


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

Fall ISSUE 2008

PTM Tobacco Intervention: Training Now Online and On the Road



The PTM “Tobacco Intervention: Basic Skills Training” teaches professionals how to incorporate tobacco treatment messages into their professional practices. The training is taking on a whole new look for the

2008–2009 season. For the first time, the training is being offered in two distinct parts: The first half of the training is now an online training which participants can access and complete at their office or home computer; the second half of the training is the traditional in-person training which is held from 8:00 am to noon several times throughout the state (to be more easily accessible).

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PTM Sharpens Skills at Summer Institute 2008

The Summer Institute 2008 was held this past July in Phoenix, Arizona. This training event was funded by the Centers for Disease Control and Prevention, Office on Smoking and Health (OSH). The training is required by CDC which pays for staff to attend to learn the latest topics in tobacco control. The theme of the Institute was *Shifting to a Higher Gear*. Some PTM staff attended and participated in workshops including: “Reaching Higher Ground: Managing Conflict in Tobacco Control



The Summer Institute
Shifting to a Higher Gear

Collaborations,” “Strategies for Reducing Tobacco Use among Young Adults,” “Disparities: Beyond the Strategic Plan,” “Comprehensive Tobacco Control: Using Process and Outcome Evaluation to Build the Evidence Base for Best Practices,” “Media Advocacy,” and “Tools for Success: Advanced Health Communications.”

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Fred Wolff, Manager of the Education and Training Program for the Center for Tobacco Independence, which conducts the training program on behalf of the Partnership For A Tobacco-Free Maine, believes that the new format will make the program more accessible to more health providers. "With ever-increasing demands on their time and resources, providers are finding it increasingly difficult to take time out of their schedules to attend a full-day training," says Fred.

Registration is available on the PTM website, www.tobaccofreemaine.org; by fax (207) 622-7135; or by calling CTI at (207) 662-7154. The cost of the training is \$50.00 per person for the entire training. Once an individual completes registration and payment, they are given access to the online program. Completion of the online training is required in order to participate in the in-person trainings held throughout the state (Part 2 of the Basic Skills Training).

The online modules, which take approximately 1 1/2 hours to complete, include:

- Module One: "About the Partnership For A Tobacco-Free Maine"
- Module Two: "What's the Harm?"
- Module Three: "Tobacco Dependence"
- Module Four: "Tobacco Dependence as a Pediatric Onset Disorder"
- Module Five: "Tobacco Treatment Medications"
- Module Six: "Tobacco and Metabolism"

The morning in-person sessions will cover:

- Module Seven: "Review of the Online Content with Questions and Answers"
- Module Eight: "Behavioral Change Theory"
- Module Nine: "Encouraging Change"
- Module Ten: "Brief Interventions"

The schedule for these in-person training components is:

10/14/08	Presque Isle
11/3/08	Farmington
11/13/08	Wells
12/2/08	Orono
12/11/08	Freeport (special Basic Training for dentists & dental hygienists)
3/4/09	Rockport
4/1/09	South Portland

Please contact the Center for Tobacco Independence for more information: (207) 662-7154, tobaccotrng@mmc.org

PTM Sharpens Skills at Summer Institute 2008 Continued from page 1

The Summer Institute 2008 is a leadership and training forum designed to provide expert instruction and applied activities in an effort to increase knowledge, build capacity, and increase competency in the area of tobacco prevention and control and public health practice. Recognized experts from around the country led over 20 courses

in topic areas ranging from advocacy to evaluation, and economics to leadership.

Opening plenary speaker was Matthew McKenna, MD, MPH, Director, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion, Coordinating Center for Health Promotion, Centers for Disease

Save the Date!

Intensive Tobacco Treatment Training and Conference

April 14 & 15, 2009

Wyndham Hotel
South Portland

The conference theme this year is "Tobacco Treatment and Weight Management," focusing on concerns about the weight gain that often accompanies quitting tobacco. As always, the standard curriculum describing how to conduct Intensive Tobacco Treatment will also be covered.

