

Tobacco Prevention Works; Use by Maine Youth is Declining! 2016-2022

In 2016, the Maine Prevention Services Tobacco Prevention Program was initiated with funding from Maine CDC. Its stated goal was to align with the U.S. CDC's Best Practices for Comprehensive Tobacco Control Programs (2014) to implement a mix of **evidence-based strategies** that are comprehensive, sustained and accountable. To prevent youth initiation of tobacco, its guidance primarily focuses on establishing **comprehensive smoke and tobacco free policies** and social norms in youth settings. This program built on efforts started in Maine in the early 2000s, following the Tobacco Master Settlement Agreement.

The Challenge

2012

Approximately **\$43 million** was spent in Maine by the tobacco industry to market its products



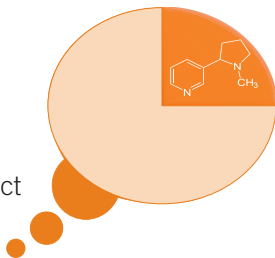
2019

Nationally, the major manufacturers of smokeless tobacco spent about **\$576 million** on advertising and promotion



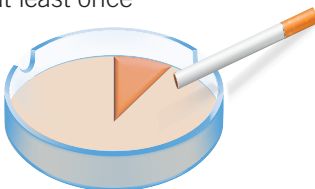
2017

25% of HS students who vape believed nicotine was in the vape product



2017

9% of HS students used cigarettes at least once over the past 30 days



2019

29% of HS students vaped on at least one day over the past 30 days

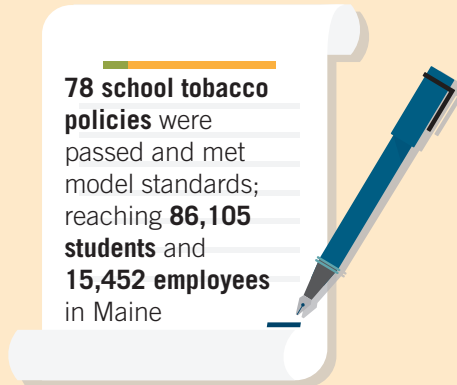


The Tobacco Prevention Solution

Tobacco Prevention Specialists across the state worked as part of Maine Prevention Services to pass comprehensive tobacco policies in youth settings, doing presentations, and trainings to educate youth about the harms of tobacco products.

2017 - OCT 2022

78 school tobacco policies were passed and met model standards; reaching **86,105 students** and **15,452 employees** in Maine



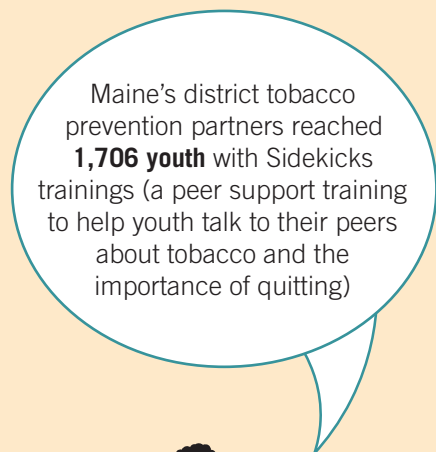
SEPT 2019 - SEPT 2022

315 presentations were delivered by Maine's district tobacco prevention partners regarding the harms of tobacco with a focus on electronic cigarettes and vaping; reaching **12,270 youth**



SEPT 2019 - SEPT 2022

Maine's district tobacco prevention partners reached **1,706 youth** with Sidekicks trainings (a peer support training to help youth talk to their peers about tobacco and the importance of quitting)



The Results

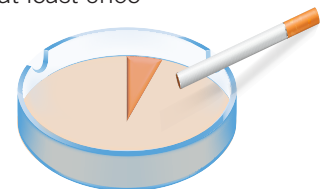
2021

58% of HS students who vape believed nicotine was in the vape product



2021

5.5% of HS students used cigarettes at least once over the past 30 days



2021

19% of HS students vaped on at least one day over the past 30 days

