

MAINE TOBACCO PREVENTION SUCCESS STORY

PREVENTING YOUTH TOBACCO USE THROUGH RETAILER ENGAGEMENT



Summary

Over the past year, Bangor Public Health & Community Services (BPHCS) has been working with local licensed tobacco retailers in an effort to prevent youth tobacco use by providing them with training and assistance in utilizing available resources to meet the Federal Tobacco 21 Law.

Need/Issue

In December 2019, the federal minimum age for purchasing tobacco products changed from 18 to 21 years of age. This legislation overrules the grandfathering clause in the Maine Tobacco 21 Law from July 2018, that stated that anyone who was 18 years old at that time retained their ability to purchase tobacco. It is important that tobacco retailers are aware, understand and comply with these changes.

Intervention

Following the new Federal Tobacco 21 Law, the Center for Tobacco Independence updated their resources and trainings for retailers. BPHCS then began their outreach which included completing an assessment with retailers to determine their knowledge of Maine's tobacco retail laws, gauging their interest in future support/education, as well as providing educational tools and signage in order to support compliance with the new statute. Due to COVID-19, BPHCS was not able to complete these assessments in person; however, it was found that owners and managers of tobacco retail establishments often preferred email and were happy to participate.



"Thank you! We just recently remodeled the store, and we were in desperate need of new tobacco signage!"
-Participant

"I didn't even realize the tobacco law had changed!"
- Participant

Tobacco retailers in Penobscot and Piscataquis County were very receptive to the outreach. BPHCS was successful in completing 104 assessments over the past year. While conducting these assessments, it was discovered that many of the retailers were not aware that the Maine grandfathering clause was now obsolete, and many retailers did not have current tobacco signs for the new Tobacco 21 law and some of the retailers had no signs at all. The majority of the local retailers were excited to receive the new tobacco signage in the mail and to learn more about the online Maine Prevention Store, as well as the updated No Buts! training. In addition to completing assessments, BPHCS was able to help pass workplace tobacco policies with two local convenience stores who are also interested in scheduling additional annual trainings for their managers and staff. The success of this tobacco retailer outreach demonstrates Maine's commitment to preventing youth tobacco use.

Contact Information

Roxane Dubay
District Tobacco Prevention Partners, Penobscot and Piscataquis Counties
Bangor Public Health & Community Services
Roxane.dubay@bangormaine.gov
MaineHealth Tobacco Prevention Services | TobaccoPreventionServices@mainehealth.org



CITY OF BANGOR
DEPARTMENT OF
PUBLIC HEALTH AND
COMMUNITY SERVICES



MAINE
PREVENTION
SERVICES

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