staff to distributed tobacco-free living resources at their September 2020 annual open enrollment event. These two workplaces employ up to 150 people and serve more than one million cones each summer from five family-owned and operated stands across Maine!

Non-Clinical Outreach training was provided to new and prior trained home visiting staff from KVCAP Maine Families jointly by Deb and Elizabeth Deprey of HCCA using the newest NCO presentation. Each participant received a pocket folder of the newly branded MaineQuitlink.com materials.

This quarter, three more monthly smoke-free home messages aligned with pet health awareness observations, for a total of ten this program year. These were all posted on social media and attracted strong engagement.

Ongoing outreach efforts in the MUH, HCS, and BH settings where engagement has been stalled for a number of reasons (including the pandemic) have been reinvigorated by identifying, engaging, and initiating rapport-building interactions with new contacts.

