

Things Will Be Great When You're Downtown

Summary

With the world slowly opening back up from pandemic lockdown, Healthy Communities of the Capital Area (HCCA) is out in the community, refreshing old relationships and welcoming new businesses who've joined the downtown districts in Kennebec County -- all while promoting smoke-free norms and passing smoke-free workplace policies!

Challenge

Smoke-free and tobacco-free policies can make the biggest difference in our communities to change the perception that smoking is a normal adult activity, and to create supportive environments for adults who are trying to quit - making it one of US CDC's evidence-based interventions we focus on the most. However, given the global pandemic, many community partners have been overwhelmed and unable to prioritize creating or updating a policy.

Intervention

HCCA staff decided to visit a different downtown each month this summer, dropping off "This is a Smoke-Free Area" signs to promote smoke-free norms, and offering a \$100 Thank You Grant to downtown businesses willing to protect their employees from secondhand smoke through a new or updated written policy. Downtown business owners were very welcoming and gracious, and many were so happy to have free signage to help enforce smoke-free spaces they put them up right away! Augusta was particularly well-positioned to discuss smoke-free spaces, due to the new Boys and Girls Club opening downtown at the end of summer.

Results

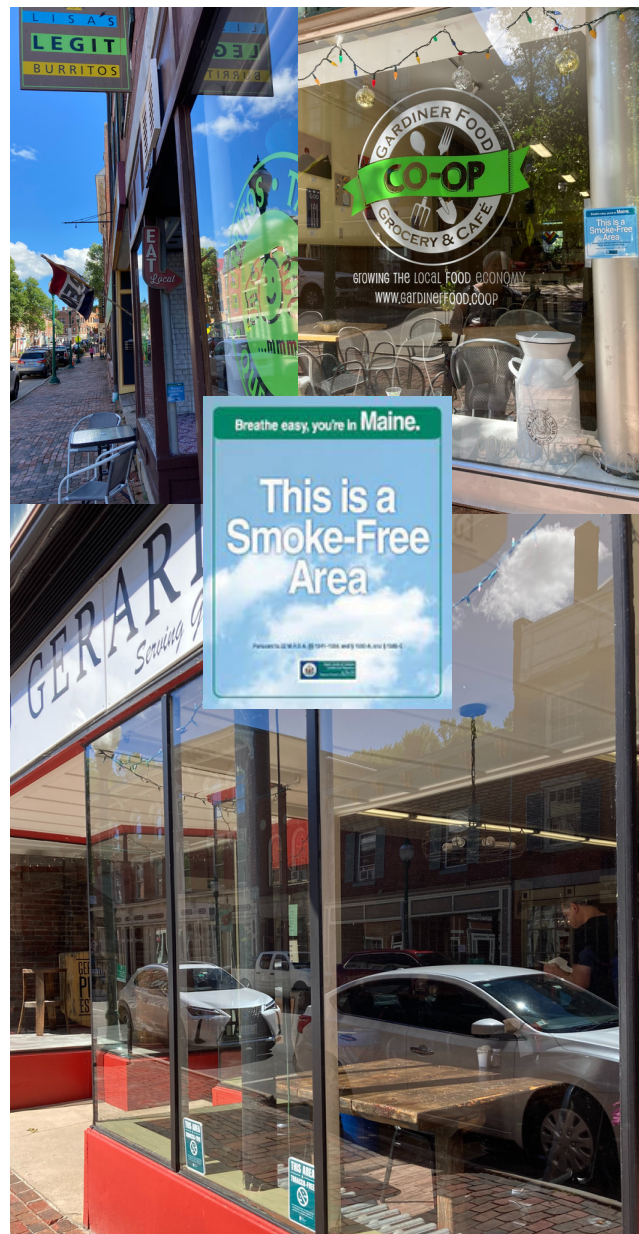
In addition to spotting our free signs in many windows, we've been thrilled to help so many downtown businesses create new smoke-free policies and get bigger, better signs, including:

- Gardiner Food Co-Op & Cafe
- Krome Hair Salon
- Gerard's Pizza
- Lisa's Legit Burritos
- Otto's On the River
- Wrapped Up Coffee House

We look forward to working with even more businesses as we continue our downtown outreach!



For More Information, Contact Us At:
Healthy Communities of the Capital Area
e.deprey@hccame.org
(207) 588-5342
www.hccame.org



"Gerard's is 100% committed to keeping ourselves and our community smoke free to ensure healthy lives!"

STACY CARON, OWNER
GERARD'S PIZZA
GARDINER, ME