

**Tobacco Prevention and Control Advisory Council**  
**Annual Report 2010**



# **Partnership For A Tobacco-Free Maine Annual Report for 2010**

## **Executive Summary**

Maine and the Partnership For A Tobacco-Free Maine (PTM), the state's tobacco prevention and control program, celebrated many successes this year including new grants for helping retail sellers of tobacco with preventing youth from the influences of the tobacco industry, for working more closely with our MaineCare smokers and with substance users, and for increasing the efficiency of our Maine Tobacco HelpLine (MTHL). PTM was able to do some innovative media-related work, taking advantage of the internet to reach new audiences.

Our collaborative work with the Smoke-Free Housing Coalition work has resulted in 4,874 rental units in Maine being smoke-free and new websites to assist administrators with continuing to protect non-smokers. In addition, hospitals, colleges, municipalities and schools continue to increase and strengthen their efforts at making places smoking free and tobacco free to show that they support an environment where tobacco is unacceptable, unaffordable and inaccessible.

The Maine Tobacco HelpLine has had a productive year, particularly in increasing referrals from healthcare providers. The MTHL was named one of the four state quit lines in the country with the highest percent of smokers calling for services. One survey, the Current Population Survey, showed Maine the top state for percent of smokers who called the HelpLine.

At the same time as the program celebrated successes, the youth smoking rates from our latest survey (YRBSS 2009) were disappointing. Further analysis is underway to examine the effect of changes in methodology, including sampling that may explain the differences. However, it is well known that national rates in youth smoking have also stalled or increased slightly. The most important message is that preventing youth from smoking is the most important and the most difficult work that the program does. With a reduction in young adult smoking rates going down from 35% in 2000 to 18% in 2009 illustrating the effects of past efforts, it is also a reminder that there is a new generation of youth who must be protected each year. New products and advertising by the tobacco industry is also a reminder that youth are constantly the target of aggressive, well-funded campaigns to attract and addict new customers to a product designed to kill.

# **Partnership For A Tobacco-Free Maine Annual Report for 2010**

**The Partnership For A Tobacco-Free Maine is a comprehensive program that works in multiple goal areas: to prevent youth from smoking, to assist people to quit tobacco use, and to protect people from secondhand smoke while identifying and assisting those people most affected by tobacco use and exposure. The following report covers the calendar year 2010, reporting on the year's activities. The format shows the background and issues for the major goal areas followed by actions that the program uses to address that goal area with results achieved, and, lastly, the role of media in supporting the efforts to address each major goal area.**

## **GOAL 1 PREVENTING YOUTH AND YOUNG PEOPLE FROM USING TOBACCO**

### **BACKGROUND AND ISSUES**

#### **Why We Must Continue to Prevent Youth from Using Tobacco**

Maine's youth smoking rate has gone up for the first time since 1997 according to the 2009 Youth Risk Behavior Surveillance System. The percentage of high school students who are current smoker is 18.1%, an increase from 14% in 2007 after dropping from 39% in 1997. 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. Approximately 90% of addicted smokers start using tobacco before the age of 18, and about one-third of these smokers will die prematurely from a smoking-related disease. The key to lowering Maine's youth smoking rate is to prevent kids from ever starting to use any tobacco products. While Maine has made great strides in reducing our youth smoking rates, our efforts at prevention must continue with each new generation.

Research shows that youth are twice as sensitive to tobacco advertising as adults, and one third of underage experimentation with smoking is attributed to Big Tobacco's relentless marketing tactics. The tobacco Industry spent \$59 million last year to target Maine's kids; compare this with the State's budget for the tobacco prevention and control program and it is a very lopsided battle. However, we have made tremendous progress in cutting smoking rates for youth and adults in half, and we know what works. National leaders such as the CDC underscored that preventing access to tobacco products, raising the taxes on tobacco, restricting tobacco advertising, hard-hitting media campaigns, and services for those who want to quit are the most effective strategies to reduce tobacco use. In the years that public health has stepped up its efforts to prevent youth from smoking, the tobacco 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.

Individuals, organizations, and communities must 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.

