

# 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

## DOWNEAST 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. DTPP 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:Eastport (1,249 reach)**

**YSE:Eastport Arts Center (1,994 youth, 1 employee)**

**YSE:Calais Free Library (250 youth, 5 employees)**

**YSE:Whitneyville Library (200 youth, 2 employees)**

**MUH:Safe Harbor Recovery Home (1 building, 1 unit, 10 tenants)**

**WP:Walls TV Appliance & Furniture (1 building, 5 employees)**

**WP:Fogtown Brewing Company( 3 buildings, 8 employees)**

### Trainings, Presentations & Assessments Completed:

**1 Adult ENDS Presentation (1 reach)**

**1 Non Clinical Outreach Training (3 reach)**

**6 Licensed Tobacco Retailers Engaged With An Assessment or Technical Assistance**

### Quarterly Highlights:

#### Healthy Acadia:

A year and a half ago Healthy Acadia staff delivered a live presentation to the City of Eastport to encourage them to adopt a tobacco-free policy for their island city. After the city manager left and was replaced with a new manager, Healthy Acadia was invited back and was able to offer a mini-grant. Due to COVID-19, the presentation was done virtually and was met with a significant amount of resistance from two of the five city council members as well as a member of the public. Staff addressed the Council on August 12th, September 2nd, and again on September 9th. During this period, Healthy Acadia met with two city councilors who were both eager to create a policy. Ultimately, they decided that due to the pushback they had already received, a Resolution was the best option. In addition to passing a Resolution, the city wrote a robust mini-grant application that offered the following: public ENDS presentations and a raffle to encourage families to attend; school competitions; funds to support friendly competitions around PSAs for the local radio stations; and an opportunity for youth to work with Corrie Hunkler, HA's Youth Engagement Coordinator, around creating positive messaging through social media outlets including Facebook and TikTok.

This quarter, staff administered tobacco retailer surveys to a wide variety of stores in Hancock County, collecting feedback and assessing their level of engagement. Several managers expressed a willingness to receive follow-up materials from HA and many seemed to emphasize that they took the responsible sale of tobacco products seriously. The Manager of the Southwest Food Mart indicated she was happy to have another meeting. Healthy Acadia has continued discussion with retailers during Year 5 and has already begun outreach efforts in Hancock County.

Jon Stein, the owner of Fogtown Brewing Company, applied to HA's mini-grant opportunity in July, and the team approved his application. August was a very busy month for Fogtown, so HA staff delayed working on Fogtown's policy, but the process moved quickly once they started working on it in early September. Jon decided the better level model policy from CTI would be the most appropriate for his business and modified it slightly to explicitly include both of his locations, as well as specific language about Fogtown's beer garden. The policy was submitted and approved by CTI and HA staff ordered signs and window clings for Fogtown Brewing Company to help implement their policy.

