

# Maine Tobacco Prevention Success Story

## Shaping the Built Environment to Reduce Tobacco Effects

Since 2017, District Tobacco Prevention Partners have supported 53 public place, 115 municipal, and 230 workplace policies covering a population of 606,415 people, 45% of Maine's statewide population!

The built environment touches all aspects of our lives, encompassing the buildings we live in, the distribution systems that provide us with water and electricity, and the roads, bridges, and transportation systems we use to get from place to place. It can generally be described as the man-made or modified structures that provide people with living, working, and recreational spaces. Cigarette smoking remains the leading cause of preventable disease, disability, and death in the United States, accounting for more than 480,000 deaths every year, or about 1 in 5 deaths. The greatest changes in smoking prevalence have resulted from population wide interventions: economic measures to reduce access to tobacco; laws and regulations restricting tobacco use, advertising, promotion, and sales of tobacco products; smoke-free and tobacco-free policies, and multicomponent public-education campaigns.



Maine Health Center for Tobacco Independence (CTI) Tobacco Prevention Services initiative is built on a strong partnership with fifteen community-based sub-recipients, District Tobacco Prevention Partners (DTPP), across three focus areas: prevention of youth initiation; reducing exposure to secondhand smoke; and promotion of tobacco treatment through the Maine QuitLink.



During this initiative, DTPPs supported municipalities in their districts and the public places and workplaces within those municipalities, to adopt comprehensive smoke-free and tobacco-free policies through population wide interventions. All of those individual policies combined make a greater impact to support the overall health of the built environment. These tobacco-free and smoke-free policies cover both indoor and outdoor of municipal properties, public places, recreation areas, and worksites. In essence, promoting and supporting the health of their community members, employees and visitors. Additionally, DTPPs supporting workplaces operating in downtowns or on main streets ("heart of town") further supports the health of the local employees, community members and visitors.

For example, The Capital Area has the Kennebec River Rail Trail that welcomes locals and visitors alike for walking, running, cycling, skateboarding, rollerblading, and dog walking. The 6.5 mile trail parallels the existing rail bed along the Kennebec River, and stretches from Augusta Maine's Waterfront Park, through the towns of Hallowell, Farmingdale and Gardiner. Healthy Communities of the Capital Area, the local DTPP supported the Kennebec River Rail Trail to adopt a tobacco-free public place policy. HCCA also supported these local towns and the businesses within to adopt smoke-free and tobacco-free policies. These combined municipal, public place and workplace policies support the built environment of the community members who live, work and play to improve the health behaviors, and, ultimately, the health of individuals and families in the Capital Area/Kennebec County, Maine.



### For More Information Contact Us At:

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