For more information, please contact the Center for Tobacco Independence

(207) 662-7154

tobaccotrng@mmc.org

Control and Prevention, who spoke about Tobacco Control in the U.S. 2008 as a national perspective.

The Institute was a good opportunity to build upon existing knowledge and skills through course participation as well as networking with others from across the country.

Ready, Set, Click: PTM Website Launches

The long awaited and highly anticipated new Partnership For A Tobacco-Free Maine (PTM) website was finally launched August 18, 2008. The PTM website was redesigned this past year because PTM has grown as a tobacco prevention program, the volume of tobacco information has increased, and a wide audience of organizations, professions and individuals need information about tobacco and PTM. The site offers trainings, resources, and information about the latest PTM initiatives to reduce tobacco use and tobacco-related illness.

To accomplish this, the website has been designed to be as user-friendly as possible with multiple ways to navigate through the site. The homepage is basically broken up into three parts. At the top there are a series of links entitled "Just for You" that are divided into six groups that hold information for specific populations. The middle rotating section showcases PTM's current initiatives and can be easily accessed by clicking on the "Learn More" button in the rotating display. The bottom segment contains five boxes, which cover the four goals of PTM, 1) Prevention, 2) Secondhand Smoke, 3) Quitting, and 4) Disparities [under "Explore the Facts," see "fact sheets"] The final box contains information on training and how everyone can take action in the struggle to stop people from dying a premature death because of tobacco.

Once an area has been chosen to investigate, the bottom portion of the screen splits into three sections with the "Just for You" bar still at the top for easy access. The section on the left now contains the topics from five boxes from the bottom of the homepage. Clicking on any of these five bars produces a drop down menu with a breakdown of each of the topics. The section in the middle and the top navigational bar remains in place for easy access to the other populations. On the right, you can click on the "Learn More" button for additional information on the subject, and for links outside of the PTM website, go to "Additional Resources on the Web."

Anyone entering the site will quickly discover that this new site has much more to offer than the old one. In addition to

children not to smoke or what to do if they already do, go to the section specifically designed for parents to get answers. If you're an employee or employer concerned about smoking in the workplace, you'll find all the laws pertaining to smoking in the workplace environment. If you want to quit smoking, you can obtain information on how to quit, when to quit, and the number to call for help in quitting. If you have just received your first copy of the latest "Link" newsletter and are interested in back issues or want to share the newest edition, you can



improving the appearance and navigation, the site has a plethora of information on tobacco and tobacco-related issues. This new site should hold the answer to most tobacco questions. If not, simply send us an email and we'll do our best to find the answer. We are hoping this website will serve many people across the state of Maine because of the expansive resources that can be gleaned from it; everyone from parents and educators to providers and communities can benefit from using this site. Be sure to check back from time to time to find updated information about new tobacco laws, PTM programs and activities, media, downloadable forms, and links to other resources as they become available.

There literally is something for everyone on this website. If you're a parent wanting information about how Big Tobacco targets children, or interested in how to teach your

check out previous volumes or share the current "Link" by sending the URL to an associate, friend, or family member. If you're a Healthy Maine Partnership interested in ordering media materials, you can order your materials directly from the site.

We at PTM are very excited about the launch of our new website and hope that you will find it helpful and easy to navigate. Please send us your input/feedback about the site so we can make it more user-friendly for all. You can reach us by clicking on "Contact Us" at the bottom of any page then by clicking on ptm.dhhs@maine.gov. Your email will be sent directly to us, and we hope to answer all emails within 72 hours. This website is just one small step for PTM but one giant leap for the people of Maine.

STRATEGIC PLANNING AT PTM: The Process for Success

Partnership For A Tobacco-Free Maine began a Strategic Planning process with a gathering of over 100 stakeholders in November 2007. The planning process was designed to include champions and representatives from populations in Maine disproportionately affected by tobacco to work along with program staff and collaborating partners to develop a plan that will reach those groups of people who are exposed to and use tobacco products the most.

PTM's strategic planning process brings together everyone's best and most reasoned efforts and ensures they have important value in building a consensus about where our organization is going. We also hope to facilitate bridge-building between leadership, program staff, key collaborators, and new partners. PTM anticipates that the plan will be truly strategic and not merely a long-range plan.