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

## **New Tobacco Products**

The tobacco industry is continually inventing new items to attract youth and get around the smoke-free laws that we have worked hard to pass. In the last year Camel and Marlboro created a spitless version of chewing tobacco. It's a pouch of tobacco that is put between the lip and gum line, just like chew, but doesn't require spitting. Sweden has a version of this spitless tobacco that is regulated by their government and has much less nicotine than Camel's version.

Camel also has other new dissolvable tobacco products – Orbs, which look like breath mints; Strips, which look like breath strips; and Sticks, which look like toothpicks. The Orbs, Strips, and Sticks were being test marketed in 3 cities across the country. They have recently been taken out of the test markets, and PTM believes that Camel is planning a large national promotion of these products in the New Year.

Unfortunately, smokeless does not equal harmless. These products are still addictive and can cause severe health problems. Smokeless tobacco causes cancers of the lip, tongue, cheeks, gums, and mouth, plus tooth and bone loss. In 2009, 8.60% of Maine high school students reported using chewing tobacco, snuff, or dip on one or more of the past 30 days, and 4.10% of middle schoolers reported using the same products.

Regardless of what products are produced by the tobacco industry, they all contain nicotine which is highly addictive, especially to youth. These insidious products are promoted through clever, aggressive marketing. This is what we're up against and why we need to constantly be vigilant of the tobacco industry.

## **ACTIONS AND RESULTS**

### **Responsible Retailing**

Through tobacco retailer licensing, the participation in the “NO BUTS!” (Blocking Underage Tobacco Sales) responsible retailer program to address underage tobacco sales has been encouraged by PTM and its Healthy Maine Partnerships across Maine. There are currently over 700 participating stores in the program. By following the NO BUTS! Program, retailers can avoid costly fines and be a responsible retailer in their community. After the NO BUTS! program has been implemented in a retail store, 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. These programs were created jointly with the Maine State Attorney General’s Office. Maine recently had its first Star Store.

### **Policy Development to Change Social Norms**

Changing social norms around tobacco use can be one of the most difficult tasks in prevention. Youth believe they can quit anytime and don’t believe they can become addicted. It’s essential to reach children early and to make them aware of the dangers of tobacco, show that tobacco use is “uncool” and not the norm, and teach skills to refuse tobacco. The most powerful prevention efforts illustrate through policy, rules and role modeling that tobacco is not acceptable.

**Recreation Policy:** Community recreation policies that send strong, clear, and consistent tobacco-free messages are an important part of preventing youth from starting to use tobacco. The PTM Tobacco-Free Community Recreation Initiative gives community recreation departments and other community programs tools for developing policies that promote tobacco-free environments. PTM provides no-cost signage after a policy is reviewed and accepted by PTM. There are currently over 80 tobacco-free community recreation policies throughout the state.

**School Policy:** During the 123<sup>rd</sup> legislative session, the Maine State Legislature passed a bill that strengthens 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, and now public school students in Maine can be assured that their schools and grounds always offer a tobacco-free environment. PTM has promoted a tobacco-free school environments since being established as a state program in 1997. Currently, approximately 117 schools meet PTM criteria by establishing a comprehensive policy that includes some things not required by law but that make the policy more visible to student staff and visitors.

### **The Maine Tobacco HelpLine has a new number specifically for Maine’s teens**

The HelpLine’s regular number is 1-800-207-1230, and the HelpLine has created a new number that is specifically for Maine teens: 1-800-NEW-CHOICE (1-800-639-2464), which accents the idea that all want youth to make good choices about their health.

## **The Smoke-Free Homes Pledge Campaign**

This is a collaborative program with the Smoke-Free Housing Coalition of Maine that urges parents to protect their children and families from exposure to secondhand smoke by pledging to ban smoking in their homes.

## **Maine Receives FDA grant**

Maine has received \$750,000 for support for checking on stores to insure that sales are not being made to minors. This was Maine's 12<sup>th</sup> consecutive year posting a retailer violation rate of 10% or less.

