

# THE LINK

Connecting facts and ideas  
for those working to create  
an environment in Maine that  
supports tobacco-free living.

 **Healthy Maine Partnerships**  
Partnership For A Tobacco-Free Maine  
Maine Department of Health and Human Services  
Maine Center for Disease Control and Prevention

SPRING ISSUE 2008

## Wherever You Live and Breathe, Go Smoke-Free

*New Media Campaign Set to Launch*



The profoundly damaging health consequences of involuntary exposure to tobacco smoke have been well researched and widely publicized. As then Surgeon General Richard Carmona stated, "The debate is over. The science is now indisputable: secondhand smoke is not a mere annoyance. It is a serious health hazard that can lead to disease and premature death in children and nonsmoking adults."

Children who are exposed to secondhand smoke are at an increased risk for sudden infant death syndrome, lower respiratory infections, middle ear disease, more severe asthma, respiratory symptoms, and slowed lung growth. Children whose par-

*Continued on page 2*

## New DVD Alerts Women to Risk of Cardiovascular Disease



Did you know that cardiovascular disease is the leading cause of death among Maine women? More people will learn this fact, as well as other important heart health information, thanks to a new DVD titled "Wisdom Gained from the Heart."

The eleven-minute DVD, hosted by Kim Block of WGME, presents experts describing the signs and symptoms of cardiovascular disease (CVD) and its two major risk factors, smoking and diabetes. Also featured are Maine women who share their personal stories of surviving and coping with CVD.

The production is a collaboration of the Maine Center for Disease Control and

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ents smoke and who grow up in homes where smoking is allowed are also more likely to become smokers themselves.

While the home is the major setting where children are exposed, many are also exposed to secondhand smoke in vehicles. Nationally, almost one in four children ages 3-11 lives in a household with at least one smoker. In Maine, according to the 2006 Maine Youth Tobacco Survey, 48.3% of youth in grades 6-12 were exposed when they were in the same room with someone who was smoking on one or more days during the past week, and 12.5% were exposed every day during the past week when they were in the same car with someone who was smoking. The concentrations of secondhand smoke in vehicles can reach very high levels, according to recent empirical research done by Harvard researchers.

### Another Legislative Achievement in Protecting Children

There is good news in Maine, however. "An Act To Protect Children in Vehicles from Secondhand Smoke," LD 2012, was signed by Governor John Baldacci on April 10, 2008. This bill prohibits smoking in a motor vehicle by the operator or passenger when a person who has not attained 16 years of age is present in that motor vehicle, regardless of whether the motor vehicle's windows are open.

From September 1, 2008 to August 31, 2009, a law enforcement officer shall give a written warning to an operator or passenger of a motor vehicle who is in violation of this section. Beginning September 1, 2009, a person who violates this section commits a civil violation for which a fine of \$50 must be assessed, except that a law enforcement officer may give a written warning.

### A Campaign for Where You Live

Clearly, Maine has recognized that when adults smoke around children, it's like the children are smoking. An educational campaign is underway now to publicize the health effects of

secondhand smoke on children, as well as the benefits that the new law will bring by protecting children under 16. Decals for cars and homes will be part of this campaign.

The campaign's tag line is *Wherever You Live and Breathe, Go Smoke-Free*. Brochures will offer tips to assist in the transition to a smoke-free home and car. For example, parents are reminded to set firm rules against smoking in their home and their car, and to have sugar-free gum or mints on hand to offer to smokers as a substitute. Family and friends who smoke can be politely asked to never smoke around children. Parents are also encouraged to talk with their children about secondhand smoke. They can help their children develop

good ways to ask adults not to smoke; for example, teaching even young children to say directly but politely, "Please don't smoke around me."

Free decals and brochures to support the campaign are available by visiting [www.tobaccofreemaine.org](http://www.tobaccofreemaine.org) or contacting your local Healthy Maine Partnership.

And please remember to keep the number of the free, confidential **Maine Tobacco HelpLine (1-800-207-1230)** handy for those who may now be ready to quit tobacco.

