

THE LINK

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

 **Healthy Maine Partnerships**
Maine Department of Health and Human Services
Partnership For A Tobacco-Free Maine

WINTER ISSUE 2010

Youth Tobacco Prevention – Keeping Up the Fight

For the first time since 1997, Maine’s youth cigarette smoking rates went up, according to the 2009 Youth Risk Behavior Surveillance System.

PTM and anti-tobacco advocates are heeding this as a wake-up call that can’t be ignored. Although there were some recent changes in the survey methodology which may account for some small portion of the changes, PTM is still concerned with this upswing. We consider our powerful counter advertising, community initiatives, and youth advocacy training over the past decade to be successful. However, most youth who were exposed to those messages have now become adults. There are always new youth who need to receive the anti-tobacco messaging to prevent them from becoming addicted to tobacco.

In the years that public health has stepped up its efforts to prevent youth from smoking, the tobacco

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Maine toughens laws against secondhand smoke

WORKPLACES: Smoking is banned by current Maine workplace law in all enclosed indoor areas of the workplace. This includes a ban on smoking in all employer-owned and employer-leased vehicles. Smoking is also banned in

**Breathe easy, you’re in
Maine.**

employee-owned vehicles when such vehicles are being used in the course of work whenever other employees or another person is in the vehicle for work-related reasons.

Smoking is also prohibited in residential facilities licensed by DHHS when an employee is physically present to perform work there.

Employers in Maine may only allow smoking outdoors, at least twenty (20) feet from entryways, vents, windows and doorways, and not in a location that will allow smoke to circulate back into the building. (Public Law 2009, Ch. 300 and 22 M.S.R.A. §1580-A).

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OVERKILL: How tobacco also harms the environment

April 22, 2010 marks the 40th Anniversary of Earth Day. It's a good time to bring to light the impact that tobacco has upon our environment. The effects go beyond secondhand smoke, ranging from litter, to deforestation, to pesticides.



Tobacco is the number one cause of preventable death in the world, and cigarette butts are the most littered item in the world (www.CigaretteLitter.org). Plus they take an average of 25 years to decompose. Thomas Novotny, a professor of epidemiology at UC San Francisco, says, "For people who smoke, tossing a butt on the ground is part of the whole ritual . . . it's not considered litter." Fortunately, there is better news in Maine. "Ever since Maine state law

made common areas in state parks and historic sites smoke-free, the air is cleaner and so are the parks," according to Gary Best from the Maine Department of Conservation. Best also says "The volume of litter has been reduced [because] of the absence of cigarette butts found on the ground at the parks."

Deforestation is regarded as the most significant environmental problem worldwide. Many scientists believe deforestation is contributing to climate

change. In cigarette production, copious amounts of wood are used to cure the tobacco, to make the paper in which to roll the tobacco, and to package the product. Brazil is the third largest producer and number one exporter of tobacco in the world. It's estimated that Brazilian farmers use 60 million trees each year in the production of tobacco—a lot of trees to kill to make a product that kills people and harms the environment in such a devastating way.

The pesticides used on tobacco are another environmental problem. During their three-month growing period, tobacco crops require over a dozen applications of pesticides, fertilizer, and herbicides. Not only do these chemicals seep into the soil and pollute waterways and ecological systems, they also poison the farmers who harvest the tobacco. The idea of using poison to grow a product that is poisonous? That seems ludicrous!

We tend to focus on the health effects of smoking, but the dangers of tobacco have far-reaching consequences, with global ramifications. The litter, deforestation, and pesticides are yet more reasons to stop Big Tobacco from producing their poison. Help yourself and those around you by taking a stand against tobacco on this 40th Anniversary of Earth Day!

What's your policy on tobacco-free community recreation?

Community recreation policies that send strong, clear, and consistent tobacco-free messages are an important part of preventing youth from starting to use tobacco.

This is a tobacco-free playing field. Use of all tobacco products is prohibited.



The PTM Tobacco-Free Community Recreation Initiative gives community recreation departments and other community programs tools for developing policies that promote tobacco-free environments.

Encourage your neighbors to adopt the Tobacco-Free Community Recreation program.