The Federal Drug Administration Center for Tobacco Products (CTP) prohibited the sale of certain flavored cigarettes on September 22, 2009. Effective on June 22, 2010, CTP will implement the new rule "Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents" to protect youth from using tobacco products. The new rule will make it more difficult for youth (under 18 years) to access tobacco products and will make tobacco products less attractive to them. The purpose is to limit the tobacco industry targeting of youth to use their products: every day 3,600 youth under 18 will try a cigarette for the first time, with 1,100 becoming addicted and the future regular smokers.

The major requirements of the rules will specifically relate to the sales, distribution, and marketing (promotion, labeling, and advertising) of cigarettes and smokeless tobacco. The entire rule can be found at [www.fda.gov/protectingkidsfromtobacco](http://www.fda.gov/protectingkidsfromtobacco).

PTM believes that prevention strategies are needed to keep youth from using tobacco products. Reducing youth access and making tobacco less attractive are steps that help keep youth from beginning tobacco use and dying too young from tobacco-related diseases.

## **New Restrictions by FDA**

### **Sales and Distribution**

- Prohibits the sale of cigarette packages with fewer than 20 cigarettes
- Prohibits the distribution of free samples of cigarettes and restricts distribution of free samples of smokeless tobacco

### **Marketing**

- Prohibits tobacco brand name sponsorship of any athletic, musical or other social/cultural events
- Prohibits exchange of gifts for buying cigarettes or smokeless tobacco

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

PTM works with the Maine Youth Action Network (MYAN) to provide youth 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.

### **Maine's Annual Anti-Tobacco Youth Summit**

The 7<sup>th</sup> Annual Maine Youth Anti-Tobacco Summit, “Stop. Quit. Resist!” was held this fall. The event is sponsored by PTM and organized by the Maine Youth Action Network and the Youth Planning Team. Approximately 250 youth and adults from across Maine came together to join in the fight against Big Tobacco.

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 how they can build upon this in their own communities and schools.

### **MEDIA SUPPORT FOR YOUTH PREVENTION**

**Unleash Your C** is a comprehensive multimedia counter marketing campaign inspiring teens to make positive, healthy choices in life and to understand the larger, more serious consequences of making bad choices, such as using tobacco. For Unleash Your C (“C” is the campaign brand and stands for “choice”), our goal was to promote positive social norms and healthy self-identity formation among teens regarding tobacco use. Additional goals included illustration that teens have the power to control their choices, but they must accept responsibility for the results, whether positive or negative. Their choices ultimately define them so it's important to make the right ones, such as never taking up tobacco use. UYC has had over 13,000 visits to the website. Out of these visits, approximately 90% were new visits.

### **PTM'S Newest Campaign about New Tobacco Products**

PTM used a new media campaign to combat the new smokeless tobacco products that may soon arrive in Maine. The New Products Campaign targets parents, teachers, coaches, legislators, and community leaders to raise awareness of what we consider to be Big Tobacco's newest and most shameful campaign ever, devised to capture the next generation of tobacco users —Maine's children.

The goal of this campaign is to build awareness and alarm among parents, teachers, coaches, legislators, and community leaders about Big Tobacco's newest smokeless tobacco products. These products may look and taste like candy, but may contain up to three times as much nicotine as cigarettes, and can lead to serious addiction issues. These products are also a way to circumvent the laws that discourage smoking as they protect people from secondhand smoke.

This campaign included a TV ad that informed adults about these products, without actually showing the products themselves, and directed viewers to the website [www.tobacconeveryquits.com](http://www.tobacconeveryquits.com). We also created a brochure for parents, coaches, teachers, legislators, and community leaders explaining the dangers to our children of these new smokeless products. Once the products arrive in Maine, there will be a radio ad that talks about the new products, and again directs listeners to the website as well as banner ads on the internet.

Tobacco companies continue to find ways of over turning all the hard work we've done to develop strong laws and policies which make smoking unacceptable, unaffordable, and invisible. All of these products can be used in places where smoking is not permitted. These products make it possible for kids to use nicotine almost anywhere and not feel motivated to avoid tobacco and its stigma.

