

# Partnership For A Tobacco-Free Maine



- Tobacco-free restaurants
- Tobacco-free airports
- Tobacco-free bowling alleys
- Tobacco-free playing fields
- Tobacco-free schools
- Tobacco-free work sites
- Tobacco-free BARS
- Tobacco-free bingo halls
- Tobacco-free day care
- Tobacco-free pool halls
- Tobacco-free malls
- Tobacco-free coffee shops
- Tobacco-free public spaces
- Tobacco-free Diners
- Tobacco-free Offices
- Tobacco-free factories
- Tobacco-free colleges
- Tobacco-free hospitals
- Tobacco-free mills
- Tobacco-free civic centers
- Tobacco-free dance clubs
- Tobacco-free work vehicles
- Tobacco-free concert halls
- Tobacco-free shopping centers
- Tobacco-free clinics
- Tobacco-free buses



**Healthy Maine Partnerships**  
Maine Center for Disease Control and Prevention

# Dedication

## Pamela Marie Bugosh Studwell 1956-2009

Pam Studwell was a behind the scenes leader in the anti-smoking efforts in Maine. She was the Senior Policy Analyst for Partnership For A Tobacco-Free Maine (PTM) and provided the Health Policy Partners (HPP) of Maine (a coalition of public health professionals committed to reducing tobacco use) and the American Lung Association (ALA) of Maine with legal information that was instrumental in helping to pass the many tobacco laws that our state now enjoys.

She provided education to HPP who in turn was able to pass the nation-leading legislation that closed existing loopholes in our state laws regarding secondhand smoke exposure. Pam also was able to furnish information that helped to pass a bill that made it illegal to sell flavored tobacco products. This was a very important piece of legislation because of the appeal of flavored cigarettes to youth, and it was the first bill of its kind in the nation. This along with other educational materials and knowledge that she was able to impart to HPP and ALA helped to reduce the availability of tobacco products creating greater protections especially for our youth.

Pam also worked with MaineCare to draft policy proposals to encourage recipients to quit smoking. Ed Miller, Vice President of Public Policy at the American Lung Association of New England, called Pam's analytical skills "fantastic" as he credited Pam with having provided the solid background and information necessary for the passage of virtually every anti-tobacco law enacted in Maine for the last three years.

Pam practiced law in other capacities as well. She maintained a private practice specializing in estate planning, especially with parents of mentally disabled children and also was involved with environmental and conservation law as well.

Pam's dedication to her work in tobacco, that she kept up until a month before her passing, is greatly appreciated by PTM and she will be dearly missed. Her legacy is that Mainers will benefit for generations as a direct result of Pam's work.

This Annual Report is dedicated to Pamela Studwell who passed away on December 26, 2009 at her home in Brunswick, Maine following a ten month battle with cancer. She leaves behind a husband and two children as well as other family members.

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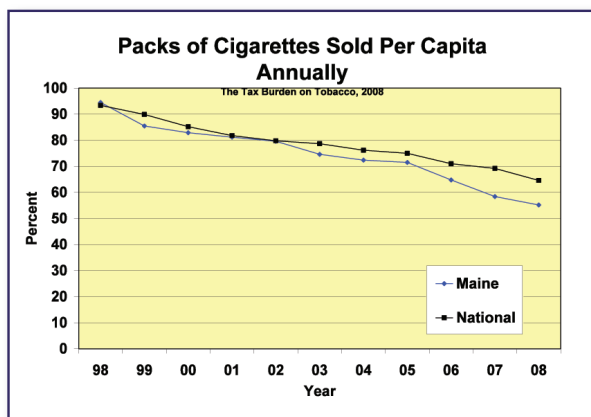
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## Maine Behavioral Risk Factor Surveillance System Data, 2008

For calendar year 2007, PTM partnered with the Maine Behavioral Risk Factor Surveillance System (BRFSS) to add questions from the Adult Tobacco Survey, originally developed by CDC. This addition to the BRFSS enabled the BRFSS to increase the number of survey respondents. This larger sample size helps PTM to be able to analyze data from smokers separately from nonsmokers or from the general population. Results from BRFSS show adult smoking rates, quit attempts, use of other tobacco products, aids that people use in quitting, secondhand smoke exposure, as well as knowledge and beliefs about tobacco use and exposure. This data is used for program planning, implementation, and evaluation. PTM has continued to add a large complement of questions to the BRFSS survey. The following is a brief summary of the 2008 data.



Adult smoking rates for 2008 dropped from 20.2% in 2007 to 18.2% in 2008. This was not a statistically significant change but the largest drop in one year since 2003-2004. This is also the first time Maine adult rates dropped below 20%. The biggest change was among women with a rate of 15% smoking compared to 21.6% of men. 68% of smokers say they would like to quit smoking.

Maine young adult (age 18-24) rates have stayed steady with 28.3% smoking in 2006, 28.7% in 2007, and 28.2%

in 2008. PTM assesses other tobacco use, finding 5% of adults smoke cigars, of adult smokers, 23% roll their own cigarettes, and only 1% use chewing tobacco or snuff. Seven percent admit to having used a hookah or water pipe to smoke tobacco sometime in their life.

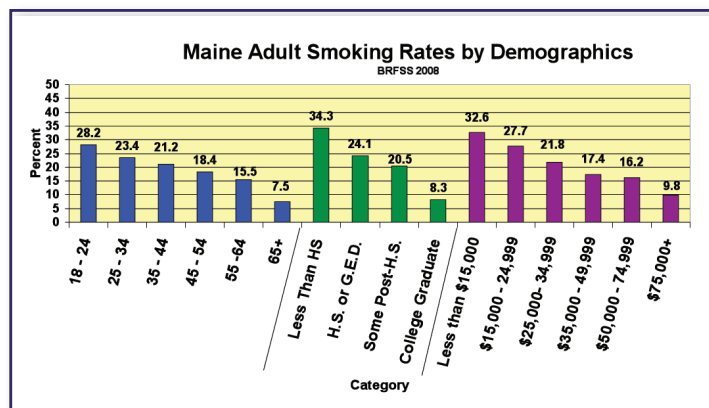
Sixty-three percent of people in Maine notice cigarette advertising for tobacco products in convenience stores and gas stations, while 70% of smokers said they noticed the advertising.

Only 59% of smokers said that they were advised to stop smoking or using other tobacco products by a health care provider, of those who had visited a doctor in the past year.

