

# Maine Tobacco Prevention Success Story

## Brunswick Outdoor Arts Festival Adds Smoke and Tobacco Free Signage to Event

### Summary

Tobacco Prevention Services and Mid Coast Hospital partnered to create large smoke-free signage available for lend, to any event holder/organization in the community. These large signs ensure that event holders can easily inform event attendees that the entire space at their event is smoke-free. Any local business hosting an event in the community is welcome to use the signs. The Brunswick Outdoor Arts Festival was the first community event to use the new signage! It was a great success as event attendees from all across the state, New England and country attended the event this past summer.

### Need

The 2020 BRFSS reports 16.5% of adults in Maine are current tobacco users. The Brunswick Outdoor Arts Festival attracts adults from all over the state, which means a portion of attendees at the festival may be tobacco users. Displaying this signage reinforces the policy that smoking is not permitted on Maine Street in Brunswick, where the festival takes place.



### Intervention



Since the Town of Brunswick implemented a tobacco-free ordinance that restricts tobacco use on Maine Street, it was important that this event had signage for enforcement since the festival had visitors from all over the state and country that may have been unaware of the policy. The combination of the policy and signage guaranteed that the festival is free of all sources of tobacco and marijuana smoke.

“This year was the 15<sup>th</sup> year of the Brunswick Outdoor Arts Festival. The overall goal of this annual festival is to create a vibrant and healthy downtown, which the tobacco-free event signs reinforced. Ensuring that the event is free of secondhand smoke is key to keeping the event vibrant and healthy.”

*~Debra King, Executive Director, Brunswick Downtown Association*



### Results and Successes

Brunswick’s tobacco-free town ordinance covers the space this event was held. The combination of the policy and large event signs created a clear message to attendees that there is no use of tobacco, marijuana or e-cigarettes not only at the event, but the entire Maine Street as well. It also models an intervention we hope others adopt, increasing the number of tobacco free spaces in our community.

### For More Information

Mid Coast Hospital  
District Tobacco Prevention Partner  
207-373-6928



Mid Coast Hospital  
MaineHealth



MAINE  
PREVENTION  
SERVICES

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