

Maine Prevention Services: Tobacco Use & Exposure Prevention Statewide Progress Report April-June 2021

The MaineHealth Center for Tobacco Independence supports tobacco use and exposure prevention services at the State- and local-level as part of the Maine Prevention Services initiative. CTI contracts with District Tobacco Prevention Partners (DTPP) in each of Maine's Public Health Districts for local-level implementation of objectives.

Objective 1: Prevent Tobacco Initiation (Policy Objective)



Policy Type	# of Policies Passed	Reach
Schools	3	676 Staff & 3,281 Students
Youth Serving Entities	11	273 Staff & 7,410 Youth
Municipalities & Public Places	9	117,209 Residents/Visitors Reached
Licensed Retailers	N/A	26 Retailer Assessments

Objective 2: Reduce Exposure to Secondhand Smoke (Policy Objective)



Policy Type	# of Policies Passed	Reach
Healthcare Sites	3	5,600 Clients Served & 22 Employees
Multi-Unit Housing	7	311 Buildings, 775 Units, 2,269 Tenants
Workplace	25	35 Buildings & 244 Employees
Behavioral Health	5	9,879 Clients & 228 Employees
Smoke-Free Homes Pledge	N/A	946 Families

Objective 3: Promote Tobacco Treatment (Training Objective)

Non-Clinical Outreach:

134 Social Service Agency & Vet Agency Staff Trained through **15** Trainings

17 Individuals Referred to the Maine QuitLink



Sidekicks:

143 Sidekicks Youth Trained through **8** Trainings

Quarterly Updates: FMI - CTIMaine.org

LGBTQ+ Digital Marketing Strategy Launched

The LGBTQ+ community is disproportionately impacted by tobacco use. To support Maine's LGBTQ+ population in being aware of the Maine QuitLink and feeling supported to quit, CTI launched digital ads on Facebook, Instagram, Grindr and Programmatic Display. In July, the effort will extend to include YouTube and TikTok. [Download the Campaign Toolkit.](#)

CTI Tobacco Treatment and Prevention Conference

CTI's Tobacco Treatment and Prevention Conference took place on June 7-9, 2021. Over 430 people registered for the 2021 conference with representation from several other states as well as a handful of participants from outside the US. With 4 offerings/day, the conference highlighted innovative practices and research in tobacco treatment and control.



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CENTRAL DISTRICT April - June 2021

DTPPs work across multiple settings to help develop, adopt and implement policies that are supportive of tobacco-free environments and provide trainings that are supportive of a tobacco-free life. DTPP are expected to maintain capacity to work on all objectives, though the depth and reach varies by the differences in their local service areas.

Policy-type acronyms are defined as the following:

S: School, YSE: Youth Serving Entity, MUNI: Municipality, PP: Public Place, BH: Behavioral Health, HE: Higher Education, WP: Workplace, MUH: Multi-Unit Housing, H: Hospital, HCS: Healthcare Site

Smoke and Tobacco-Free Policies Passed:

PP: Kennebec Historical Society (250 annual visitors)

PP: Kennebec River Rail Trail (29,624 annual visitors)

MUNI: Town of Fayette (1,140 annual visitors)

BH: Cornerstone Behavioral Health (over 2,000 clients, 48 employees & 88 affiliates)

BH: Water's Edge Therapy (325 clients, 14 employees)

WP: The Bankery, LLC (1 building, 21 employees)

MUH: Gilbert Group LLC (23 buildings, 47 Units, 90 Tenants)

Trainings, Presentations and Assessments Completed:

2 Youth ENDS Presentations (25 reach)

2 Youth Sidekicks Trainings (33 reach)

2 Non-Clinical Outreach Trainings (13 reach)

1 Licensed Tobacco Retailers Engaged With An Assessment or Technical Assistance

Third Quarter Success Stories:

In place of District Tobacco Prevention Partner (DTPP) highlights, CTI is providing a link to the third quarter success stories. These stories highlight the achievements, interventions, and strategies each organization has chosen to feature. Success stories complement the Q3 data points as they move beyond the numbers and connect to the work District Partners are doing within their communities.

To view the Q3 District Partner Success Stories: <https://ctimaine.org/facts/tobacco-reports/>

To receive copies of past Quarterly Tobacco Prevention Infrastructure Reports or Success Stories, please email TobaccoPreventionServices@MaineHealth.org

