

Maine Tobacco Prevention Success Story: Healthy Brownies Help Knox County Outreach at Penobscot Bay Chamber Business Expo

Summary:

The Knox County Community Health Coalition was one of about 100 exhibitors at the September 8 Penobscot Bay Chamber of Commerce Business Expo, held outdoors in the Rockland Plaza. Hundreds of area residents visited the booth and learned more about the impact of tobacco and assistance to quit nicotine addiction.

Challenges

In Knox County, 8.5% of high school students and 18% of adults have smoked within the past 30 days (2019 MIYHS; 2021 County Health Rankings and Roadmaps). In a time when few public events are scheduled due to COVID-19, it can be difficult to get the word out to the public in person about the dangers of tobacco and about quitting assistance. Working with community partners can help.

“Whether you’re looking for information on health and wellness, home improvement, real estate, banking and insurance, or ways to get more involved in the community, there’s something for you at the Chamber’s Business and Community Expo.”

---Tom Peaco, PenBay Chamber Executive Director

Results/Success

Hundreds of people from the public and from other business exhibitors stopped by the KCCHC booth to try Black Bean Brownies and learn more about smoking and vaping. It gave KCCHC an opportunity to share how it partners with area businesses to create policies and programs to support healthier and tobacco-free lifestyles in Knox County.

After being cancelled in 2020 and in the middle of a COVID-19 surge this summer in Knox County, the Penobscot Bay Chamber of Commerce Business and Community Expo was moved to an outdoor location in the Rockland Plaza. Following days of rain, September 8 was sunny but windy when about 100 exhibitors set up for the Expo, open free to the public from 2-6 p.m. The KCCHC exhibit included information about tobacco/vaping risks and strategies for quitting. KCCHC’s SNAP Educator offered free Black Bean brownies, which were a big hit among attendees. While at the Expo, Becky Hayes Boober promoted DTPP policy assistance to businesses exhibiting and was able to get final policy signatures from a partner. She also connected with several other partners.



For more information, contact:

Knox County Community Health Coalition

beckyhbooberkcchc@gmail.com

207-236-6313, Ext. 2

www.penbayymca.org



KNOX COUNTY
Community Health
Coalition



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