

Tackling Tobacco Use One Trail at a Time

September, 2020

Background

Coastal Rivers Conservation Trust owns 60 properties around the Damariscotta-Pemaquid region, spanning over eight towns. These properties, in combination with the properties Coastal Rivers co-manages and holds conservation agreements with, total nearly 4,000 acres. These properties provide more than 48 miles of trails, and include several islands that are open to public use.



Need for Policy

While rates of tobacco use have decreased in the state of Maine, rates have hovered around 17% for the past three years according to the Behavioral Risk Factor Surveillance System. Coastal Rivers recognizes that smoking and the use of tobacco products is detrimental to the health and safety of everyone. To protect employees and visitors/users of the land, Coastal Rivers has adopted a 100% tobacco-free workplace and public area policy. This year was a great time to update and pass a more comprehensive policy, especially with an increase in recreational land use in Maine.



COASTAL RIVERS
CONSERVATION TRUST

The Policy

Coastal Rivers wanted to create a tobacco-free environment for all their employees and visitors. Coastal Rivers' updated tobacco policy now prohibits the use of any tobacco product on all Coastal Rivers owned land, buildings, and at any events on Coastal Rivers properties.



Results of Policy

In the near future signs will be installed throughout the many miles of trails, common spaces and buildings, reminding visitors and staff that Coastal Rivers is tobacco-free. This policy will allow for many individuals to enjoy nature in its true form, without worrying about exposure to second hand smoke.

**This is a
tobacco-free
area.**

Breathe easy, you're in **Maine.**



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