

# Maine Tobacco Prevention Success Story

## Midcoast Youth Center committed to helping youth live tobacco-free

### Summary

The Midcoast Youth Center in Bath is dedicated to providing a tobacco-free space for young people by adopting a 100% smoke and tobacco-free policy and investing in training and education for both their staff and youth.

### Issue

According to the Sagadahoc County results of the 2019 Maine Integrated Youth Health Survey (MIYHS) 12.4% of high school students and 3.1% of middle school students have smoked a cigarette in the past 30 days. 45% of high school students have tried an electronic vaping device at least once and 28% have used a vaping product in the past 30 days. Additionally, 18.2% of middle school students have tried an electronic vaping device at least once. While the Truth Initiative reports that up to 98.7% of electronic vaping devices contain nicotine, only 56% of high school students think the device they used contained nicotine.

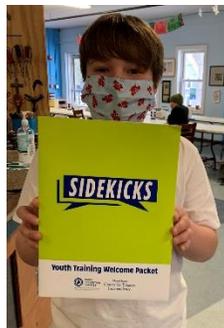
### Intervention

Realizing that the use of electronic vaping devices was on the rise, Midcoast Youth Center (MYC) invited Mid Coast Hospital's Tobacco Prevention Coordinator in to provide a brief staff training to educate the staff about vaping, current trends, and share examples of vaping devices. About six months later, Midcoast Youth Center reaffirmed its commitment to being 100% Smoke & Tobacco-Free by adopting a comprehensive policy for their building and grounds. Later that same year, MYC collaborated with Mid Coast Hospital once again, this time to provide training and education to youth via the Sidekicks program. All middle schoolers who attend MYCs afterschool program were offered the training.



"We are very grateful for the work of Mid Coast Hospital to ensure our grounds are clearly marked and protected by a Smoke & Tobacco-Free Policy. We are especially grateful for the signs that included the marijuana symbol as we've seen an uptick in violations since the legalization of marijuana."

- Jamie Dorr, MYC Executive Director



"The Sidekicks program has been an incredible resource to our organization, and I have no doubt that our graduates of the program will lead these important dialogues with their peers in our community about smoking and vaping."

- Rose McDonnell, MYC Program Director

### Success

With approximately 500 area youth visiting the Midcoast Youth Center annually, all will be breathing clean air and amongst positive role models while skating, studying, or simply catching up with friends. Close to 40 youth will be trained as Sidekicks to support their peers when facing tough decisions about tobacco use or other risky behaviors. Altogether, Midcoast Youth Center is a leading organization in the area for youth to feel welcome in a safe and healthy environment.

### For More Information, Contact Us At:

Mid Coast Hospital  
District Tobacco Prevention Partner  
207-373-6957



WWW.MIDCOASTHEALTH.COM



Maine Center for Disease Control & Prevention  
Department of Health and Human Services