

SHAWNEE PEAK'S TRAILS GO TOBACCO FREE

Maine Tobacco Prevention Success Story

AT A GLANCE

Shawnee Peak, a family owned mountain, is a hub for winter recreation. Before January 2021, their policy was simply "no smoking allowed". With the owners dedication to updating their policy to be comprehensive -- and their mountain to be tobacco-free -- Portland Public Health was able to create a policy perfect for their patrons!

PUBLIC HEALTH CHALLENGE

There is no safe amount of secondhand smoke exposure. Secondhand smoke is when smoke is being inhaled involuntarily by an individual within the vicinity of someone smoking. According to the Center for Disease Control, tobacco smoke contains more than 7,000 chemicals and hundreds of these are toxic and many are cancerous. A study from the U.S Department of Health and Human Services estimated 34,000 non-smoking adults passed away each year from 2005-2009 due to secondhand smoke exposure.

APPROACH

Shawnee Peak is Cumberland County's family mountain. With youth lessons, adults league, dining, lodging and more, this ski mountain has all the accommodations of a resort with a small mountain feel. The Portland Public Health (PPH) Tobacco Prevention Team knew that working to make Shawnee Peak tobacco-free would be a big win, and have a big reach. When Portland Public Health first reached out to Shawnee Peak there policy was a simple "no smoking". The owner was excited when he found out PPH could help him bring their policy up to a comprehensive level and provide signage to help enforce the new policy.

RESULTS

Shawnee Peak now is a 100% tobacco-free mountain and their policy also includes marijuana. This policy reaches a large range of youth and adults across both Cumberland County and individuals who travel to Shawnee Peak to ski from across the state. This will help combat secondhand smoke exposure for skiers and for individuals just looking to sit at the lodge and enjoy the beautiful scenery. Portland Public Health will continue to check in with Shawnee Peak during their slow seasons to see if there are any areas in which they would appreciate technical assistance post-policy implementation. This could be through added signage, enforcement strategies or education/training for their staff.



"We have a pretty simple policy i.e. no smoking - it can certainly be tightened by utilizing Maine Health's language" - Geoff Homer owner of Shawnee Peak



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MAINE PREVENTION SERVICES

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