

Maine Tobacco Prevention Success Story

Moderation Brewing Company embraces tobacco-free environment

Summary

Moderation Brewing Company combats environmental waste, doubles-down on its family-friendly atmosphere, and supports Brunswick's tobacco-free Maine Street ordinance by adopting a 100% smoke and tobacco-free policy.

Need

Currently 19% of Maine adults and more specifically, 13% of adults in Cumberland county, are tobacco users (2017 BRFSS). Tobacco waste is the most common type of litter in the world and Moderation employees have observed cigarette butts, Juul pods, and other tobacco waste on their property.

Intervention

In an effort to invest in the wellness of their employees and patrons, the co-owners of Moderation Brewing Company worked with Mid Coast Hospital, their local District Tobacco Prevention Partner, to draft and adopt a comprehensive Smoke and Tobacco-Free policy for their business. The policy prohibits the use of tobacco products in any form and the prohibition of smoking includes marijuana. The policy is in effect at all times and covers all areas of their property, including their outside beer garden which has become their primary seating area for patrons since the COVID-19 pandemic. In adopting the policy, Moderation was given free signage to inform the public that their business is smoke and tobacco-free.



“As a small business, it was important for us to make this investment for not only our patrons but for our employees as well.”

- Mattie Daughtry & Philip Welsh,
Co-Owners, Moderation Brewing
Company



Success

Moderation has received zero complaints about their new policy and many patrons have commented on the signage. Co-Owner Mattie Daughtry shared “the signs have been great conversation starters and people have given us really positive feedback.”

For More Information:
Mid Coast Hospital
Tobacco Prevention Program
207-373-6957



Mid Coast Hospital
MaineHealth



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SERVICES**

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