**Wherever You Live And Breathe, Go Smoke-Free.**

- Set firm rules against smoking in your home and car. If anyone asks to smoke, be polite and firm, say "Please don't." Most people will understand.
- Offer smokers a substitute— keep sugar-free gum or mints on hand.

smoke around your  
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Smoke-Free!

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HELPLINE  
And it works.

Maine Center for Disease  
Control and Prevention  
An Agency of the  
Department of Health and Human Services  
Director: Beth A. Young, Commissioner

**When You Smoke Around Kids, It's Like They Are Smoking.**

Tobacco smoke has over 4,000 chemicals. Over 50 of them are known to cause cancer. Children are especially at risk from the dangers of secondhand smoke because their lungs are still growing. In fact, children who are exposed to smoke in their homes are more likely to develop:

- asthma
- bronchitis
- pneumonia
- colds
- coughing/wheezing
- sore throats
- ear and eye infections
- allergies

There is no safe level of secondhand smoke around children.

— U.S. Surgeon General's Report, 2006

**Protect the health of your child. Make your home a smoke-free home.**

Prevention, The Partnership For A Tobacco-Free Maine, the Maine Cardiovascular Health Program, and the Diabetes Prevention and Control Program.

## How to Reduce the Risk

By controlling and modifying the risk factors of tobacco and diabetes, a woman can significantly reduce her chances of CVD. Smoking, for example, involves two major chemicals, nicotine and carbon monoxide. Nicotine is a stimulant that increases both blood pressure and the tendency for blood to clot. Women who smoke and use oral contraceptives also greatly increase their risk of coronary heart



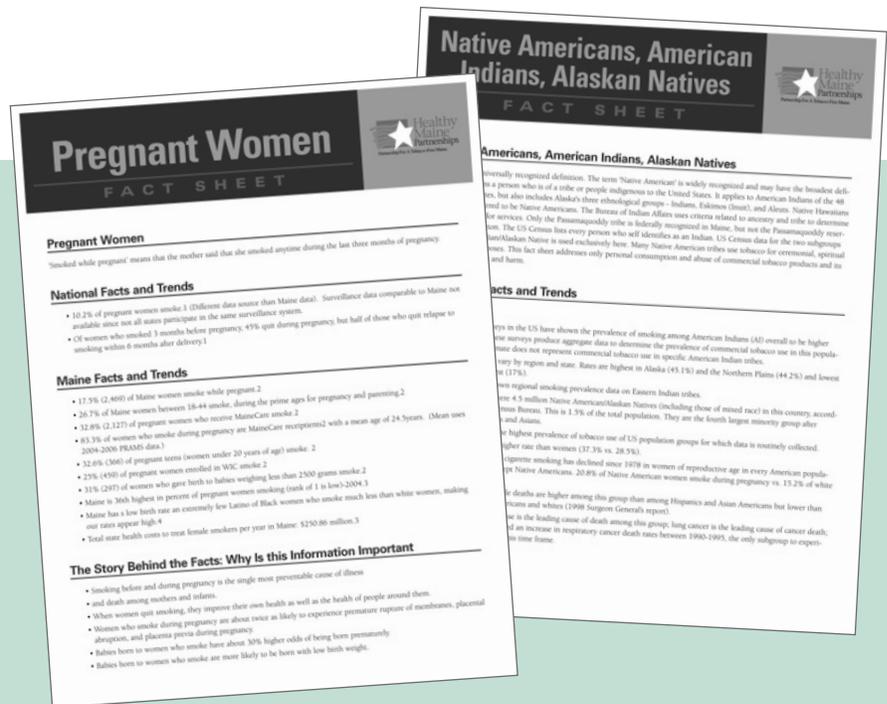
disease and stroke.

In addition, smoking does harm by decreasing HDL (good) cholesterol. A woman who quits smoking can reduce her risk of CVD and stroke, and the benefits are greater the younger she quits. However, women of all ages benefit when they quit tobacco.

Women often quit only when symptoms of disease or illness appear. The truth is that women who smoke are affected years earlier and should quit as soon as possible to avoid tobacco-related diseases and death.

