

Finding New Ways to Promote Tobacco Free Policy Assistance.



Background

Lincoln County has three Chamber of Commerce's representing three different regions; the Damariscotta Region Chamber of Commerce, the Boothbay Harbor Region Chamber of Commerce, and the Wiscasset Area Chamber of Commerce. Being part of the Chamber of Commerce is a way for local businesses to network, advertise, and get more involved in the community.

Need for Change

According to the Behavioral Risk Factor Surveillance System, tobacco rates in Maine have hovered around 17% for the past 3 years. The Damariscotta Region Chamber of Commerce recognizes that smoking and the use of tobacco products is detrimental to the health and safety of everyone. To help local businesses protect employees and customers, the Damariscotta Region Chamber of Commerce agreed to run a blurb about the free tobacco policy support that is available to these businesses in their weekly newsletter!

The Intervention

In mid-September, Lincoln County's district tobacco prevention partner (DTPP) reached out to the Damariscotta Region Chamber of Commerce, to see if they would be willing to post a blurb about tobacco policy support in their newsletter or on their Facebook page. The Chamber quickly responded and said they would be happy to include a write-up in their weekly newsletter. The DTPP sent along a write up about the free policy support that can be provided and a photo to go along with it.

Success

Since the write-up was provided to the Damariscotta Region Chamber of Commerce, they run it in all of their weekly newsletters. So far no businesses have contacted the Lincoln County DTPP for assistance with updating their tobacco policy, but this might take a little time. The greatest success with this is seeing the amount of support from the Chamber and having the ability to spread the word of policy help to all who subscribe to the Chamber's newsletters.



TOBACCO-FREE POLICIES CREATE
HEALTHIER ENVIRONMENTS
BY ENCOURAGING TOBACCO-FREE LIVING,
REDUCING EXPOSURE TO SECONDHAND SMOKE
& REDUCING TOBACCO RELATED LITTER.

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