PTM will continue to partner with BRFSS. PTM also carefully examines the data to determine trends and to measure progress.

## Tobacco Consumption

The number of cigarette packs sold in Maine has declined steadily since 1990; in 2008, 55.2 packs of cigarettes were sold per capita, the lowest rate in the past 18 years.



# GOAL 1

## Prevent Youth and Young Adults From Using Tobacco

### Youth Advocacy Program: Youth Creating Positive Change in the Community

Youth participating in the Youth Advocacy Program (YAP) continue to take lead roles in making their communities a healthier place. Youth are not often treated as though they are valuable to community involvement and can assist in making healthy and positive changes. YAP is a program offering an opportunity to youth to make positive changes in their local communities around tobacco prevention and control. Youth develop skills that inspire them to advocate for changes that promote health not only in their local communities within Maine but also nationally.

Youth Advocacy Programs reach out to, and engage, high school and middle school age students. Youth design and participate in a wide variety of activities including: advocating for policies to make their schools and communities healthier places to live, writing articles for school and community papers, creating presentations and performing for younger students, planning and leading their schools in activities to coincide with the Great American Smoke-Out and Kick Butts Days, volunteering time and talent to projects that improve the lives of people in their communities, and attending health fairs.

YAP develops and supports an increasing number of youth-driven advocacy programs that position tobacco as dangerous, unattractive, and “uncool”. Peer pressure ranks high among influences affecting youth choices and behaviors. YAP groups leverage this powerful influence to help youth reduce and prevent tobacco use among their peers. Youth can help their peers to quit smoking and can educate parents about the importance of living smoke free.

PTM works with the Maine Youth Action Network (MYAN) to provide YAP groups and their youth coordinators with

ongoing training and technical assistance. In the past year, training sessions brought together nearly 400 youth and advisors. The Annual Peer Leadership Conference is a venue in which MYAN brings together these youth leadership programs from all across Maine to develop their skills in the areas of leadership, activism and advocacy, and adolescent health and development.

This year the Peer Leadership Conference and the Anti-Tobacco Youth Summit were held back-to-back at the Augusta Civic Center – a central location for all. The intent was to save some money and to increase participation.

The 6th Annual Maine Youth Anti-Tobacco Summit, “Stop. Quit. Resist!” was held this fall. The event is sponsored by the Partnership For A Tobacco-Free Maine (PTM) and organized by the Maine Youth Action Network and the 2009 Youth Planning Team (YPT). Nearly 230 youth and adults from 14 counties across Maine came together to join in the fight against Big Tobacco. Participation in the summit increased over the previous year.

PTM continues to fund and support this event. As our mission to reduce tobacco related death and disability in Maine by creating an environment supportive of a tobacco-free lifestyle, we believe in the importance of the power of youth voices in the fight against big tobacco. The event provides an opportunity for youth from grades 7-12 to gain knowledge, information, resources, skills and connections through workshops with other youth throughout Maine. They are also given the opportunity to participate in action planning during which they identified steps to take what they’ve learned and build upon this in their communities and schools.

### School Policies

During the 123rd legislative session, the Maine State Legislature passed a bill that strengthened the law

regarding tobacco use on school grounds. School buildings and grounds are now 100% tobacco free at all times. The law applies to staff, students, and the public 24 hours a day, 365 days a year. All HMP schools have already implemented a similar policy. PTM has promoted tobacco-free school environments since being established as a state program in 1997. PTM along with the Maine Department of Education, sent a letter of notification to all Maine School Administrators updating them on the law, and provided all school systems with a new tobacco-free school guide, "Creating & Maintaining A Tobacco-Free School Policy". PTM's policy still has elements that the state law does not, such as provision for enforcement and resources for youth smokers. PTM will continue to provide no cost signage for school systems that meet the PTM criteria for being a tobacco-free school environment which is based on the U.S. Centers for Disease Control and Prevention policy recommendations. Currently, 117 schools meet PTM criteria for establishing a comprehensive policy.

## The Billionaire Vanishes

Over this past year, PTM has been collaborating with the Department of Education (DOE) on ways in which to promote the program within the schools. The Billionaire Vanishes is a project developed to reach 7th grade students to increase awareness of tobacco, its health effects, and how the industry targets youth. Through web-based resources such as PTM's redeveloped site, "Unleash Your C," they can discover the dangers of tobacco use and how the tobacco industry targets them with advertising. These resources provide them with the skills and tools necessary to resist the temptation of using tobacco. The task of finding the character in the program, Max Bernhard, takes the students on a journey through tobacco-use prevention and control websites and also tobacco company sites. By using current technology, The Billionaire Vanishes promotes discussion, encourages advertising analysis, and pro-

vides quitting tips for friends and family. It also helps students learn about the effects of secondhand smoke and the costs of tobacco use. PTM, in collaboration with DOE, has determined the program needs some revisions/updates such as it will need to be realigned to the Maine Learning Results Health Education standards in order for it to be useful in the schools. PTM and DOE are currently revising the program and plan to promote it in schools next year.

## LifeSkills Training

The LifeSkills Training Program is a school curriculum that is designed to prevent substance abuse, including tobacco, among middle school students. The program gives adolescents the knowledge and skills to make healthy choices, including the important decision of saying "no" to tobacco. PTM brought a national expert to Maine who led one technical assistance training workshop in Central Maine to reinforce skills and update trainers and educators on the components of the program. This year, we conducted an assessment throughout the state with the help of our District Tobacco Coordinators to determine what schools continue to teach LifeSkills and the method in which it is being implemented. It is very important to the effectiveness of this program that it be taught with fidelity. The results of this assessment will then help us in determining the needs of how to approach promoting the program.

## Tobacco Retailer Licensing

PTM has encouraged participation by Healthy Maine Partnerships across Maine in the "NO BUTS!" retailer program to address underage tobacco sales. A training CD and DVD were created for retailers in an effort to encourage participation and provide tools to explain the program to their employees. There are currently over 700 stores participating in the program.

After the NO BUTS! program has been implemented

in retail stores, PTM's Star Store Program is promoted through the Healthy Maine Partnerships (HMPs) as the next step in responsible retailing. Star Store is a PTM-sponsored, voluntary program created to reduce the amount of tobacco-related advertising in the community by increasing numbers of local retailers who responsibly manage point-of-sale marketing materials for tobacco products. Trainings were provided earlier this year and continue to be offered to HMPs who in turn will train youth to conduct an assessment in the retail stores.