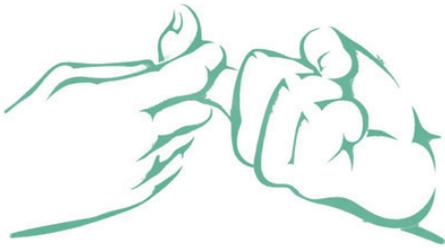
PTM encourages using the DVD to raise awareness to women about the increased risk for CVD for those who smoke. It's available to the Healthy Maine Partnerships, Comprehensive Community Health Coalitions, District Tobacco Coordinators, diabetes education programs, cardiac rehabilitation programs, hospitals, community centers, and worksites. The DVD will become a component of the Women's Heart Health Spokesperson Training, but can be used alone in offices or as part of presentations.

To receive a free copy of the DVD, contact Elizabeth Foley, Chair, Maine Women and Heart Health Committee at 207-622-7566, ext. 297 or email [efoley@mcd.org](mailto:efoley@mcd.org)



PTM strategic planning fact sheets, used to quantify and explain the effect of tobacco use on various disparate populations, are now available on our website. Go to <http://www.tobaccofreemaine.org/facts.html>.

# The Amistad Community Gets Healthy *with PTM Support*



*The Partnership For A Tobacco-Free Maine has announced a new initiative with the Amistad Community, the leading provider of mental health peer services in Maine.*

National data show that people with mental illness and behavioral health issues have tobacco use rates well above the national average. It's estimated that 75% of the Amistad Community smoke. To change that, peer center members have expressed a need for onsite support to quit smoking.

Amistad recently received funding from the Maine Health Access Foundation to develop a new initiative called "Healthy Amistad." The Partnership For A Tobacco-Free Maine was chosen to provide training, education, and resources to support a peer-to-peer approach to treatment designed by center members.

The Amistad Community was formed in 1982 by families of adults facing severe and persistent mental illness. Now described as a Peer Support and Recovery Center, this successful nonprofit operates the Peer Support and Recovery Center in Portland; peer support programs in the emergency rooms at Maine Medical Center and at Riverview Psychiatric Center; and the statewide Maine Warm Line.

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**Learn more about Amistad  
at [www.amistadinc.org](http://www.amistadinc.org)**

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## **NOW ONLINE:** Results from the 2006 Maine Youth Tobacco/Alcohol Use Survey



The summary of findings on youth smoking from the 2006 Maine Youth Tobacco Survey and the Maine Youth Drug and Alcohol Use Survey will be published on the PTM website. This survey, conducted every two years in collaboration with the Office of Substance Abuse, is the data used primarily for evaluation of PTM program initiatives. Another school survey, the Youth Risk Behavior Survey (YRBS), used for the program's long-term surveillance, is published by the national Centers for Disease Control and Prevention. The two surveys are done in alternate years, using different methodologies, which may yield slightly different results.

## **PTM WELCOMES NEW STAFF MEMBER**

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Becky Pearce is the new PTM Office Assistant. She has worked at the Maine Arts Commission for the past 2 years so she has an understanding of Maine State Government. Her background is in education. She has been a college instructor in the field of Human Communication for the past 20 years, and her emphasis is in interpersonal communication. She has taught at both Thomas College and Kennebec Valley Community College in Maine as well as others across the country.

# Targeting *The Pine Tree State Sportsman and Gun Show*

By Nate Morse, *Healthy Community Coalition*

The Healthy Community Coalition (HCC), a Western District Healthy Maine Partnership located in Wilton, Maine, promotes healthy lifestyles at many different events held in our region.

In 2006 a new event, *The Pine Tree State Sportsman and Gun Show*, arrived in Franklin County. Our staff went to the event to evaluate whether we should participate. We saw that US Smokeless Tobacco, a sponsor of the show, had set up a tent where free samples of their new flavored tobacco product was being offered. Furthermore, college students were running the tent. Given the presence of a tobacco vendor and the large attendance of males aged 18-24—a hard-to-reach target population for tobacco cessation efforts—this was an event we needed to be at.

