

Maine Prevention Services: Tobacco Use & Exposure Prevention Statewide Progress Report April-June 2022

The MaineHealth Center for Tobacco Independence supports tobacco use and exposure prevention services at the State- and local-level as part of the Maine Prevention Services initiative. CTI contracts with District Tobacco Prevention Partners (DTPP) in each of Maine's Public Health Districts for local-level implementation of objectives.

Objective 1: Prevent Tobacco Initiation (Policy Objective)



Policy Type	# of Policies Passed	Reach
Schools	1	400 Staff & 2,169 Students
Youth Serving Entities	12	371 Staff & 20,319 Youth
Municipalities & Public Places	9	87,493 Residents/Visitors Reached
Licensed Retailers	N/A	34 Retailer Assessments

Objective 2: Reduce Exposure to Secondhand Smoke (Policy Objective)



Policy Type	# of Policies Passed	Reach
Healthcare Sites	2	12,50 Clients & 6 Employees
Workplace	17	34 Buildings & 90 Employees
Higher Education	1	40 Students & 3 Employees
Multi-Unit Housing	8	18 Buildings, 53 units, 94 tenants
Smoke-Free Homes Pledge	N/A	4 Families

Objective 3: Promote Tobacco Treatment (Training Objective)

Quitting Tobacco Together (QTT):

80 Social Service Agency & Vet Agency Staff Trained through **7** Trainings

41 Individuals Referred to the Maine QuitLink

Sidekicks:

198 Sidekick Youth Trained through **7** Trainings

1 Sidekick Adult Trained

Quarterly Updates: FMI - CTIMaine.org

- Digital Marketing Campaign Launched:** To support ongoing promotion of the [Maine QuitLink](#) and collaboration with the Maine CDC Communications strategies, CTI recently launched a flight of the Quit Your Way Campaign. The digital media advertisements focus on the message that “No matter what your quit journey looks like, the Maine QuitLink has the tools to support you. When you're ready to quit smoking, vaping, or other tobacco use, choose the option that's right for you.”
- FY23 Tobacco Treatment Training & Education Schedule Being Released Soon:** The [Annual Tobacco Treatment and Prevention Conference](#) was hosted virtually during Q4 FY22. The Conference focused on “Evolving Nicotine and Tobacco Products: The Emerging Challenges and How to Move Forward” and features speakers and participants from across Maine and the United States. New Training and Education opportunities for FY23 will be announced soon on [CTIMaine.org/Events](#), please watch the calendar for trainings, webinars, and other professional development opportunities.