Unfortunately, smokeless does not equal harmless. These products are still addictive and can cause severe health problems. The key to lowering Maine's youth smoking rate is to prevent kids from ever starting to use any tobacco products. While Maine has made great strides in reducing our youth smoking rates, our efforts at prevention must continue with each new generation.

### **Resources for Youth**

PTM has created youth friendly brochures that focus on smoking, smokeless tobacco, and cigar use. These materials have been designed to appeal to a youth audience and encourage the user to call the Youth Maine Tobacco HelpLine number: 1-800-NEW-CHOICE and visit the youth prevention website: [www.unleashyourc.com](http://www.unleashyourc.com)

### **PTM Action Sheets**

PTM has created a series of one-page fact sheets for parents and teachers to educate them about new tobacco products and negative impact of tobacco use on athletic performance. The action sheets are meant to give action steps on what to do and how to reach out to youth. PTM will be creating more action sheets as part of this series.

### **The Billionaire Vanishes**

The Billionaire Vanishes is a middle school teaching tool for creating awareness about the dangers of tobacco use. The program is designed to help kids discover the truth about smoking and tobacco addiction as they become engaged in a class mystery game. The new format of the program is being distributed on a DVD with all of the materials needed for middle school teachers to carryout in their classrooms. The program is currently being piloted and PTM hopes to roll it out statewide in the spring of 2011.



## **GOAL 2: ELIMINATING INVOLUNTARY EXPOSURE TO SECONDHAND SMOKE**

### **BACKGROUND AND ISSUES**

Secondhand smoke is deadly for both the smoker and for those exposed without their consent to tobacco smoke. It contains over 4,000 chemicals, 40 of which cause cancer. According to the publication: *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*. U.S. DHHS CDC Office on Smoking or Health. 2006, “The scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke.”

Nationally more than 126 million non-smoking Americans are regularly exposed to secondhand smoke. Even brief exposure can be dangerous because non-smokers inhale many of the same cancer causing chemicals as smokers.

As noted in the Institute of Medicine report: IOM (Institute of Medicine). 2010. *Secondhand Smoke Exposure and Cardiovascular Effects: Making Sense of the Evidence*. Washington, DC: The National Academies Press., while smoking restrictions protect non-smokers; such restrictions also help smokers quit, cut down and avoid relapse by reinforcing a non-smoking standard or “norm”.

### **Maine’s Laws Relating to Smoking**

The laws related to secondhand smoke in Maine primarily relate to two settings: workplaces where the law is in place to protect employers and employees; and public settings, defined as places into which the public is invited or allowed, to protect the public at large from the dangers of secondhand smoke. The 124<sup>th</sup> Legislative Session, recognizing the health impact of secondhand smoke exposure and closed several gaps or “loopholes” that had existed within Maine’s tobacco laws.

Smoking is now 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 employee-owned vehicles when such vehicles are being used in the course of work whenever other employees or persons are 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).

In outdoor locations, smoking is prohibited in, on or within twenty (20) feet of common areas, including beaches, playgrounds, and public places (including rest rooms) 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).

Smoking is prohibited in a motor vehicle by the operator or a passenger when a person under the age of

16 years of age is present. While not a primary offense, a person violating this section of Maine law commits a civil violation for which a fine of \$50 may be assessed or a written warning given at the discretion of the law enforcement officer.

Violations may be reported and/or complaints filed online at [www.tobaccofreemaine.org](http://www.tobaccofreemaine.org) or by calling 1-800-560-5269. Complaints are forwarded to the proper enforcement authorities.

## **ACTIONS AND RESULTS**

### **DHHS rules updated following the substantive changes in Maine law**

PTM staff in collaboration with the Tobacco Enforcement Coordinator in the Attorney General's Office followed the requirements of the Maine Administrative Procedures Act to update the rules to match the stronger laws now protecting all Mainers from secondhand smoke.

### **The Breathe Easy Coalition of Maine**

Comprised of three components, The Smoke-Free Housing Coalition of Maine, the Maine Tobacco-Free College Network, and the Maine Tobacco-Free Hospital Network, the Breathe Easy Coalition of Maine has concentrated its efforts on encouraging the adoption of voluntary policies that protect the health of Mainers in the home, in health care settings and in colleges/institutions of higher education statewide.