No-cost signage can be ordered after a policy is reviewed and accepted by PTM.

For more information about this PTM initiative visit the PTM website at www.tobaccofreemaine.org or contact Garth Smith at garth.smith@maine.gov.

MARK YOUR CALENDAR

March 24
Maine Tobacco-Free Hospital Network Award Ceremony

March 24
Kick Butts Day

April 27 and 28
Bar Harbor, Maine
Intensive Tobacco Treatment Training and Conference

May 31
World No-Tobacco Day

Youth Tobacco Prevention *Continued from page 1*

industry has not stopped their research and marketing to appeal to youth and addict new customers. Tobacco Industry resources far exceed those of public health; they have developed new products and new packaging that are insidious.

PTM strongly encourages individuals, organizations, and communities to continue to work to prevent youth initiation of tobacco use.

Evidence still shows that changing laws and policies that restrict access to tobacco and exposure to cigarette smoke are effective deterrents. Hard-hitting media campaigns, when combined with other interventions, will also decrease youth initiation of tobacco use.

The tobacco industry is continually inventing new items to attract youth and get around the smoke-free laws. These new products are dissolvable nicotine mints called Orbs (which look like regular breath mints), dissolvable nicotine strips (which look like regular breath strips), and Snus (pronounced “snoose”) a spitless chewing tobacco. Adult role models need to be aware of these new products so they can be prepared to talk with youth about these products. The tobacco industry promotes these products as being able to be used

anywhere and anytime. Adults need to educate youth that these products are still tobacco and still harmful.

CDC recommends restricting sales of tobacco products to minors and restricting advertising in stores. In fact, the new FDA law has been called a green light for local policies to reduce marketing and

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sales of tobacco products and to deglamorize tobacco products. We also can continue to reduce the availability of tobacco to youth.

An important prevention strategy for youth is their

observation of adult role models not using any tobacco product. The public health community needs to work harder to have everyone, including smokers, prevent smoking in homes and cars where youth are likely to be exposed to the proven detrimental health effects of secondhand smoke. Reducing exposure to secondhand smoke using bans that prevent youth from seeing adults smoking is an important prevention tactic. We need to be vigilant about compliance with the laws and policies we already have in public places and workplaces to show youth that smoking is not desirable or acceptable.

Preventing youth from ever starting to smoke is the most important step in reducing the state’s smoking rates and the resulting disease, disability, and death. Even current smokers whom we have talked to agree that focusing on prevention is the most effective use of our resources.

Maine toughens laws *Continued from page 1*

OUTDOOR LOCATIONS: Smoking is prohibited in, on or within twenty (20) feet of common areas, including beaches, playgrounds and public places (including restrooms) at Maine’s state parks and historic sites. Smoking is also prohibited in outdoor eating areas of bars, restaurants, and snack bars—at any eating establishment where food or drink is served to the public for consumption on the premises—24 hours a day, 365 days a year. (Public Law 2009, Ch. 140 and 22 M.S.R.A. § 1542 SUB-§ 1 & 1550)

Remember....”The scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke.”

The Health Consequences of Involuntary Exposure to Tobacco Smoke. A Report of the Surgeon General. Atlanta GA: U.S. DHHS CDC Office on Smoking or Health 2006.



For a healthier home, take the Smoke-Free Home Pledge



The Smoke-Free Housing Coalition of Maine, in collaboration with the Partnership For A Tobacco-Free Maine and Healthy Maine Partnerships, is urging parents around Maine to protect their children and families from exposure to secondhand smoke by pledging to ban smoking in their homes. By visiting www.smokefreeforme.org/pledge, parents can pledge to make their home smoke-free. Families who sign up will receive free information to create a smoke-free home; tips on how to talk with their children about tobacco use;

and a Smoke-Free Fun Pack that includes magnets, decals, and a postcard with space for children to create their own artwork that can be submitted for posting on the Coalition's website.

