

# COUNTY SLOPE ENTHUSIASTS ENJOY TOBACCO FREE SKI AREA

BigRock revamps their tobacco free policy, keeping visitor's lungs healthy.

## Summary

Through the use of a robust tobacco free policy and clear new signage, BigRock aids in the fight for more tobacco free recreation areas.



*"As a tobacco-free (and now smoke-free) facility we are excited to display our new signs around the base of BigRock Mountain. Working with ACAP to direct us through this program and help create the most family friendly atmosphere directly aligns with our mission. This wouldn't be possible without the generous support of ACAP's Chastity Holland, and Maine Prevention Services."*

-Aaron Damon  
Assistant General Manager, BigRock Mountain

## The Challenge

Maine's comprehensive smoke free law passed in 2009, prohibits smoking in all indoor areas in an effort to reduce the effects of second hand smoke. Growing up in "The County", we learn at a young age that the best way to cope with the long winter season is by participating in outdoor sports and activities. Skiing, snowshoeing, sledding, building things with snow.

Attending outdoor recreational activities where someone is smoking nearby can turn problematic for non-smokers, especially for children. There are no safe levels of second-hand smoke, even while outdoors. While smoke does dissipate quicker outdoors, if you are in close proximity (less than 6 feet) to someone smoking while outside the effects can be parallel.

So how do you avoid second hand smoke if the best place to stay active is outdoors? BigRock Mountain reached out in an effort to become a part of the solution.

## Approach

Together with Aroostook County Action Program's Tobacco Prevention Partner, BigRock staff worked to develop a more comprehensive Tobacco free ski area policy. Along with the policy, Maine Prevention Services smoke free area trifecta (combustible cigarette, e-cigarette, and marijuana) signage is displayed at six separate locations around the mountain visible to slope attendees. BigRock's marketing director and assistant general manager drafted two incredible new *BigRock Mountain* signs. Once completed will be located on the lodge and the locker cabin to welcome skiers, boarders and all mountain visitors. This new design sports the Maine Prevention Services logo and "No Smoking" symbols for the three major harmful smoke products, showing just how important it is to this business to keep their ski area tobacco free for the health of all.



## Results

While the results of this policy are not yet clear, the benefits of initiating this policy are already evident. BigRock has shown their passion in the spread of tobacco awareness and prevention, by teaming up with ACAP to provide several day passes as prize winnings for an upcoming prevention trivia event. We are certainly looking forward to how much the new policy will benefit the environment on the mountain. And knowing that the winter sports enthusiasts will appreciate clean air, is so much more than the icing on the cake.

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