## Unleash Your C

In spring 2009, PTM launched a comprehensive, multi-faceted youth prevention campaign, Unleash Your C (UYC), targeted to Maine teens statewide. This integrated marketing campaign is designed to encourage Maine teens to make healthy choices, understand the larger ramifications of the choices they make, and ultimately reduce tobacco usage among youth ages 14 to 18. The interactive website, [UnleashYourC.com](http://UnleashYourC.com), serves as the cornerstone of the youth-targeted media campaign, with all other components driving traffic back to the website.

To increase youth participation in and awareness of the website, PTM created TV and web-based messages, developed by teens for teens, which aired on youth-focused television networks (MTV, Fuse, etc.) and popular youth websites like YouTube. To solicit ideas for the new TV messages, PTM conducted video contests in high schools statewide, directing them to "show us how you see it" at the contest website, [www.howyoucit.com](http://www.howyoucit.com).

The grassroots, event-based portion of the UYC campaign centers on a team of young adults, or social ambassadors, who travel around the state of Maine to interact with teens one-on-one. PTM conducted two rounds of the grassroots tour in spring and fall of 2009. Through these efforts, PTM has reached out to almost 1,500 teens at various locations across the state and has conducted face-to-face conversations about choices with

teens, bolstered traffic to the UYC website, and extended the UYC brand to urban and rural communities.

In order to communicate with Maine youth, PTM initiated a viral marketing campaign across social media websites (MySpace and Facebook) and sends regular email blasts out to those that have "opted in" to receive additional information about Unleash Your C events and contests. With over 200 friends on the social networking sites and 1,000 plus opt-ins, PTM maintains constant communication with Maine youth and continues to strengthen the UYC brand while reinforcing its key messages.

PTM is in the process of evaluating all aspects of the Unleash Your C campaign in order to measure the reach through penetration and awareness. In the meantime, PTM continues to interact with youth via the social networking sites and is planning to promote the brand further in spring 2010.

## N-O-T Online Power Guide

In 2007, West Virginia University contracted with PTM to develop an internet-based, self-directed adaptation of the group-based N-O-T curriculum called The Online N-O-T Power Guide for teen smokers in the state of Maine. The online Power Guide will present material through a structured, sequential, gender-specific, online smoking cessation program which utilizes auditory and visual presentation of materials, email reminders, text and instant messages, online assignments, personalized tailored feedback and progress monitoring, and a social support component. Following the pilot, there will be an evaluation period, ultimately resulting in what will become the final product. The proposed program evaluation can help generate important information about utilization of the program, the impact of each program component in terms of both comprehension of the material and time spent on the material, and how well the use of

the material relates to short-term smoking cessation, reduction, and changes in beliefs and behaviors.

PTM will have free, permanent, unlimited access to and use of the Power Guide to be used to assist Maine youth in their cessation efforts. This will include associated manuals, protocols, training materials, and (when completed) CD or DVD versions of the Power Guide for home use by youth without access to the internet.

Due to many unforeseen delays with the technical part of the project, it took about a year for WWU and PTM to build the original contract agreement, thus the first No Cost Extension was granted in order to start the actual work. To date, students have been recruited from three schools to review the website. Feedback received by the youth has been incorporated into the interface and a pilot launch of the program is scheduled for late winter/early spring 2010.

## American Legacy Foundation Grant: truth<sup>®</sup> or Consequences Youth Tobacco Prevention Grants Program Award

Since the award of the American Legacy Grant to PTM, the two rural Maine communities of youth that were selected to work on this project were extremely busy developing and creating their productions this past year. The two communities/coalitions (River Valley Healthy Communities Coalition in Oxford County and Piscataquis Public Health Council in Piscataquis County) have used this grant opportunity to develop exemplary projects that demonstrate the value and importance of youth involvement. The two projects have used the truth principles by organizing youth theater teams to create and communicate anti-tobacco messages. This has been a unique opportunity to help embed youth involvement into Maine's new public-health infrastructure by demonstrating youth's enthusiasm, creativity, and com-

mitment to tobacco and community issues. Youth have been involved in all aspects of the program. Assisted by trained theater facilitators, youth groups in two towns developed and perform productions that address tobacco issues that affect them and their communities. Through the stories, scripts and promotional materials developed by youth, the productions will truly take on their voices.

In Piscataquis County, the role playing/drama aspect of this project has been very effective at getting and keeping the students interested. This community is fairly 'drama poor' in its opportunities for young people. Also, because it is not directly connected to the school, there are no stipulations (like academic eligibility, or being graded) for participating. The Theater Director felt that fact has contributed to the large interest as well.

In Oxford County, the students chose F.R.E.S.H. (For Rescuing Every Students Health) for their name because they felt their interest in theatrics can be used for additional social issues beyond tobacco such as, alcohol abuse, domestic violence, etc. They have learned through this project how to write, produce and perform truly entertaining events on a theme and all of them will be able to replicate this process. In addition, a "how-to" video was created at the end by documenting the process that has taken place. The videos will be shared with other HMPs and other youth groups.

## Rescue Social Change Group

PTM is committed to utilizing best practice guidelines for comprehensive tobacco control programs. One of the four goals in doing so is identifying and eliminating tobacco-related disparities among population groups. PTM contracted to conduct a pilot project with Rescue Social Change Group (RSCG) in December 2007 to better understand the relationship between identity and young adult/LGBT tobacco use in Maine. RSCG utilized their Social Branding<sup>®</sup> concept to investigate the



behavior of tobacco use itself, specifically in Maine. The study also focused on local young adult culture and its relationship with tobacco use. This includes understanding which subcultures are most prevalent and how they perceive tobacco use.

The concept of social marketing is not new; it has been around for decades. Social Branding® was developed in 2003 to incorporate behavioral science with commercial branding strategies similar to those utilized by the tobacco industry. It is a model for community-level young adult tobacco prevention. Unlike traditional health promotion, Social Branding® focuses on subcultures and the subconscious attitudes that lead young adults to smoke. Interventions occur at social and cultural events, such as music shows and clubs.

RSCG assessed the youth of Maine in Portland venues. Their brands Verge, for the LGBT population, and HAVOC, for what they identified as the “Partier” population, work to associate the idealized image of the subculture with a tobacco-free lifestyle. The interventions are not for everyone, nor are they meant to be; they are meant to reach these subcultures whose prevalence of tobacco use is high.

