

Tabling and Community Engagement

Maine Tobacco Prevention Success Story

AT A GLANCE

Upon the end of summer, the Portland Public Health's (PPH) Tobacco Prevention Team was able to venture back out to community events and create networking opportunities at tabling events throughout multiple domains, including: youth serving entities, municipalities, animal welfare, and institutions of higher education

..... PUBLIC HEALTH CHALLENGE

There is no safe amount of secondhand smoke exposure. Secondhand smoke is when smoke is being inhaled involuntarily by an individual within the vicinity of someone smoking. According to the Center for Disease Control, tobacco smoke contains more than 7,000 chemicals and hundreds of these are toxic and many are cancerous. A study from the U.S Department of Health and Human Services estimated 34,000 non-smoking adults passed away each year from 2005-2009 due to secondhand smoke exposure.

APPROACH

PPH has been working to maintain relationships and remain in our contacts' minds while events and in-person gatherings had halted over the past year and a half. The team did so by doing newsletters, hosting virtual events, and attending coalition meetings. This active online presence created connections that led to tabling at in-person events this summer where our team could directly speak to community members and have conversations about the importance of tobacco-free spaces and resources for those looking to quit using tobacco. The team created an interactive trivia game for people of all ages to learn more about tobacco use and prevention. This trivia game drew people in and started beneficial discussions.



..... RESULTS

PPH, over the course of one month, was able to table at five different events with a cumulative reach of roughly 750 community members across Cumberland County. Not only are these events an effective way to directly reach communities, they also provide us the opportunity to work with the other organizations that table at these events and whomever hosts the event. Future policy and presentation plans were discussed each time we tabled.

**"You all had the best table at this event
since it was interactive!"**

Faculty Member at Southern Maine Community College