Secondhand smoke contains over 4,000 chemicals, 40 of which cause cancer. Laws protect most Mainers from being exposed to these deadly toxins in public places, workplaces, restaurants, and bars. But it's a different story at home, where people spend almost 70% of their time. Secondhand smoke is especially dangerous to children, the elderly, and those with respiratory disorders. Children exposed to secondhand smoke at home have an increased risk of developing ear infections and respiratory track infections, and are 44% more likely to suffer from asthma. A smoke-free home is a great way to significantly reduce these risks.

Anyone can take the pledge. Visit the Smoke-Free Housing Coalition of Maine's website, www.smokefreeforme.org, and click on the "Take the Smoke-Free Pledge" button. The website also features facts about smoke-free housing, including information on how to locate smoke-free rentals in your area.

—Amy Olfene, Program Coordinator,
The Breathe Easy Coalition of Maine



Kudos!

KUDOS TO Jim Tasse, Program Director of Healthy Casco Bay and Toby Simon, the Cumberland District Tobacco Coordinator. They successfully worked with the Yarmouth Town Council to adopt a tobacco-free policy resolution for all the town's playing fields. Signs will be posted soon, and Jim and Toby hope that other towns will adopt similar policies.

Jim and Toby have also been working with the Casco Bay YMCA in Freeport to develop walking and hiking trails and have also provided input on the tobacco use policy in their employee handbook.

KUDOS ALSO GO TO the Choose to Be Healthy HMP and Mary Cook, District Tobacco Coordinator, for the role they played in assisting the Town of York in passing a tobacco-free resolution for all the town's beaches. The Resolution passed as part of the town's beach management plan and became effective in January, 2010. The resolution includes three beaches: Short Sands, Long Sands, and Cape Neddick Beach. The HMP will be assisting the town's recreation director with a public education campaign.

Through with Chew resources available

PTM was excited to take part in our first Through with Chew week, February 14-20. Promoted by the National Center For Disease Control, this annual effort educates the public about the harmful effects of smokeless tobacco products and encourages users to quit.

We specifically targeted parents, coaches, and teachers with messages about the harmful effects of chew and snuff, as well as the new industry products aimed at youth.

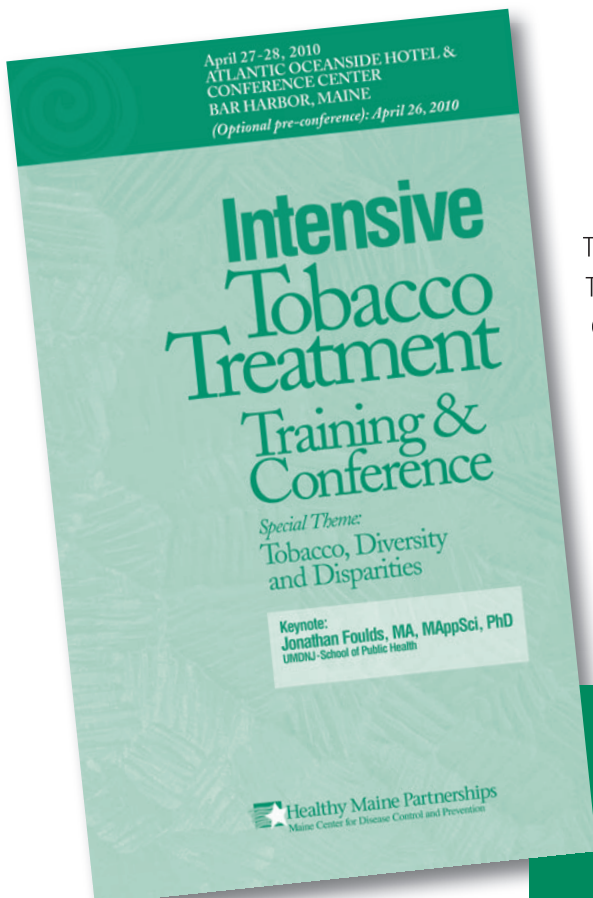
As part of the promotion, we created a spit brochure information card that addresses chewing tobacco, the dangers of tobacco use, and how the Tobacco Industry targets youth. New PTM Action Sheets inform coaches about the negative impact of tobacco use on athletic performance. All resources are now available through our online ordering system.