Jeff Jordan, President and Founder of RSCG, visited Portland in August 2009 to present the concepts utilized by his company. This was a chance for public health professionals to come and see what inclusion of this unique style of tobacco counter-marketing can mean to a comprehensive tobacco control approach. Dr. Pamela Ling, MD, MPH, University of California San Francisco, was recently awarded outside funding to support research investigating the effectiveness of RSCG’s Social Branding® interventions with young adults. The Havoc and Verge campaigns in Maine are part of the study. PTM will evaluate the results of this pilot project to determine feasibility of future projects.

## Youth Prevention Outcomes

The town of Gorham has adopted a 100% tobacco-free recreation policy, prohibiting tobacco-use at all of the recreation facilities. This was made possible thanks to a group of Gorham High School students and the local Healthy Maine Partnership, Communities Promoting Health Coalition (CPHC), a program of the Peoples Regional Opportunity Program. The policy was denied in 2005 during CPHC’s first attempt to propose a tobacco-free recreation policy to the Gorham Town Council. In the fall of 2008, CPHC’s Youth Advocacy Program Manager approached this issue from a new angle. She met with a teacher at Gorham High School, and together they came up with a plan involving students. The students formed a group called C.I.G (Change in Gorham) and met weekly to plan. The students presented to the town council, who voted 6 to 1 in favor of the policy, remarking how impressed they were to see students involved in local policy change.

## Youth Prevention Next Steps

In early 2007, PTM designed a new campaign, Tobacco Never Quits, which challenged a new generation of parents with hard-hitting messages about the tobacco industry’s continuing marketing efforts to teens. Designed to counter the tobacco companies’ own parent education campaigns, Tobacco Never Quits was developed to raise the red flag again about tobacco companies and to encourage parents to keep the conversation going with their kids. In light of recent FDA regulations, PTM is considering resurrecting the Tobacco Never Quits messaging and building upon the success of the earlier campaign. The revised messaging will include information about the new regulations and serve to educate Maine parents, once again, about Tobacco Industry manipulation.

## Eliminating Involuntary Exposure to Secondhand Smoke

### Secondhand Smoke In Maine

Nine out of ten people have positive feelings about being protected from secondhand smoke. 68% of Mainers very strongly agree that people should be protected from secondhand smoke while another 22% somewhat agree that people should be protected. A full 97% believe that cigarette smoke is somewhat or very harmful. 76% of Maine people do not allow anyone to smoke inside their cars. While 83% of the population have rules saying no one is allowed to smoke anywhere inside the house, 89% say that no one has actually smoked in their home in the past 30 days. In the past 12 months, 21% of people in Maine have asked someone to not smoke near or around them, a test of their belief in protection from secondhand smoke exposure.

### Historical Perspective on Maine's Smoking Laws

Maine's tobacco laws are primarily designed to protect all Mainers from involuntary exposure to secondhand smoke in the workplace and in places into which the public is invited or allowed. The first Workplace Smoking Act became law in 1985. In 1993 a Public Place Law was enacted. Later (1999), restaurants were added, and in 2001, bar and beano games became smoke-free statewide. In the past couple of years, legislation was passed to prohibit smoking in cars with minors under the age of 16, in state parks, and in outdoor dining areas. In an effort to provide easy access to Maine's tobacco laws and the rules, PTM is planning to enhance the PTM website by the addition of a listing of Maine's laws in order for the public, the employer and organizations to become more aware of the current laws in Maine as well as to ensure that enforcement procedures are understood, supported and implemented.

### Maine's Smoke-Free Air Laws Continue to Be Strengthened

Effective September 1, 2009, a person violating the law which bans smoking in vehicles when children under age 16 are present now commits a civil violation for which a fine of \$50 must be assessed, except that a law enforcement officer may give a written warning. This law addresses a significant gap in protection of those most vulnerable from exposure to secondhand smoke.

### The Workplace Smoking Act of 1985 Now Bans Indoor Smoking Areas

Smoking is now prohibited in all enclosed areas of business facilities where employees perform work, including private offices, and in all common areas. Indoor designated areas are now banned by law, and smoking can only be allowed outdoors, at least 20 feet from doorways, windows and vents. Maine employers may decide to prohibit all tobacco use, not just smoking, and may also decide to prohibit smoking and/or all tobacco use on their property including outdoors.

Smoking is also prohibited within residential facilities that are licensed by the State of Maine's Department of Health and Human Services whenever an employee is physically present to perform work there.

### An Act to Protect Maine's State Parks and State Historic Sites

Public Law Chapter 65, LD67, effective May 1, 2009, made common areas, including beaches, playgrounds, snack bars, picnic shelters, business offices, and any enclosed public place or public restroom within Maine's State Parks and State Historic Sites smoke-free. To support the new law, PTM collaborated with a partner agency, the Department of Conservation's (DOC) Bureau of Parks and Lands, by providing resources, including

signage and specially designed posters and reminder cards to ensure awareness of and compliance with this new law. In addition, PTM supported the redesign and reprinting of the popular Department of Conservation brochure, “Outdoors in Maine for 2009-2010” which is distributed to all tourist information sites as well as within the parks and sites.

PTM also created a statewide media campaign, “The Great Outdoors, Now Even Greater,” in coordination with the DOC prior to the summer season. Banner ads appeared on popular websites, and radio spots aired on major Maine radio stations. Signs were posted in state parks and historic sites, with informational handbills distributed statewide at visitor centers, and other locations frequented by tourists and residents. The radio ads can be heard on the PTM website at [www.tobaccofreemaine.org](http://www.tobaccofreemaine.org). The DOC reported that compliance with the law was excellent, and resulted in a dramatic decrease in cigarette butt litter in the parks.

## Smoke-Free Outdoor Eating Areas

The spring 2009 legislative session resulted in substantial changes to the workplace and public place laws, including the ban on Smoking in Outdoor Eating Areas. This new law went into effect September 12, 2009. To educate those affected by the new law, PTM completed a brochure that was direct mailed to all eating establishments in Maine, including bars, restaurants, snack bars, and lodging facilities. The brochure informed the establishments about the new law prohibiting smoking in outdoor eating areas as well as providing information about the change to the Workplace Smoking Act that prohibits employees from smoking within 20 feet of entryways, vents and doors. The mailer directed recipients to a specific workplace laws section on the PTM website and instructed them to coordinate with their local Healthy Maine Partnerships for free resources.