### **Reducing exposure to secondhand smoke in the home environment:**

Strong laws now protect most Mainers from being exposed to the deadly toxins of secondhand smoke in public places, workplaces, restaurants, common areas of State Parks and State Historic Sites and in outdoor eating areas and cafes. Maine law also protects children under 16 years of age from being subjected to exposure in vehicles, 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, those with respiratory disorders and even pets. 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.

The Smoke-Free Housing Coalition of Maine, now in existence for eight years, has a clear mission; to protect residents in multi-unit housing from involuntary exposure to secondhand smoke through voluntary policy adoption. Since the home is now, in Maine, the predominant location for exposure, the Smoke-Free Housing Coalition of Maine has focused on working with public and subsidized housing. To date a partial listing of the groups' achievements include:

- 19 out of 20 of our PHAs now have smoke-free policies. All but 3 of these are 100% smoke-free. In all, this totals 4,874 units housing 9,284 tenants.
- Maine had the first tribal housing authority in the nation implement a smoke-free policy.
- We were the second state in the nation to pass a 1-point incentive in our State Housing Authority Qualified Allocation Plan for those applicants with 100% smoke-free policies.
- 45% of our market rate housing is smoke-free and that number is rising every day.

- The coalition has amassed a data base of over 12,450 landlords, and regularly sends out informative postcards to update landlords on matters of interest to them.
- We are the only state in the nation to have a smoke-free housing video which features our then Attorney General Steve Rowe making a clear statement that smoke-free housing policies are both legal and justified.
- Smoke-Free Housing Coalition of Maine was the first to publish costs of unit turnover in units allowing smoking versus units which do not. Costs in units allowing smoking are two to five times expensive to clean as those which do not.
- The work of the Smoke-Free Housing Coalition of Maine has been referenced and cited in many publications on smoke-free housing and secondhand smoking including the landmark U.S. Surgeon General report of 2006.
- Partnered extensively with our State Housing Authority, MaineHousing, to create a state housing registry that emphasizes 100% smoke-free as an option in the 15,000 multi-unit housing listings.

The Smoke-Free Housing Coalition of Maine also promotes the use of the Smoke-Free Home Pledge Family kit. Patterned after the Environmental Protection Agency's model, the kit supports families in adopting a pledge to keep their home smoke free at all times. Since 2008, 3,453 homes in Maine have signed the pledge and in 2010 alone 791 families pledged to keep their homes smoke-free.

### **Tobacco-Free Policy work underway with Maine's institutions of higher education:**

The Maine Tobacco-Free College Network (MTFCN) has maintained the criteria based policy approach that began in 2002 with the standards based design launched by the American Cancer Society's Smoke Free New England effort. Recognizing that many young people begin or expand their tobacco use when they enter higher education, MTFCN provided technical assistance, resources and support to colleges to develop comprehensive policies that exceed Maine law is a priority for PTM. A renewed website was launched this year at [www.mainetobaccofreecollegenetwork.org](http://www.mainetobaccofreecollegenetwork.org) to provide ongoing support to colleges, staff from the Healthy Maine Partnerships and to public health professionals as policies are developed at the local level. Since the renewed site was launched in January 2010, it has received over 800 visits. Leaders at Maine campuses have been surveyed this year to determine what resources and support would be helpful as they adopt stronger policies.

In February, 2010, the University of Maine's flagship campus for the Maine college system at Orono voted to adopt a 100% tobacco-free policy effective January 1, 2011. This makes UMO the first institution of higher education in Maine to adopt a comprehensive 100% tobacco free policy.

