

Maine Tobacco Prevention Success Story

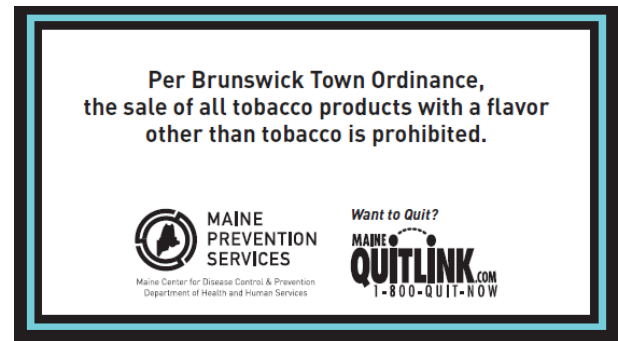
Town of Brunswick Bans Sale of Flavored Tobacco Products

The Brunswick Town Council unanimously adopted an ordinance that prohibits the sale of flavored tobacco products in the town. The comprehensive ban is a step forward for the health and safety of local youth to prevent the initiation of tobacco use.

Flavored tobacco use rates from national and local youth health surveys is alarming. 45% of Cumberland County high school students have ever used an e-cigarette (2019 Maine Integrated Youth Health Survey). Menthol and other flavored tobacco products have been shown to be starter products for youth, with the Truth Initiative reporting that 8 out of 10 youth who use e-cigarettes started with a flavored product. The 2021 National Youth Tobacco Survey results show that 85% of current e-cigarette users report using a flavored product, and the most common flavors reported are fruit, candy, desserts, and other sweets.

Community partners advocated to successfully pass Brunswick's flavor sales ban. Partners included youth, schools, parents, healthcare, former tobacco users, the American Cancer Society, Campaign for Tobacco Free Kids, Maine Public Health Association, the Brunswick School Board, several local town councilors, and others concerned for Brunswick youth. The sales ban passed unanimously.

All licensed tobacco retailers in Brunswick were notified about the new ordinance prior to the June 1, 2022 effective date. MaineHealth's Center for Tobacco Independence worked with Mid Coast Hospital, the District Tobacco Prevention Partner serving the town of Brunswick, to create retailer materials to educate and inform employees and customers of the flavor ban. Additionally, Mid Coast Hospital met with and gathered input from the Brunswick Town Clerk and local law enforcement for awareness materials and support needed.



Retailer toolkits consisting of posters, window clings, stickers, and a letter were created and mailed to all tobacco retailers before June 1st.

Three months into the ordinance taking effect, Brunswick's Town Clerk has received zero calls regarding the flavor sales ban. The Brunswick police officer assigned to enforcement of the ordinance conducted a pre- and post- assessment of the stores for flavored tobacco products and also reports no concerns within the first three months.

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



Mid Coast Hospital
MaineHealth



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