## Breathe Easy, You're in Maine

This theme continues to be utilized on PTM's website, on its signs and in print media. It has become a recognized, friendly way to eliminate both indoor and outdoor exposure to secondhand smoke by reminding the public of laws and policies adopted and implemented in private and public settings.

## Breathe Easy Coalition

PTM has created a new “umbrella coalition” that is combining the scope and direction of the work of the Smoke-Free Housing Coalition of Maine with the work to date of the Maine Tobacco-Free College Network and the Maine Tobacco-Free Hospital Network. This integrated program to address secondhand smoke is based on SMART objectives that complement Maine's strong public-place and workplace laws.

By establishing and maintaining a comprehensive, evidence-based voluntary policy development initiative, PTM can increase statewide capacity to reduce and eliminate secondhand smoke exposure in Maine's multiunit housing, health care systems and institutions of postsecondary education. Staffed by a team experienced in the successful implementation of strategic and focused smoke-free policy change, and with strong PTM support, the Breathe Easy Coalition (BEC) has as its mission to “Reduce exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and support tobacco-free living throughout Maine.” Its vision is “A state where all can live free from involuntary exposure to secondhand smoke.”

The BEC will focus its efforts on addressing the needs of populations with identified patterns of high use and exposure to tobacco. For example, in housing, BEC will continue its work with public housing authorities; within

health care, BEC will seek to include Federally Qualified Health Centers; and in educational institutions, BEC will focus on community colleges, skill-based educational institutions, as well as Maine's major colleges. Its progress will be tracked through surveys, policies as they are developed and strengthened, and event evaluations.

The BEC, with support from PTM, will maintain the current website for the Smoke-Free Housing Coalition, [www.smokefreeforme.org](http://www.smokefreeforme.org) as well as two additional websites that will support the efforts of The Maine Tobacco-Free College Network and The Maine Tobacco-Free Hospital Network. Previously maintained by American Cancer Society Smoke-Free New England, [www.mainetobaccofreecollegenetwork.org](http://www.mainetobaccofreecollegenetwork.org) will be updated to provide new information and resources to college administrators on how to create a tobacco-free campus. The hospital network is launching another new website, [www.mainetobaccofreehospitals.org](http://www.mainetobaccofreehospitals.org), which will provide detailed information, specific to hospital administrators, on how to create tobacco-free policies. Both websites will now link users directly to their local HMP where they can find even more useful information.

## Secondhand Smoke Outcomes

### Smoke-Free Housing Coalition of Maine

In January 2009, Avesta Housing, Maine's largest non-profit developer of affordable housing adopts a policy making all of their units, except for two transitional housing sites, smoke-free.

During 2009, presentations have been made to Maine as well as regional and national audiences, including:

- The New England Chapter of the National Association of Housing and Redevelopment Annual Conference
- Webinar presentations to the Washington State Health Department on working with

Public Housing Authorities; to the National Center for Healthy Housing

- Maine Asthma Council
- 2009 Maine Housing's Governor's Affordable Housing Conference
- Trainings for landlords and allied health professionals held in Bangor and South Portland.

A PTM-funded Smoke-Free Homes pledge campaign was implemented after the EPA discontinued its support for such a campaign, and by year's end a total of 2,600 families in Maine had pledged to keep their homes smoke-free.

New fact sheets have been developed to educate the legal community about the laws regarding second-hand smoke in multi-unit residences. The sheets have been disseminated electronically through the website, legal system list-serves and through the Maine Bar Association. In addition, a guidance document, including template incident reporting forms have been developed to assist tenants and landlords with compliance issues.

Maine Tobacco-Free Hospital Network continues to recognize Maine health care systems for their progress in adopting and enforcing comprehensive tobacco-free hospital policies. Mercy Hospital's newest facility opened in fall of 2008 and was in compliance with the new tobacco-free policy that had been approved in August 2008. The main campus of the hospital followed suit in January 2009. The hospital supports training on tobacco use and treatment for employees, with approximately eighteen staff trained at the Basic Skills Workshop, with six staff members who have completed the 2-day Intensive Tobacco Treatment Training.

At the start of 2009, General Dynamics Bath Iron Works (BIW), adopted a new and comprehensive tobacco-free policy. This policy assures a healthier workplace for BIW and its 5,700 employees. The policy is the result of a

collaborative approach that has included the engagement of the local Healthy Maine Partnership “ACCESS Health” a program of Midcoast Hospital, Maine Health’s Center for Tobacco Independence and the resources and support of PTM. Ongoing support is being provided by BIW with assistance from the collaborating partners for those who may wish to end their use of tobacco, as well as providing ready access to information and resources for family members in a variety of venues.

## Secondhand Smoke Next Steps

PTM and all of the state programs affiliated with the Healthy Maine Partnerships have designed an innovative web-based comprehensive assessment tool and online program to increase the number of employers with evidence-based worksite wellness action plans that will ensure compliance with state law, as well as other policies that support healthy, tobacco-free living. Introduced to employers by the Healthy Maine Partnerships, this tool also provides ready access to resources including tobacco-specific sections that instruct on policy development and enforcement in the workplace. Completion of the beta-testing of the tool took place in 2009 and the tool is now ready to “go live” in 2010.

The Good Work! kit is being redesigned by a workgroup comprised of PTM staff and four of the District Tobacco Coordinators to complement the launch of Healthy Maine Works!. A new tobacco-specific workplace brochure has been designed and made available as a stand-alone and as a key component of this new and more flexible kit.

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. 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. In the past couple of years, legislation was passed to prohibit smoking in cars with minors under the age of 16, in state parks, and in outdoor dining areas. In an effort to provide easy access to Maine’s tobacco laws and rules, PTM is planning to enhance the workplace section of the PTM website to create a simplified database of the laws in order for establishments to ensure the enforcement procedures.

# GOAL 3

## Motivate and Help Tobacco Users to Quit

### FY09 Maine Tobacco HelpLine Statistics

- The Maine Tobacco HelpLine (MTHL) received 6,900 calls from tobacco users.
- 916 additional calls were received from the general public, health care providers, and others in addition to tobacco users.
- Number of callers under the age of 30 was 1,807; ages 31-60 was 4,330; over the age of 60 was 776.
- 127 callers were pregnant, planning pregnancy or breastfeeding.
- 3,368 callers said they had chronic conditions of asthma, COPD, Cardiovascular disease, Diabetes.
- Callers with commercial insurance: 2,145; MaineCare: 1,668; Medicare: 683; Uninsured: 1,971.
- 4,746 received Nicotine Replacement Therapy. Patches were much preferred over gum and lozenges.
- When asked how they heard about the helpline, 1,565 were referred by friends or family, 1,889 were referred by a health professional, and fax referrals were sent for 688 callers. 995 were motivated by what they saw on television.

