

# Maine Tobacco Prevention Success Story:

## HEAL Forges Fruitful Relationships!

### Summary

Health Equity Alliance (HEAL) is proud to announce a strong, mutually-beneficial partnership with the University of Maine and Husson University!

### Need/ Issue (or “Challenge”)

As part of HEAL’s work under Year One of our grant, we needed to complete a comprehensive needs assessment to inform our future tobacco prevention efforts. We realized early on that we wanted scientifically sound data from artfully crafted questions. We didn’t have the expertise or technology to be able to develop this type of survey and collect the data we really needed, so we decided to reach out to our friends in Academia!



### Intervention/ Program Description

After thoroughly combing through the websites of Husson University and the University of Maine, the two nearest universities to our flagship office, we stumbled upon two professors who each had previously conducted research within the LGBTQ+ community. We knew they had the cultural competency, skills, and technical prowess to help design and launch our survey. We knew this could be a mutually beneficial relationship, especially if we took additional steps to clear an IRB process, ensuring our data is publishable. We convened the HEAL Data Team and got to work!

“Without Dr. Ruben and Dr. McKeage, we literally could not have created this survey. It is already yielding incredible results to help inform our prevention efforts. We are so grateful for this incredible partnership!” – Shane Boyes, LGBTQ+ Tobacco and Cancer Equity Coordinator



### Results/ Success

HEAL recently launched a comprehensive, LGBTQ+-informed community needs assessment survey that has cleared the IRB process at the University of Maine. This survey will yield us uniquely beneficial data to help inform future prevention efforts. We hope to have our results available by the end of May 2021!

### Our Partners:

- Dr. Mollie Ruben – Professor of Psychology at the University of Maine
- Dr. Kim McKeage – Professor of Data Analytics & Mathematics at Husson University
- Brittany George – Intern and Senior studying Data Analytics at Husson University

Many, many thanks to this team of incredible academics. HEAL is grateful for this partnership and looks forward to continuing to work with the team through data analysis and publication!



### For More Information Contact Us At:

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