

Moose Island Tobacco Resolution

Summary

In 2020, the City of Eastport, located on Moose Island in Washington County, Maine, passed a Tobacco-Free Resolution and received a \$1,000.00 mini-grant from Healthy Acadia.

Need/ Issue (or “Challenge”)

According to the US Centers for Disease Control and Prevention’s 2018 Behavioral Risk Factor Surveillance System survey, roughly one-fifth (17%) of Maine’s adult population consists of current smokers. The challenge for local communities is to create public spaces that are tobacco free for resident adults and youth. The goal is to reduce exposure to secondhand smoke so residents and visitors can breathe easy while enjoying outdoor public places including parks, amphitheatres, public walkways, and playgrounds.



Due to the COVID-19 pandemic, Healthy Acadia staff conducted a presentation on tobacco prevention via Zoom to the new city manager, the city councilors, and the citizens of Eastport. A subcommittee of council members met to draft the resolution. On September 9, 2020, council members voted 4-1 to adopt a new resolution for the City of Eastport. This was the second round of presentations to the city council and city managers in 1.5 years. Additionally, over the summer, Healthy Acadia offered a mini-grant opportunity of \$1,000.00 for its engagement and work in passing a model resolution. As part of the mini-grant, funds were allocated to engage whole sectors of the community, including schools and local businesses to support the City’s efforts in reducing exposure to secondhand smoke.

“It was an incredibly rewarding experience working with Georgie Kendall from Healthy Acadia to adopt this policy. We are now able to move forward as a community in a direction that aligns with and promotes healthier living for our citizens and for the people who visit our beautiful city.”

Hailley Bradbury, Eastport City Councilor

“We appreciated the technical assistance and enthusiasm for this project from Healthy Acadia’s Georgie Kendall. Over several Zoom meetings we were able to craft an innovative education activity schedule. Keeping our recreational areas tobacco free and educating our citizens about healthy choices will contribute to our wellbeing.”

Jeanne Peacock, Eastport City Councilor

Results/ Success

The City of Eastport was energized to support the business community, students, recreational areas, and Senior Ride Share to be 100% tobacco free through a comprehensive mini-grant application that engaged the chamber of commerce, local schools, and a local student-run radio station. The mini-grant was successfully used as leverage to persuade the councilors to adopt a model policy.

Sustainability

The CDC’s 2014 report on *Best Practices for Comprehensive Tobacco Control Programs* includes educating the public and decision makers about the effects of tobacco use and effective as well as evidence-based policy. Increasing capacity at a local level by connecting different sectors of the population to work collaboratively on tobacco prevention is important. The Moose Island Tobacco Resolution is a shining example of best practice; an example of what policy, combined with a mini-grant opportunity, can do for a rural city.

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