

# Maine Tobacco Prevention Success Story

## Summary

Coastal Eye Care worked with Healthy Acadia to update the practice's existing tobacco policy. Coastal Eye Care received a mini-grant to support policy development and free signage to support policy enforcement.

## Need/ Issue

Tobacco use is the leading cause of preventable death in the United States. Each year there are over 480,000 tobacco related deaths, which include over 41,000 deaths caused by exposure to secondhand smoke (U.S.CDC). People who smoke are also more likely to develop eye conditions that can lead to vision loss, including cataracts and macular degeneration (U.S. CDC).



“Coastal Eye Care and Coastal Eye Surgery Center have always had a “No Smoking on Premises” policy. However, we were due for an update to include vaping and e-cigarettes. The expanded policy will provide support and guidance for our staff if questions arise with patients or visitors. Healthy Acadia’s Sarra Bridges was extremely helpful and supportive during the process and we certainly appreciate the signs to educate people who visit our facility. It was an overdue and successful update to our previous policy.”

- Sue Gillette, Practice Manager



## Intervention/ Program Description

Coastal Eye Care staff members worked with tobacco prevention staff at Healthy Acadia to update and strengthen their smoking policy. The update included adding language to address e-cigarettes and vaping. Coastal Eye Care staff members were also happy to receive free signage after passing a new policy so that their clients would be made aware of it. Coastal Eye Care received a \$225 mini-grant to support their staff members in updating and implementing their new policy.



## Results/ Success

Coastal Eye Care now has a strong written policy, to which staff can point, if needed, for enforcement. The practice also has clear signage to communicate its policy, which will help prevent tobacco use on its property. The mini-grant made it possible for staff to spend the time needed to determine precise policy language to best reflect the needs of the practice and its patients.

## For More Information Contact Us At:

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