**HMP  
COMMUNITY  
SPOTLIGHT**

**The Healthy  
Community  
Coalition,  
Wilton**

In 2007 and 2008 the HCC, our parent organization Franklin Community Health Network, and the Partnership For A Tobacco-Free Maine occupied three vendor booth spaces to promote good health and counter the presence of the tobacco vendor. Offering a contest to win a kayak, our staff was able to draw many visitors to our booth. We offered a free blood pressure check, and anyone who participated was eligible to win the kayak. In the five minutes it takes for an accurate blood pressure reading, we asked several health-related questions, some about tobacco use. In 2007, we met with 250 individuals. In 2008, we met with over 500, with

54 of those documented as tobacco-related conversations. Given these numbers, and the quality of our conversations, we know we're making an impact—helping many of our neighbors and friends take steps toward a tobacco-free life.



## American Legacy Foundation Awards Grant to PTM

The Partnership for a Tobacco-Free Maine is excited to announce it has received a *truth*<sup>®</sup> or Consequences Youth Tobacco Prevention Grant from the American Legacy Foundation. The grant program is intended to leverage the Legacy media campaign to support community-based tobacco prevention efforts.

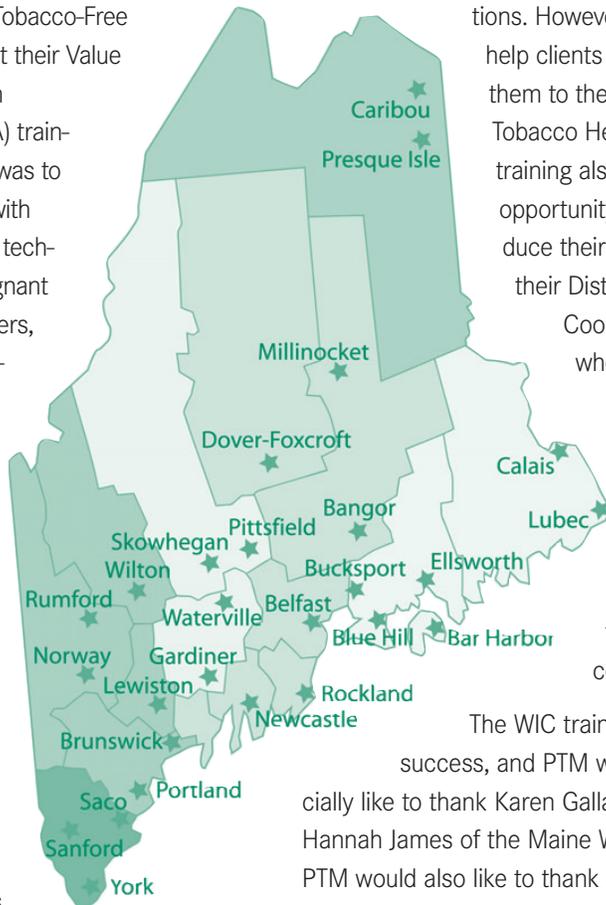
The PTM proposal will help youth explore and present the principles of the *truth*<sup>®</sup> campaign through the use of theater, specifically the process-drama method. The groups working with PTM are

the River Valley Healthy Communities Coalition in Rumford and Piscataquis Public Health Council in Dover-Foxcroft.

Youth will be involved in all aspects of this program, from writing stories and scripts to developing promotional materials. Assisted by trained theater facilitators, the youth groups will then perform their work—a dramatic interpretation of tobacco issues affecting them and their communities. It's hoped that the project will have applications to benefit more youth throughout the state.

# PTM Brings Special Trainings to WIC

The Maine Women, Infants and Children Nutrition Program (WIC) recently invited the Partnership For A Tobacco-Free Maine to present at their Value Enhanced Nutrition Assessment (VENA) trainings. The purpose was to provide WIC staff with materials and brief techniques to help pregnant women, new mothers, and parents of children who smoke to quit tobacco. In their presentation, PTM and the district clinical outreach team from the Center of Tobacco Independence included information on nicotine addiction, second-hand smoke issues, cessation treatment, and specifics about the Maine Tobacco HelpLine.



