

# 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.