Reducing tobacco-related disparities through new, innovative interventions was considered within each of PTM's three goal areas: preventing new tobacco use, reducing secondhand smoke exposure, and helping smokers quit. The original Work Teams were charged with accomplishing five tasks which were to:

- 1) accomplish an environmental scan of the demographics and characteristics of the population;
- 2) identify the challenges and settings across the three goal areas;
- 3) develop strategies for tobacco control and prevention within the population for each of the three goal areas;
- 4) prioritize the strategies; and
- 5) develop action steps, timelines, and assignments.

Workgroups at the session in November 2007, and populations that PTM has identified as disproportionately affected by tobacco use and secondhand smoke exposure are: youth and young adults; women and pregnant women; lesbian, gay, bisexual, and transgender (LGBT) groups; immigrants/new Americans; Native Americans; people with behavioral health diagnoses; and people with chronic disease diagnoses. The list also includes individuals with low socioeconomic status (SES) whom PTM reaches through MaineCare, rental housing, social service providers, and the other groups with tobacco-related disparities listed above, since even in other identified groups, people with low SES tend to smoke the most. These groups are identified with Maine data whenever possible or through national data and from published literature when Maine data is not available.

Participants developed lists of strategies to address tobacco use and secondhand smoke exposure specific to disparate populations. Since November, PTM staff and Carol Kelly, contractor for facilitating the planning process, have compared the strategies to existing PTM objectives and created new objectives as necessary to encompass new strategies. Carol and PTM staff will soon prioritize the new list and PTM's ongoing objectives to create a complete strategic plan for the program. Action steps and assignments will occur later. For all its initiatives, PTM intends to identify a specific audience in order to be effective with its strategies and efficient with its funding.

MORE smoke-free places in Portland!

With a 7-to-1 vote, the City of Portland City Council passed an ordinance regulating no smoking at and within 20 ft of all PLAY-GROUNDS/ATHLETIC FIELDS and BEACHES. *Kudos to all who supported this positive change from the existing resolution!*

Joan B. Ingram, MPH
Project Director, Healthy Portland
Public Health Division, City of Portland

Smoke-Free Decals Are a Hit!



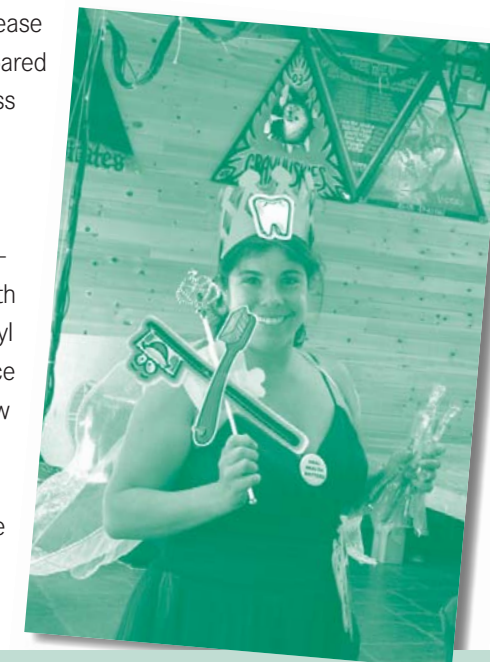
The Smoke-Free car decals, supporting the recent second-hand smoke media campaign, have proven to be a popular community outreach tool. To keep up with the demand, we have restocked our supply. In addition, we distributed the decals at the University of Maine football game vs. James Madison on Saturday, September 27 at 6 pm — the popular friends and family weekend event. We look forward to seeing the decals on motor vehicles throughout the state. Get yours today!

PTM ATTENDS FIRST ASL Deaf Health Fair

The Partnership For A Tobacco-Free Maine was pleased to “hear” about and attend a new event, the **ASL Deaf Health Fair** held August 22 at the beautiful Camp Cobbossee in Monmouth. This was a rare and valued opportunity to reach out to a group that can find it difficult to access prevention services and health information.