Time constraints for WIC staff make it extremely difficult to provide brief interventions. However, they can help clients by referring them to the Maine Tobacco HelpLine. The training also provided an opportunity to introduce their WIC staff to their District Tobacco Coordinators, who described their roles and resources. This will provide the foundation for further collaboration.

The WIC trainings were a success, and PTM would especially like to thank Karen Gallagher and Hannah James of the Maine WIC program. PTM would also like to thank everyone who participated in making this training a success.

## District Tobacco Coordinators (DTC)

District 1	Mary Cook
District 2	Toby Simon
District 3	Sarah Mayberry Erin Guay Nate Morse
District 4	David Cross
District 5	Abigail Densmore
District 6	Bonnie Irwin
District 7	Sally Christ
District 8	Martha Bell Joanne Nelson

### A special thank you to Fred Wolff and the CTI outreach team:

- Ann Tyler
- Marice Reyes Tran
- Luis Garcia
- Martha Bell
- Jeanine Draut

## Meeting Schedules for District Tobacco Coordinators and PTM Announced

Teleconference and face-to-face meetings with District Tobacco Coordinators (DTCs) and PTM staff have been scheduled for the first Wednesday of each month. Telephone conferencing occurs from 2:00 to 3:00 p.m. Quarterly meetings, sponsored by PTM, are being held at varying sites throughout the state. PTM and DTCs are collaborating to develop agendas, which include general updates, “burning issues,” briefings on tobacco initiatives, and background information.

# The 2008 Youth Summit Against Tobacco: It's Magic

The 4th Annual *Stop. Quit. RESIST!* Anti-Tobacco Youth Summit, held on April 7th & 8th at the Augusta Civic Center, conjured up new ways for Maine youth to fight Big Tobacco.

The 2008 Summit featured keynote speaker James Warren from Ithaca, New York, who has spoken about tobacco to over 500,000 students at schools across America and at similar conferences. Most unique about Warren's presentation was its format, which avoided the dryness of a lecture by showcasing his singular talents of illusion.

For over a decade Warren performed at the Magic Castle, a famous but private magic club in Hollywood. His audiences

there included the celebrities Michelle Pfeiffer, Sinbad, Goldie Hawn, and Smokey Robinson. At the Youth Summit, Warren used his "magic of the mind," or "mentalism," to discuss the influential power



wielded by Big Tobacco—especially, and most appropriately, the illusions and deceptions of its marketing.

Sponsored by the Partnership For A Tobacco-Free Maine and organized by the Maine Youth Action Network and the 2008 Summit Youth Planning Team, the Summit focuses on three goals:

**STOP** tobacco companies' lies and manipulation.

Help people to **QUIT** smoking and/or support others who want to quit.

**RESIST** the pressure to smoke and help their peers resist too.

PTM continues to fund and support this event, believing in the importance and power of youth in efforts to combat the influence of Big Tobacco. Youth from grades 7-12 gain knowledge, information, resources, skills, and connections through workshops and social networking. They also have the opportunity to participate in action planning, using what they've learned in their communities and schools.



## Searching for the latest data? Check out these helpful links:

For the toll of the cost in lives and medical costs from tobacco use in Maine: <http://tobaccofreekids.org/reports/settlements/toll.php?StateID=ME>. See also section on research and facts.

For additional data from MATS survey, link to our reports on <http://www.tobaccofreemaine.org>

For additional MYDAUS/YTS survey, link to our reports on <http://www.tobaccofreemaine.org>

For county or regional youth data: <http://www.maine.gov/maineosa/survey/home.php>

For other Maine and national data from YRBSS: <http://apps.nccd.cdc.gov/yrbss/>

For other Maine and national data from BRFSS: <http://apps.nccd.cdc.gov/brfss/index.asp>

For the most recent facts on tobacco use in the state of Maine, visit <http://www.tobaccofreemaine.org/facts.html>

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Printed under appropriation #014-10A-9922-022  
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*The Link is published by the Partnership For A Tobacco-Free Maine (PTM).*

*The mission of PTM is to reduce death and disability from tobacco use among Maine residents by creating an environment supportive of a tobacco-free life.*

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Partnership For A Tobacco-Free Maine

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