

Maine Tobacco Prevention Success Story

Topsham Fairgrounds go 100% Tobacco-Free, year-round

Summary

The Topsham Fairgrounds Board of Directors recently recommitted to keeping the fairgrounds tobacco-free by updating their tobacco policy. The entire property comprising the fairgrounds are now 100% smoke and tobacco-free 365 days a year.

Need

Currently 19% of Maine adults and more specifically, 17% of adults in Sagadahoc County, are tobacco users. (2017 BRFSS & 2018 CHNA District Profile) The Centers for Disease Control and Prevention report that “there is no risk-free level of secondhand smoke exposure; even brief exposure can be harmful to health.” With over 50,000 people visiting the fairgrounds throughout the year, it’s in the best interest of the Board to update their policy to protect the health of its visitors.



Intervention

Working with Mid Coast Hospital, their local District Tobacco Prevention Partner, the Board of Directors for the Topsham Fairgrounds updated their tobacco policy, which had not been updated in 11 years. The updates include all tobacco products including electronic vaping devices, marijuana in any form, and smokeless tobacco as well. Additionally, the newly updated policy covers the entire fairgrounds property and is in effect 24 hours a day, 365 days a year.



Results & Sustainability

The updated policy took effect July 1, 2021, making the Topsham Fairgrounds a place where the estimated 35,000 fair attendees, vendors, farmers, and families can breathe clean air. Additionally, the approximate 17,500 visitors to the fairgrounds for a variety of other events throughout the year will also experience a tobacco-free environment and reduced exposure to secondhand smoke.

Over 50 “This Area is Tobacco-Free” signs were ordered by the Board to outfit the buildings and grounds with signage to properly educate and inform the public. The policy is also posted on the fairgrounds’ website.



First Topsham Fair was held in 1855.

Grandstand built between 1863 -1877 and listed on National Register of Historic Places in 1992.



An estimated 52,500 visitors to the fairgrounds each year with events such as horse shows, youth sports, plant sales, food trucks, antiques show, swap meets, and many more.

For More Information Contact Us At:

Mid Coast Hospital
District Tobacco Prevention Partner
207-373-6957



**MID COAST
HOSPITAL**

WWW.MIDCOASTHEALTH.COM



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