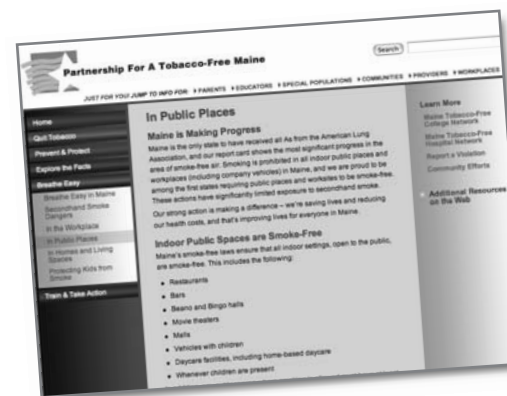
A wide range of Maine Center for Disease Control and Prevention programs prepared displays. Meryl Troop, Language Access and Deaf Services Coordinator, Maine Office of Multicultural Affairs provided American Sign Language interpreters so that those of us in the hearing community could communicate directly with members of the deaf community. Meryl provided us with information in advance of the event to help us understand how to speak to a deaf person through an interpreter. While the deaf community appreciated the health information, the presenters gained an appreciation of deaf culture.



Deaf and hard-of-hearing persons were less likely to report receiving preventive information from physicians or the media, and more likely to report receiving it from a deaf club.

<http://archfami.ama-assn.org/cgi/content/abstract/9/6/518>

By the Book: The Evolution of Smoke-Free Laws in Maine



Maine's tobacco laws are primarily designed to protect the public from involuntary exposure to secondhand smoke in the workplace and in places into which the public is invited or allowed. What many Maine residents don't know is that the first Workplace Smoking Act became law in 1985, and has been strengthened over time. In 1993 a Public Place Law was

enacted. Later (1999), restaurants were added, and in 2001, bar and beano games became smoke-free statewide.

These laws prohibit the smoking of tobacco products, but do not regulate the use of other tobacco products such as chew, snus or snuff.

While Maine employers can go beyond Maine law, employers in Maine may not require employees, or prospective employees, to refrain from tobacco use when they are not at work. Further, according to Maine law, Maine employers may not discriminate against employees, or prospective employees, as a condition of employment. In plain words, Maine employers cannot decide that they will not hire those who use tobacco outside of employment.

During the 123rd session of the Maine Legislature Public Law, Chapter 591 was passed. Sec. 1.22 MSRA §1549 makes it against the law to smoke in a motor vehicle when a minor under the age of 16 is present. The law applies even if the windows in the vehicle are open.

To see Maine's tobacco laws and the rules that ensure the enforcement procedures, please go to the following section of our website by clicking on the following link: www.tobaccofreemaine.org/breathe_easy/in_public_places.php

To learn more, please contact the Partnership For A Tobacco-Free Maine at (207) 287-4627 or contact Carol Riemer Coles at (207) 287-4626 or by email at carol.r.coles@maine.gov.

MARK YOUR CALENDAR

October 3, 2008
**American Lung Association of
 Maine Annual Meeting & Awards
 Luncheon**
[www.maine.org/Events/
 event_calendar.asp](http://www.maine.org/Events/event_calendar.asp)

November 3, 2008
**The Annual Maine Public Health
 Association Meeting**
Augusta Civic Center
www.maine.org

November 14 & 15, 2008
**25th Annual Peer Leadership
 Conference**
**Atlantic Oakes By the Sea,
 Bar Harbor, ME**
[www.myan.org/myan3/
 projects/conference](http://www.myan.org/myan3/projects/conference)

November 19, 2008
**8th Annual Obesity Workshop
 by Maine Harvard Prevention
 Research Center**
Wednesday, November 19th
Maple Hill Farm, Hallowell

November 20, 2008
Great American Smoke Out
www.cancer.org

April 14 & 15, 2009
**Intensive Tobacco Treatment
 Training and Conference**
email: tobaccotrng@mmc.org

April 30 & May 1, 2009
**Stop. Quit. Resist! Maine Youth
 Anti-Tobacco Summit**
www.myan.org/myan3

Tedford Housing to Go Smoke-Free

By *Don L. Kniseley,*
Executive Director, Tedford Housing

Tedford Housing, based in Brunswick, will implement a smoke-free building policy this fall. Tedford operates two homeless shelters and 21 units of permanent, supportive housing for formerly homeless adults and families in Brunswick, Bath, and Augusta.

