

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



Maine Prevention Services: Tobacco Use & Exposure Prevention

MIDCOAST 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:Midcoast Community Alliance (480 youth, 5 employees)

YSE:First Steps Daycare (20 youth, 4 employees)

MUH:By The Bay Property Rental (2 buildings, 8 units, 16 tenants)

MUH:Bayview Apartments (7 buildings, 24 units, 40 tenants)

WP:Robbins Lumber (9 buildings, 135 employees)

WP:Moore's Septic Inc. (3 buildings, 9 employees)

WP:Coastal Rivers Conservation Trust (4 buildings, 10 employees)

BH:37 Mill Street Cottage (275 clients weekly, 14 employees)

Trainings, Presentations and Assessments Completed:

2 NCO Trainings (3 reach)

2 Youth ENDS Presentations(24 reach)

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

Quarterly Highlights:

Coastal Healthcare Alliance:

In Lincoln County, Gabby conducted two virtual youth ENDS presentations for health classes in South Bristol. The presentations went well, the teacher gave high reviews and said she was going to recommend the presentation to other teachers in the district. In creating this partnership and a positive experience with the health teacher, hopefully, this will create more leverage from teachers and that CHA is able to schedule some more presentations in the coming months.

In order to protect their investment 24 unit remodel rental complex in Belfast, the owner enthusiastically adopted a new no-smoking lease addendum and posted new no smoking/vaping signs on all their buildings. The owner and manager also found benefit in learning about the forms available at the Breathe Easy site on policy implementation and enforcement recommendations.

Care Partners at Waldo County General Hospital help people navigate healthcare payments when they have no insurance to cover needed care. Having up-to-date information on free tobacco treatment supports was motivating for the Care Partner Specialists to attend a virtual training for non-clinical staff that highlighted the expanded services of Maine QuitLink.

Mid Coast Hospital:

MCH staff provided technical assistance to organizations throughout four settings (NCO, Behavioral Health, Schools, and Healthcare Sites) with the new materials and branding for the Maine QuitLink. This has been a great way to engage with them and provide updated resources and information.

Staff met with Mid Coast Hospital Addiction Resource Center staff to review past work promoting smoke-free campus policy and begin planning new communication strategies for FY21.

Our success with Brunswick's Tobacco-Free Maine Street policy has allowed us to share tips with five other DTPPs that are interested in pursuing this in their service area.

The Midcoast District DTPPs continued to meet regularly this quarter to check-in, share successes, and plan collaborations such as virtual Sidekicks.



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Quarterly Highlights Continued:

Knox County Community Health Coalition:

Knox County staff focused on technical assistance for the Gold Star Standards of Excellence Program. Staff was able to collaborate with MBH Rockland and Community Health and Wellness Promotion for Pen Bay Medical Center to assist with the application, both were submitted in September.

