

# 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)



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## CUMBERLAND 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: Gateway Community Services (713 youth, 140 employees)**

**YSE: Maine Boys to Men (2,600 youth, 5 employees)**

**MUH: Backbay Towers (1 building, 116 units, 250 tenants)**

**MUH: Princeton Properties (90 buildings, 447 units, 1,200 tenants)**

**WP: A la Mexicana (2 buildings, 30 employees)**

**WP: The Breaker's Inn (1 building, 15 employees)**

### Trainings, Presentations and Assessments Completed:

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

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

**1 Sidekicks Youth Training (8 reach)**

**1 ENDS & Vaping Presentations for Youth (5 reach)**

### Quarterly Highlights:

#### City of Portland Public Health:

The City of Portland Tobacco Prevention Team created a youth-centered PSA to educate youth on the harmful effects of tobacco in the greater Portland area. The tobacco Prevention team was a host site for the Gateway to Opportunity (G2O) – a youth employment program that connects low-income young people with work-based learning opportunities for six weeks over the summer. This model focuses on helping young people walk away from the program with both a finished project as well as skills to be successful in today's workforce. Five local youth developed and created a tobacco prevention PSA with the assistance of our tobacco team and one college student from USM. The PSA will soon air at local movie theaters and will also be shared as an ad on YouTube in the upcoming months.

The tobacco team completed a mailing to colleges/universities and Career and Trade Schools in Cumberland County. We are hoping this communication approach will result in more individuals gaining interest in tobacco prevention/policy updates. For higher education institutions that did have an up to date policy, we sent resources to resident life directors and explained the presentations and paper resources we can provide to be distributed in resident halls.

Back Bay Towers is a well-known 16-story high-rise in the city of Portland. This quarter, Back Bay Towers strengthened its smoke-free policy. Back Bay Towers has 116 units and houses and over 250 residents. Our collaboration with Back Bay Towers has continued, signage is currently present on the property, and in addition, the QuitLink information is available for tenants who interested in quitting.

The tobacco team completed a mailing to public places and municipalities across Cumberland County, the total reach of 33 public places, and municipalities. The public places included a wide range of locations from country clubs to farms to land trusts/preserves. We are hoping this communication approach will result in more individuals gaining interest in tobacco prevention/policy updates.



DTPP Contact: City of Portland, Public Health Division: Kirsten Goodrich (kfaucher@portlandmaine.gov)

For additional information: [CTIMaine.org/DTPP](https://www.ctimaine.org/DTPP)

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### Quarterly Highlights (continued):

The tobacco prevention program has had a continued partnership with the Islamic Society of Portland and Masjid Omar Ibn Al Khattab since strengthening their current tobacco policies. The tobacco team has furthered the collaboration and successfully signed partnership forms with both mosques. The tobacco team has received the translated signs that are now in Farsi and Pashto and will be distributing them to both mosques soon.

This quarter, the tobacco prevention team partnered with the City of Portland's Minority Health Program to translate new tobacco prevention materials in the top 5 languages (Arabic, Somali, Spanish, Portuguese, and French) in the Greater Portland Area.

The Homeless Animal Rescue Team (HART) of Maine is the first animal welfare agency in our service area to work with our team to meet model level tobacco policy.

The tobacco team assisted India Street Clinic, a first-time applicant, to complete their application for the upcoming GSSE award ceremony.