### Winter 08/09 HelpLine Media Blitz

It is known that the holiday season and the New Year is a time that people often think about giving to their families and making resolutions. To help encourage those contemplating making the resolution to quit tobacco, PTM has consistently increased its media presence during this time of year to spread the word about the Maine Tobacco HelpLine. During the winter 2008/09 season,

PTM began running a heavy rotation of existing TV messages, coupled with radio messages that focused on giving the gift of quitting smoking to your family and loved ones.

### Basic Skills Trainings

The PTM Tobacco Intervention, Basic Skills Training, educates professionals and providers about tobacco treatment and how to incorporate these messages into their professional practices. Beginning in fall 2008, the training began being offered in a two-part format. The first portion of the training is taken online which participants can access and complete at their office or home computer; the second half of the training is offered as in-person trainings conducted throughout the state. The new format has proven to be easily accessible for professionals and since the transition in June 2008, 482 participants have registered and completed the program.

### Intensive Tobacco Training

The two-day Intensive Tobacco Treatment Training and Conference is offered each spring for those who would like to deliver a more intensive tobacco intervention treatment and have completed the PTM Tobacco Intervention: Basic Skills Training.

The spring 2009 training and conference focused on bridging the gap between tobacco treatment specialists and nutritionists. The keynote address was given by nationally recognized researcher, author and teacher Bonnie Spring, Ph.D.—“Tobacco Treatment and Weight Management: A Convergence of Parallel Universes”. Presentations on weight management, diet, relaxation techniques and a panel discussion on “Multiple Risk Behavior Change” seek to further provide a conceptual understanding and practical strategies on how to better serve the complex needs of many patients who use tobacco. The event had 140 attendees.

In addition to this special focus, the conference also brought back to Maine Dr. John Hughes, internationally recognized as one of the leading experts in the field of tobacco dependence and treatment. Other exciting conference topics included motivational interviewing, treatment planning, and ethics.

The Intensive Tobacco Treatment Training and Conference is a unique opportunity to learn state-of-the-art advances in the field of tobacco treatment as well as a chance to meet and interact with others in Maine who make up our network of care.

## Enhanced Clinical Outreach

The Partnership for A Tobacco- Free Maine has trained healthcare providers throughout Maine to address tobacco use in patients using evidence-based interventions described in The Public Health Services Treating Tobacco Use and Dependence Clinical Practice Guideline (PHSG). PTM's treatment initiative contractor, The Center For Tobacco Independence (CTI), provides on-site trainings to healthcare providers and their staff through the Clinical Outreach Program. The trainings include creating a support system to ensure all patients who use tobacco are provided brief interventions, that tobacco use is addressed at each patient visit, and that Maine resources including the Maine Tobacco HelpLine (MTHL) are promoted. Since October 2002, the Clinical Outreach Team has trained over 900 physician offices and clinics. Two hundred and eight healthcare-based trainings were conducted in FY 2008-2009. Maine can celebrate this program's success as it now is the second state in the nation, after Massachusetts, for smokers who report that their physician advised them to quit smoking, according to data from the 2006/07 Tobacco Use Supplement of the Current Population Survey.

The PHSG, which offers "best practice" recommendations for tobacco treatment, was updated in 2008. PTM and CTI decided to adopt its newest recommendations

to combine provider training with a systems interventions strategy. Beginning in February of 2009, CTI piloted the new Enhanced Clinical Outreach Program to include multiple visits to one site to help implement system change and promote ongoing staff education. Fifteen sites were requested to participate in the pilot and all 15 successfully completed the three-visit format.

Visits included:

- An office assessment conducted by designated office staff and the Clinical Outreach Specialist (COS) as to current office practice relative to conducting brief tobacco interventions, generating FAX referrals to the Maine Tobacco HelpLine and dissemination of self-help patient materials.
- Formulation of a plan for designing an office system for conducting Brief Interventions leading to increased tobacco treatment at the clinic and increased use of the HelpLine Fax referral program
- Education provided to practice staff by the COS on tobacco dependence and brief interventions
- Evaluating progress and any barriers to progress with amended plan as indicated

The Enhanced Clinical Outreach Pilot went through an extensive evaluation process which included a baseline survey of office practices and a qualitative follow-up telephone survey conducted three months after the final session. Fax referrals to the Maine Tobacco HelpLine were also tracked from the 15 practices. Data is being compiled for a report due in early 2010.

## Tobacco Treatment Center

While the Maine Tobacco HelpLine has been an effective and economical resource for over 65,000 Mainers in the last 8 years, some patients have circumstances that require more intensive interventions and may benefit

from the new face-to-face service that the Center For Tobacco Independence (CTI) now offers. Located at the main offices of CTI in Portland, The Tobacco Treatment Center is supported by PTM as a means to reaching special populations that use tobacco and to serve as a model for mentoring other tobacco treatment providers in the state. Staffed by a multidisciplinary team 24 hours a week, the site is a resource for creating a tobacco treatment system design.

The Tobacco Treatment Center is open to all Mainers and includes:

- Intensive counseling services at no charge. The aim is for 5 sessions but may extend beyond this as needed.
- Counseling includes Cognitive Behavioral Therapy and Motivational Interviewing as outlined in the Public Health Service Guideline (2008).
- Medication management for FDA approved quit medications.
- Licensed, tobacco treatment specialists including a nurse, nurse practitioners and a physician.
- Ongoing communication and collaboration with primary care providers, behavioral health providers and other specialists as needed.

At the first patient visit, the specialist reviews the participant's history and discusses treatment choices. Together, an individualized plan is created. Prescriptions for FDA-approved quit medications will depend on patient needs and may include nicotine replacement therapy or medications.

A multi-stage evaluation will characterize the experience of the treatment service. Assessment tools, recording forms, and patient information handouts have been developed and are being tested with the intent of dis-

semination. Some of the materials are already being used at select primary care offices. The staff is honing their skills in anticipation of offering a mentoring program for other interested providers around the state.

In addition to offering services to Maine patients, The Tobacco Treatment Center is a model site for the development of treatment protocols and administrative management processes. It also provides a learning site for training tobacco specialists. It translates the tobacco treatment evidence-base into real world practice in Maine.