Tobacco Treatment Training & Conference April 27-28

The Partnership For A Tobacco-Free Maine will hold its annual Intensive Tobacco Treatment Training & Conference on April 27-28 at the Atlantic Oceanside Hotel & Conference Center, Bar Harbor, Maine. The special theme for this year is *Tobacco, Diversity and Disparities* with keynote speaker Jonathan Foulds, Ph.D., from the University of Medicine and Dentistry of New Jersey. First-time participants as well as those who have attended in past years are welcome. Multiple curriculum tracks are available.

As a bonus, an optional pre-conference will be held April 26, 2010: "Group Intensive Tobacco Treatment: The New Jersey Model," also featuring Jonathan Foulds.



To view the brochure, go to www.tobaccofreemaine.org/documents/176-001-10%20Trng%20Bro.pdf or call CTI at (207) 662-7154 or email tobaccotrng@mmc.org.

Better patient care through the PTM-Enhanced Clinical Outreach Program



Visits include the following:

1. An initial site assessment conducted in a face-to-face session that examines practice factors and office resources for tobacco treatment. The assessment examines self-reported behavior around systems and provider approaches with patients who use tobacco and includes measures of self-efficacy.

2. A one-hour on-site CME in-service to educate staff on tobacco dependence and brief interventions. Feedback on the initial assessment is also provided. An opportunity to begin discussion about the changes the team would be willing and able to implement often takes place.

3. A plan formulated for designing a team-based office system for conducting brief interventions leading to:

- a. Increased tobacco treatment at your clinic and/or;
- b. Increased referrals to the Maine Tobacco HelpLine.

4. Ongoing support and resources for integrating work plan action items into daily practice routines.

The Enhanced Clinical Outreach Program is free and offers a unique opportunity to strengthen and support your healthcare site's tobacco treatment

efforts. Sites that have participated in the program have noted sustained changes including a greater awareness of tobacco

treatment issues; resources for patients; documentation standards; and increased team collaboration within the clinic in providing evidence-based tobacco treatment. Participants from the pilot phase have unanimously endorsed the program for clinics that may want to become involved.

If your practice is interested in participating or if you have any questions, please call Cori Holt at 662-5715.

The positive effect of converting individual practitioners to the cause of tobacco treatment can become dimmed by the multiple demands of a busy clinical practice and staff turnover. The new Enhanced Clinical Outreach Program seeks to establish a comprehensive, full-staff understanding of the importance of intervening with every patient who uses tobacco at every visit. Its team-based office system assures that designated staff use the 5 A's (**A**sk, **A**dvice, **A**ssess, **A**ssist, and **A**rrange) with every patient.

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Get on the Prevention Calendar

Please take advantage of the online Maine Prevention Calendar to post upcoming events. It's a good way to see what's going on in prevention around the state. It also ensures your event won't be scheduled at the same time as someone else's.

Just make sure your event is:

- Open to large regions of Maine or the entire state
- Prevention or health-promotion related
- Not-for-profit

Check it out at:

www.maine-prevention-calendar.org.





Calling on Maine youth to make a C video



PTM wants youth in Maine to know that they can submit videos at any time to be considered for a statewide television campaign. Videos should be developed and produced by and for youth.

If selected, the video will be made into a professionally produced TV message to promote the PTM youth prevention website, UnleashYourC.com. These television messages help other youth to see the larger ramifications of their choices—in their lives, their future, and the world around them.

For more information, submission instructions, and a complete list of rules, visit www.HowYouCit.com.



Web LINKS

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

Use these links for the latest data on tobacco.

The toll of tobacco use in Maine:

<http://tobaccofreekids.org/reports/settlements/toll.php?StateID=ME>

(See also section on research and facts)

Youth data in Maine and other states:

<http://apps.nccd.cdc.gov/yrbss>

Adult data in Maine, other states, and the US:

<http://apps.nccd.cdc.gov/brfss>

Facts on tobacco use by specific populations in Maine and a variety of other data:

http://www.tobaccofreemaine.org/explore_facts/Maine_facts_and_stats.php

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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. For more information,
visit us at www.tobaccofreemaine.org or contact us at (207) 287-4627.*



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