

Smoke-Free Goughan's

Local family farm commits to healthy spaces for families of all ages.

Y5 Ext - Q2
April 2022

THE OBSTACLE

It is known that family support has a beneficial impact on protecting health-risk behavior in adolescents. This includes, but rightfully is not limited to, the onset of nicotine use. When looking at the Maine Integrated Youth Health Survey (MIYHS), one can recognize a potential correspondence between family disconnection and increased tobacco product use. 83% of surveyed middle schoolers participate in mealtime with their parents, only 8% of the same students expressed current use of vape devices. When high school students were given the same questions, 58% participate in sit down meals with parents, and the number of teens who express using vape products increases to 28%. In addition to MIYHS data, An article from the International Journal of Environmental Research and Public Health, titled "Family Support as Smoking Prevention during Transition from Early to Late Adolescence: A Study in 42 Countries."¹ further supports this idea.

SUMMARY

Living in such a rural area as Aroostook County, there is not a surplus of activities where families of all ages can come together to participate. This can be limiting to the growth of family support through late adolescent years, which we know is a most influential time.

Goughan's Berry Farm is one of the most beloved multi-season locations in "The County" for families of all ages to visit. Known for having a wide variety of seasonal offerings, it is not uncommon to see people return again and again throughout the year.

This family-led, 580 acre farm is packed to the brim with all things family oriented. When the snow has melted, people come to grab spring blossoms, or in the summer pick fresh berries, play mini golf, and pay a visit to the donkeys Wilbur and Lily and the other animals in the petting barn while they cool off with the best home made ice cream around. In the fall, people can pick from an assortment of pumpkins, and complete activities in the most incredibly designed corn maze while they try not to get lost. When the ground starts to get cold, families select a Christmas tree and hand made wreaths to prepare for the winter season up ahead.

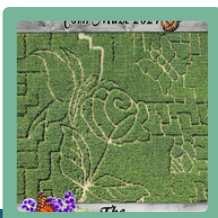
“Our family-run farm takes great pride in providing our community with a clean, safe and educational environment for families to enjoy.

By making our establishment a smoke-free place, it ensures our customers and guests that we are committed to following through with our goals of providing a safe environment.

Working with Chastity and the ACAP team was an enjoyable and easy process. They're here to offer our community and it's businesses, as well as individuals with all the tools and guidance needed to be smoke-free and live healthier lives.

Our family has teamed up with ACAP on several occasions and we look forward to continued partnerships in the future.

-Katherine Shannon
Farm Manager



SUMMARY CONTINUED

Each of these activities provide a great opportunity for family development, conversations and building amazing memories. This increases the need for a smoke-free policy, to make sure that family time enjoyed on the farm is not clouded with smoke and instead filled with opportunities to build relationships, and strengthen protective factors in younger generations.

HOW DID WE GET HERE?

Since the mission at Aroostook County Action Program is to *make life better* for those in the communities we serve, and to meet the needs of families at a multi-generational level. It seems fitting that the collaboration between Goughan's Berry Farm and ACAP would be a great starting point for policy work. Goughan's has collaborated with Women Infants and Children (WIC) through ACAP for the past several years providing a farmers market with fresh, locally grown fruits and veggies at an easy to access location during several WIC clinics through the summer.

District tobacco prevention partner, Chastity Holland reached out to one of the Goughan's daughters and farm manager, Katie Shannon, last year while they shared a slow moment during a WIC farmers market event. Chastity shared an opportunity to help work on a smoke-free policy for the farm, knowing the process would not be a very quick one. Not that Katie lacked interest, but finding the time to devote to reviewing and implementing a policy amid planting, harvesting, and running all of the activities on the farm during the peak of the busy season was sure to be challenging. If you know anyone who works on a farm, you know that daily life can be rather hectic for a majority of the year. Thankfully, the process of policy work has been simplified through the hard work of those at MaineHealth's Center for Tobacco Independence. The pre-established templates make it super easy to use and make minor adjustments as necessary.

With this policy for the farm, we wanted to highlight the importance of making sure that all of the areas that are heavy with public population, which varies through the year, would be covered. Along with the policy, we provided enough signage for the permanent locations and sandwich boards that could be rotated through the different u-pick fields, corn maze, and food trucks at the farmers markets. We know that having visible signage is important to the implementation and adherence of a smoke-free policy.

CONCLUSION

Goughan's Berry Farm is doing some incredible things to build family support as a protective factor. By providing family-friendly activities through most of the year, they are providing opportunities for people to come together and share meaningful conversations. With signage and a policy that is personalized to the farm they can build on the importance of being smoke-free.

As the District Tobacco Prevention Partner for Aroostook County, Chastity is here to make the process of policy work as simple as possible for the businesses that work so hard to serve our communities.



Interested in learning more?

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