### **Tobacco-free Policy Development with Maine's hospitals and health care systems:**

During the past calendar year the Maine Tobacco-Free Hospital Network (MTFHN) has reestablished itself and in the process launched a renewed website, [www.MaineTobaccoFreeHospitalNetwork.org](http://www.MaineTobaccoFreeHospitalNetwork.org), as a resource for hospitals and health advocates interested in tobacco policy development. Since the new site

went live, it has received more than 750 visits. The MTFHN provides technical assistance to hospitals and health care facilities across the state to address tobacco-free campus and cessation issues on their property. In order to best reach this audience, a comprehensive website has been developed, and a hospital resource packet that will provide support for hospitals around making their staff, patients, visitors, and community aware of their decision to create a tobacco-free environment is in final design.

The Maine Tobacco-Free Hospital Network also recognizes hospitals that have taken steps to reduce tobacco use on their campuses through the Gold Star Standards of Excellence Awards program. Fourteen (14) hospitals have shown their commitment to maintaining a healthy environment and protecting their employees, patients, and visitors from secondhand smoke by implementing tobacco-free policies on their campus and were recognized at a March 24, 2010 event at the Maine Hospital Association in Augusta. In addition to recognizing these hospitals, individual or committee champions, seven hospitals across the state were recognized as Gold Stars for being leaders within their organizations on this effort. The Gold Star Standards of Excellence recognition program will take place annually, with the celebration of hospitals in March.

## **MEDIA SUPPORT TO PUBLICIZE THE DANGERS OF SECONDHAND SMOKE**

As Maine's laws were strengthened, it triggered a need for relevant informational materials to be updated and distribution channels developed and utilized. For example when a new law regarding outdoor dining was signed, notices went out to all licensed eating establishments. This year in advance of the summer season a second reminder card was sent along with an option for business owners to contact their local Healthy Maine Partnership for help with accessing free signs to help them enforce the law.

The Good Work! Resource Kit was rewritten this year in a new format including new sample policies that can be downloaded and adapted to the needs of the individual employer while meeting or exceeding state law. The Kit can be viewed on the web at [www.tobaccofreemaine.org](http://www.tobaccofreemaine.org).

A new Guide for Maine Employers was developed to provide an easy to read summary of what is required by law of all employers to make it easier for Maine businesses to comply with Maine law

The Partnership For A Tobacco-Free Maine website has been updated to include an online listing and brief description of all relevant secondhand smoke laws with a link to the state's legislative website to access the statute. To support the legislation that prohibits smoking in public places, PTM created a generic smoke-free area sign that cites all tobacco laws. This sign is available free of charge to Maine businesses in order for them to comply with the law.

The four page summary of Maine's Public Place and Workplace law has been updated to be useful as a quick resource.

Because the Maine law regarding State Parks and State Historic Sites is under the jurisdiction of the Maine Department of Conservation's Bureau of Parks and Lands, the Partnership For A Tobacco-Free Maine assisted Maine DOC by providing some additional smoke free signs in addition to those provided

in 2009. The radio ads were run again to remind all users, both in-state and tourists from other states of the new laws affecting common areas of the parks.

Regarding the vehicle law, reminder cards were updated since effective September 1, 2009 fines could now be levied against violators. This change in the law, as well as information about the availability of the reminder cards were announced in an electronic newsletter prepared and run in cooperation with the Maine Chiefs of Police Association.

The Breathe Easy Coalition of Maine provides updates regularly to the websites of the three component areas as well as providing downloadable products, such as fact sheets, sample leases, policies and more on a regular basis and as needed by request to consumers, landlords, college health officials and others.

## **GOAL 3 MOTIVATING AND ASSISTING TOBACCO USERS TO QUIT**

### **BACKGROUND AND ISSUES**

Maine's adult smoking rate in 2009 was 17.2%, compared to 23.3% in 1999. Our young adult rate has dropped from 35% in 2000 to 18.4% in 2009, a statistically significant drop. Consumption of cigarettes continues to drop from a high of 146 packs per person sold annually in the state in 1977 to 52 packs per person sold annually in 2009

Smokers are two to three times more likely to quit when using assistance than when they try on their own. The Partnership for A Tobacco-Free Maine (PTM) contracts with The Center for Tobacco Independence (CTI) to implement the Statewide Tobacco Dependence Treatment Initiative for Maine. The Initiative aims to increase access to proven treatments for tobacco dependence. They operate the Maine Tobacco HelpLine, conduct a variety of training sessions to multiple audiences.