"This was a difficult but important step for us," says Don Kniseley, Tedford executive director. "We recognize that a majority of our tenants smoke and are addicted to tobacco, but we feel it is important to send a message about the harmful effects of tobacco."

Don reports that the emergency shelters have always been nonsmoking. However, Tedford has previously allowed tenants to smoke in apartments that are subject to standard rental leases. There are several reasons for the new policy that prohibits smoking anywhere inside Tedford's apartment buildings:

- *Maine law requires a smoke-free environment for our employees*
- *We do not want our nonsmoking tenants to be exposed to smoke*
- *We are concerned about children being exposed to smoke*
- *Maintenance costs will decrease significantly if we have smoke-free buildings*
- *Going smoke-free will reduce the possibility of fire due to smoking*

"We went about this very deliberately and slowly," says Don. "Our management team first discussed this change last spring and we met with Access Health in Brunswick, the local Healthy Maine Partnership, to plan the best way to implement the policy. We wanted to give plenty of notice and to give tenants time to voice their concerns." The Tedford Housing board of directors approved the new policy in a unanimous vote in July.

Don reports that while many tenants are not happy about the change, most understand and appreciate why Tedford is moving to a smoke-free building policy and have indicated that they will be able to comply.

Access Health is partnering with Tedford to provide assistance to tenants who are interested in quitting smoking.



Why Address Tobacco in the Homeless Population?

National data has reported that between 70% and 99% of the homeless population uses tobacco. That is approximately three times higher than the general population! The good news is that 75% of homeless individuals who smoke would like to quit tobacco. Therefore programs to improve smoking cessation outcomes in this population could ultimately reduce tobacco related disease and mortality.

We thank Don L. Kniseley of Tedford Housing for his article.

PTM Draws Crowd at Passamaquoddy Event

On August 8, 2008, the Partnership For A Tobacco-Free Maine, in collaboration with other Maine Center for Disease Control and Prevention programs, shared health information with attendees at the 2008 Pleasant Point Passamaquoddy Community Health Fair. This annual event, held at the start of Indian Day Weekend celebrations, drew a big crowd and featured a silent auction, tee shirt sales

and more. Everyone stayed for the large number of items offered as door prize drawings.



PTM Participates in Rural Health Study

The Partnership For A Tobacco-Free Maine (PTM) recently responded to a request for letters of interest from the New England Rural Health RoundTable (NERHRT) to partner and help develop a proposal to address smoking among rural pregnant women in New England. PTM will be collaborating with the other New England Tobacco Control Programs and the NERHRT to help identify current strategies and interventions. The collaboration will provide background information for a proposal. The NERHRT report (2007) "Rural Data for Action: A Comparative Analysis of Health Data for the New England Region" summarized various health statistics of rural and non-rural areas in New England and identified maternal smoking during pregnancy as an issue.

The report can be downloaded at
www.newenglandruralhealth.org/policy/report.htm

Maine BRFSS 2007 Data Results

Adult smoking rate at 20.2%

The rates are still unchanged from several previous years.

- 2003 23.7%
- 2004 21.0%
- 2005 20.8%
- 2006 20.0%

Young adults rate at 28.7%

2007 is the third year that young adults (ages 18-24) have had smoking rates under 30%.

- 2004 34.9%
- 2005 26.6%
- 2006 28.3%

These changes are not statistically significant, but are encouraging.

The smoking rates for those with a high school or GED education:

- 2003 31.3%
- 2004 27.2%
- 2005 27.3%
- 2006 30.6%
- 2007 28.4%



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Control and Prevention
An Office of the
Department of Health and Human Services

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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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 **Healthy Maine Partnerships**
Partnership For A Tobacco-Free Maine

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