

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 PENQUIS DISTRICT July-September 2020

DTTPs 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. DTTP 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 Places, BH: Behavioral Health, HE: Higher Education, WP: Workplace MUH: Multi-Unit Housing, H: Hospital, HCS: Healthcare Site

Smoke and Tobacco-Free Policies Passed:

YSE: Bangor Public Library (4,100 youth, 34 employees)

YSE: Maine Discovery Museum (65,000 total annual visitors, 15 employees)

YSE: Kelly's Little Explorers (20 youth, 4 employees)

MUNI: Orono (10,679 reach)

WP: Bowlan Averill Agency (1 building, 3 employees)

WP: All Points Insurance (1 building, 6 employees)

WP: Sweep & Slate (1 building, 18 employees)

WP: Eastern Maine Development Corporation (6 buildings, 47 employees)

Trainings and Presentations Completed:

1 Adult ENDS Presentation (52 reach)

23 Licensed Tobacco Retailers Engaged With An Assessment or Technical Assistance

Quarterly Highlights:

City of Bangor Public Health:

In September, a presentation request was fulfilled for FEDCAP, a statewide entity that serves individuals and families. They help people make life-changing, sustainable differences for themselves and their families through access to education, employment, and community resources. 52 individuals from FEDCAP attended an interactive virtual tobacco presentation. It is a very rare opportunity to be able to share tobacco information directly with the individuals who need it most. It was very exciting to hear feedback from the participants because of the information that they learned during the presentation that many felt more confident to call the Maine Quitlink to explore a quit attempt. We look forward to partnering with FEDCAP to offer future presentations for new program participants.

Collaboration and relationships are key when making new connections. With our intention to connect with Bangor Downtown businesses, both about outdoor signage and updating their tobacco policies, we were fortunate to gain an ally through our relationship with Betsy, the Downtown Bangor Business and Cultural Liaison staff person. She met with us and was more than supportive, offering to send out information in their newsletter to all downtown Bangor businesses, to follow up with them via email, and send reminders once a week. This connection resulted in a couple of businesses reaching out for more information and building new relationships for future tobacco work.

Bangor Public Health and Community Services Tobacco Prevention team began working with the town of Orono in 2018. Municipal ordinances not only require enforcement but spell out specifically what enforcement strategies will be used. Orono, with a population of over 10,600 and 7 patrol officers, is one of the smallest municipalities in the Penquis Health District service area to have a tobacco ordinance. (Most small towns with a small or no police force, opt for a town policy or resolution where enforcement is a more general practice.) While the pandemic had town staff working remotely, Mitch Stone, the Parks and Recreation Director, kept the updates to the tobacco ordinance on track for committee review and full council vote for August and September.

One challenge we see providing tobacco policy technical assistance and best practice guidance to organizations providing behavioral health services to adult clients or youth is their belief in the importance of allowing "harm reduction" strategies, and how that applies to a tobacco use disorder. It's important for us to educate staff and promote evidence-based up to date information on all the new tobacco products, nicotine addiction, and Covid related risk information, especially during the pandemic. Our hope is they will share this information with their clients on a regular basis so that the client can decide with the provider what's important to them in developing healthier behaviors, and what they consider a harm reduction strategy.

The Shaw House Homeless Shelter in Bangor contacted us during the pandemic asking for support for their youth smokers. They were sharing cigarettes, and looking for "stubbies" or cigarette butts on the streets because they didn't have money to purchase them. We provided resources, such as the MaineQuitLink.com, and recommended a primary care visit for a young teen who received a prescription for a Nicotine Replacement product. We provided TA and guidance in developing their first tobacco policy, and the case managers/clinical staff will now screen for tobacco use, provide a brief intervention and referrals to the MaineQuitLink.com. and Quit Your Way Programs.



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For additional information: CTIMaine.org/DTTP