## Tobacco Treatment Webinars

This year, the MaineHealth Center For Tobacco Independence has developed new training programs to increase its reach to providers with resources to assist smokers who want to quit their tobacco use. They began offering a series of six webinars on selected topics related to tobacco treatment. A recognized Maine expert on that particular topic conducts each hour-long webinar. These advanced workshops are designed specifically for those providers who have already attended the Basic Skills Training, but they are open, free of charge, for any Maine healthcare professional who would like to increase their knowledge about tobacco treatment.

The first webinar discussed Updates on Tobacco Treatment Medications. There were 25 participants that represented various disciplines: Health Educators, Counselors, business owners, a Director of Quality Improvement, Nurses, Healthy Maine Partnerships Director, Tobacco Treatment Specialists, Wellness Manager, Community Health Planner, Community Health Promotion Specialist and District Tobacco Coordinator. The evaluation results demonstrated that 100% of the participants found the information useful, and 93.4% expressed high satisfaction with training content.



## HelpLine Testimonial TV Campaign

PTM discovered the power of testimonial messaging when it focus-tested the concept in early 2003. As a result, six testimonials TV messages from Mainers who successfully quit by using the HelpLine were then produced and ran in a heavy rotation for the next several years. Calls to the Maine Tobacco HelpLine continued to climb steadily and general awareness among the public was high. In the spring of 2009, PTM went back to the successful testimonial concept and developed two new testimonial messages, “Amber” and “John” which ran during the summer of 2009.

## HelpLine Video

The new “What Happens When You Call” is a 9-minute video that simulates what happens when a caller contacts the HelpLine for help quitting tobacco. It explains how the tobacco specialist asks if the caller is ready to quit, helps them to create a quit plan if they are ready, and schedule follow up calls. The video also discusses many of the services that can be provided by calling the HelpLine. The video is available for viewing on the PTM website and has also been distributed to providers to share within their practices.

## HelpLine Materials and Resources

PTM continues to create and reprint quit materials that are distributed to providers and throughout the community to support the Maine Tobacco HelpLine. There are two new PTM quit brochures that have been added to the inventory this past fall. A women’s brochure was created just for women and is meant to support women’s needs by understanding that tobacco treats men and women differently. The overall message is to let women know that there is support and they should call the HelpLine for assistance. The second brochure is the Youth Cigar brochure aimed at educating youth about the dangers of cigars and natural tobacco prod-

ucts, urging them to call the Youth HelpLine number (1-800-NEW-CHOICE) for free help. Since the beginning of 2009, over 50,000 brochures and other HelpLine materials have been ordered and distributed throughout the state.

## Tobacco Cessation Outcomes

The North American Quitline Consortium (NAQC) recently recognized the Maine Tobacco HelpLine for being a top performer among all quit lines in North America. The HelpLine was ranked 4th out of 40 states, achieving a 3.64% reach to smokers in 2008-09. Of 188,500 adults in Maine who smoke (18.1%), approximately 6,861 utilized the services of the MTHL. Most state quit lines have a 1 – 2% reach.

## Tobacco Cessation Next Steps

As in previous years, PTM will increase its media presence during the new year/winter season to encourage those making a fresh start to the new year to quit using tobacco. Past years have shown an increase in HelpLine call volume of almost 40% during this annual campaign. For this reason, PTM will continue running statewide media with a strong community push for the 2009/2010 holiday and winter season. The new HelpLine campaign will focus on the idea of making this year the year to quit.

In order to continue to produce the successful testimonial TV messages, PTM will continue to recruit Maine residents that have quit smoking with the aid of the Maine Tobacco HelpLine. PTM is excited about the possibility of using new social media networking sites and/or email blast communications to reach out to new populations and acquire interesting and compelling stories to share.

## Identify & Eliminate Tobacco-Related Health Disparities

### Strategic Plan Update

PTM has not had a smooth road to follow in completing the strategic plan, interrupted by personnel changes and many conflicting priorities. The plan is fully drafted and is in the process of being edited and prepared for publication.

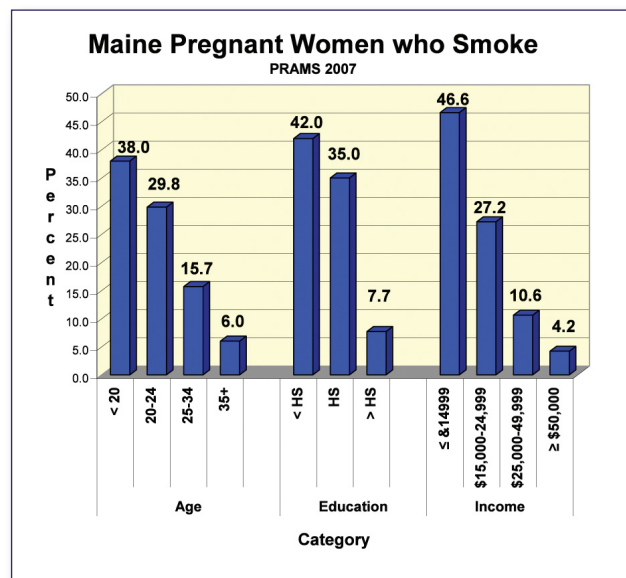
### Pregnant Women

PTM remains dedicated to reducing the smoking prevalence rates in pregnant women who smoke. PRAMS 2007 data showed that 19.9% of Maine pregnant women smoke. The graph shows that pregnant smokers are consistent with the characteristics of other smokers with people with less education, lower income, and who are younger having the highest rates. Of pregnant women who smoke, 37.6% are enrolled in WIC and 33.6% are MaineCare (or Medicaid) recipients. Women who are enrolled in these programs smoke at a rate nearly twice the average rate of adult smoking.

To help determine messages, strategies, and interventions to address this population, PTM conducted exploratory focus groups with pregnant women smokers between the ages of 18 and 24 in 2009. PTM also conducted one focus group of young men who recently became fathers or were soon to become fathers and who smoked. PTM will next develop materials that address the issues that were discussed during the groups. Materials will also be used by the Center for Tobacco Independence to train health care providers with appropriate messages to help pregnant women quit smoking.

