

Maine Tobacco Prevention Success Story

Maine Prevention Services grantees collaborate for greater reach

Mid Coast Hospital and Southern Midcoast Communities for Prevention co-host a training that reaches both of their target audiences for their respective grant objectives.

Mid Coast Hospital, a Maine Prevention Services District Tobacco Prevention Partner and Southern Midcoast Communities for Prevention, a Maine Prevention Services District Substance Use Prevention Partner, collaborated to reach local retailers that sell alcohol and tobacco products. Data from the 2019 Maine Integrated Youth Health Survey (MIYHS) show that 62% of Sagadahoc County high school students think that they could easily get alcohol, and 50% think they could easily get cigarettes if they wanted some. Additionally, 48% report seeing advertisements for tobacco products at local retail stores.



A breakfast forum and training was planned and owners, managers, and shift leaders of all retailers holding a liquor and/or tobacco license in Sagadahoc County, Brunswick, and Harpswell were invited. The training covered the importance of protecting their establishments from an illegal or underage sale, how to properly check identification, and other essential components of Maine state liquor and tobacco retail laws. Sagadahoc County Sheriff Joel Merry and Division Director of Liquor Licensing and Enforcement Larry Sanborn were guest speakers at the event.



Fourteen individuals representing 14 different establishments attended the training. Eight licensed tobacco retailers were in attendance and Mid Coast Hospital's Tobacco Prevention Coordinator connected one-on-one with each of them. Each tobacco retailer completed the tobacco retailer assessment and was given a tobacco retailer toolkit, including information about the "NO BUTS!" online training. Three retailers ordered more "Tobacco 21" signage for their stores and two retailers expressed interest in policy review and assistance.

"We pride ourselves in collaborating to minimize duplication and maximize engagement opportunities for our community. Our manager forums are one example of many successful efforts."

- Jennah Godo, Prevention Manager



At left, Sagadahoc County Sheriff Joel Merry welcomes attendees.

For More Information:
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Mid Coast Hospital
MaineHealth



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