### NERHRT

PTM and the New England Rural Health Round Table (NERHRT) continue to partner to address smoking among rural pregnant women. Fifteen pregnant women who smoke were recruited from Maine, New Hampshire, Connecticut, and Vermont to participate in telephonic focus groups. The major issues identified by the women were health care providers not offering cessation treatment, combating smoking as a coping mechanism, comprehending the health risks to the baby but not to themselves, and negative interactions from partners around quitting. The Round Table group decided that more specific questions about the role of how living in a rural setting and isolation related to smoking were needed. Therefore, additional focus groups are planned for December, 2009 with the intention of developing a proposal, strategies and interventions to address smoking by rural, pregnant women.



## Maine Center for Disease Control and Prevention Health Disparities Workgroups

PTM provides ongoing support to the efforts underway within the Department of Health and Human Services' Maine Center for Disease Control and Prevention to identify causative factors and to create plans to address identified health disparities statewide. Two workgroups comprised of affiliated program staff have been created and both meet bimonthly. The first is designed to include all of Maine's CDC's program areas, while the second focuses on the issues relevant to MCDC's Division of Chronic Disease's program areas. PTM staff serves as co-chairs for both groups to encourage attention by all programs of the need to integrate tobacco prevention and treatment into their work with other chronic diseases.

## Disparities Outcomes

According to the MMWR, Vol. 58, No. SS-4, May 29, 2009, analysis of 2001-2005 trends in smoking before, during and after pregnancy, in 16 of 31 states that participate in the Pregnancy Risk Assessment Monitoring System (PRAMS), smoking rates did not change over time before, during or after pregnancy. Nearly one in five women smoked before pregnancy, consistent with the adult smoking rate in Maine. All the PRAMS sites met the 2010 objective of increasing the percentage of pregnant smokers who stop smoking during pregnancy to 30%. Maine's rate for pregnant women who quit during pregnancy was just over the national average of 45%. Women in the study who relapsed after delivery were significantly more likely to be aged <25 years, have <12 years of education, be unmarried, have an annual

income of <\$15,000, have had an unintended pregnancy, have entered medical care during or after the second trimester, have Medicaid coverage, and be enrolled in WIC during pregnancy. This description clearly defines the target audience for tobacco prevention and control efforts among pregnant women in Maine.

## Disparities Next Steps

As the completion of the PTM strategic planning process draws near, PTM will select another population to focus on. LGBT and Native American have been discussed as possibilities. The next step would be to develop an advisory group and conduct preliminary research from which to base ideas for interventions and materials.

Related to pregnant women, the MMWR article recommends that states sustain comprehensive programs, including promoting policies that establish smoke-free environments in public places and the workplace, increasing tobacco taxes, banning all forms of tobacco advertisement, enforcing laws to prohibit sales to minors, using mass media campaigns, and ensuring adequate health care coverage for cessation services. On the clinical level, primary and prenatal health care providers can assess their patients smoking status, offer smoking cessation interventions, or refer to effective cessation services.

# PTM General Program Activity

## Healthy Maine Partnerships and District Tobacco Coordinators

Established in 2001 in response to the Master Settlement Agreement, and institutionalized in 2009 by the passage of LD1363, the 28 Healthy Maine Partnerships (HMP) in Maine's eight Public Health Districts comprise a statewide system of local community health coalitions that are the core of Maine's local public health infrastructure. Each HMP has a State level Project Officer team representing Maine's CDC, OSA and DOE. Each HMP has a PTM Project Officer providing tobacco specific technical assistance to assist HMPs in meeting the requirement that each HMP devote at least 50% of its programmatic work to tobacco issues at the local level. As an extension of PTM, eleven District Tobacco Coordinators across the state are assigned within specific health districts to assist the HMPs in the development and implementation of a comprehensive and coordinated plan for addressing tobacco use, reducing rates of youth initiation, and eliminating involuntary secondhand smoke exposure.

## PTM Website

PTM launched a redesigned website in fall of 2008. The new comprehensive website boasts a large volume of tobacco information for a wide audience of organizations, professionals and individuals in need of 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. PTM continues to maintain the extensive website in order to provide the most recent knowledge, statistics, and information available. In the spring of 2009, PTM launched the new online ordering system in order to allow easy access to PTM materials for communities, providers, and residents. The system displays a picture of each item with an order number, availability, and an easy check out process. Once an order is placed, it is

automatically submitted through an approval process by PTM staff prior to distribution.

## Newsletters

PTM publishes a quarterly newsletter, The Link, which is oriented towards those working in tobacco prevention and control. Each season, the staff of PTM shares in writing articles that highlights recent achievements, legislation, and upcoming campaigns. In addition, contributors are sought to provide perspective from those working at the community level. PTM also publishes a periodic newsletter, Milestone's, which is mailed out to decision-makers to report on important issues in tobacco prevention and control.

## Program Evaluation

PTM contracts with Maine Center for Public Health (MCPH) to conduct evaluation for the program. They assist in developing questions for various surveys that measure progress at the short, intermediate, and long term levels, and prepare reports using the collected data.

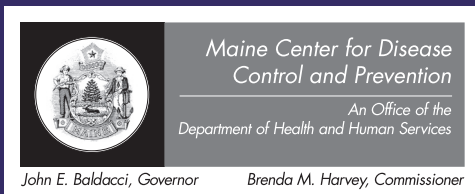
In 2008, MCPH convened a group of media experts from across the country to help define a comprehensive evaluation plan for PTM's public education and counter-marketing projects. From this discussion, an expert panel developed a white paper and a manuscript, which is currently under consideration by a professional journal. MCPH created a poster from this information which they presented in a poster session at the 2009 National Conference on Tobacco or Health. The suggested methodologies are now being implemented.

MCPH performed a careful analysis of the School Health Profiles data to validate school tobacco policy and produced a brief report of the findings. They also evaluated the LifeSkills curriculum implementation in Maine, conducted an evaluation of the Youth Advocacy Programs, and assisted with the Star Store Initiative.



PTM requested that MCPH conduct an evaluation on PTM's American Legacy Grant project. They prepared reports and provided technical assistance as needed for both Federal and State reporting requirements.

Finally, MCPH provides cross-cutting evaluation for the HMPs that are an integral part of PTM's comprehensive program, providing community-based interventions to create a social and legal climate in which tobacco becomes less desirable, less acceptable, and less accessible.



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HMP is a collaborative effort of the Maine DHHS (Maine CDC and Office of Substance Abuse) and DOE, supported primarily by the Fund for Healthy Maine and federal grants from the US CDC, SAMHSA, and DOE.