The Treatment Center continues to provide best practice, intensive tobacco treatment in accordance with the 2008 Public Health Service Guidelines; Treating Tobacco Use and Dependence. The following practices reflect this commitment:

- Tailored materials are offered to patients based on readiness to quit.
- Intensive counseling is combined with clinically appropriate pharmacotherapy.
- All patients are offered evidence-based pharmacotherapy as clinically appropriate.
- Motivational intervention techniques are used for all tobacco users who are ambivalent about a quit attempt.
- Counselors work with patients to identify barriers and assist patients with practical problem solving and skill trainings.

### **ACTIONS AND RESULTS**

Maine's treatment initiative is conducted through a contract with Center for Tobacco Independence (CTI), a subsidiary of MaineHealth. CTI manages the Maine Tobacco Helpline (MTHL) as well as conducting a variety of trainings in many different settings. These trainings prepare healthcare and other professionals to address tobacco use by their clients.

## Maine Tobacco Helpline Results

Call Volume & Performance Measures	FY2010 Total
New Participants Registered	7,288
New Tobacco Users Registered	6,673 (92% of total)
Live Response Rate (Call answered at time of call)	97%
Answered Within 30 Seconds	92%
Initial Medication Approvals	3,737
Refill Medication Approvals	2,409
<b>NRT</b>	
Patches	4,803 (78%)
Gum	704 (12%)
Lozenges	636 (10%)

### CALLER SUMMARY:

**Reach:** This year the HelpLine served 3.77% of the approximately 180,000 smokers in Maine. Ninety percent of callers were tobacco users seeking help during SFY10.

**How Callers Heard About the HelpLine:** In SFY10, Health Professional was the most common response at 26% (1,955 participants), followed by Family/Friend 19% (1,417 participants), and TV 13% (1,040 participants). Health Professional “How Heard About ” for SFY09 and SFY08 were 18% and 24% respectively.

**Fax Referrals:** In FY2010 the HelpLine received 912 fax referrals, compared to 693 in FY2009 and 869 in FY2008. We believe our increased feedback to these referral sources, combined with efforts to making it easier to submit referrals using secure email and fax servers, will mean people referred by health providers will make up an even greater percentage of those served in FY2011.

### Trainings Completed:

College Student Basic Skills: 91 students in three schools.

Basic Skills for 297 students at 14 venues.

Intensive Tobacco Training was attended by 127 providers from various settings.

Webinars (6) were attended by 91 people.

### Better patient care taught through PTM’s Enhanced Clinical Outreach Program

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. Sites that have participated in the program have noted sustained changes including a greater awareness of tobacco treatment issues; use of more resources for patients;

documentation standards; and increased team collaboration within the clinic in providing evidence-based tobacco treatment.

The Clinical Outreach Program was conducted at 153 provider offices in mostly rural areas of the state this year. Clinical Outreach activity took place in all 8 health districts with a strong focus on the more remote. Evaluation surveys for the clinical outreach presentation continue to show a 99.2% overall participant satisfaction rate. Presenters received a good to excellent ranking on the following performance measures: Presenter Knowledge at 99.6%, Training Methods at 97.1%, Organization at 99.7% and Response to Questions at 98.6%. The MTHL video featuring a scenario demonstrating how the Helpline operates is now shown routinely as part of clinical outreach trainings upon request and has been very well received.

#### **What is Clinical Outreach?**

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 a healthcare site's tobacco treatment efforts.

## **MEDIA SUPPORT FOR CESSATION**

### **The QuitLink - Where quitting is contagious**

Launching during the winter of 2010-2011, the QuitLink is an exciting new social networking site for Mainers who want to quit tobacco and/or supporters of people who want to be tobacco-free.

Studies indicate that 70% of smokers have expressed the desire to quit tobacco, and this will be another tool that they can use. The purpose of the QuitLink is to provide these individuals with another place to turn and a support network that is designed to improve quitting success.



New research has indicated that quitting tobacco, as with other health concerns, is directly linked to the social networks in which an individual is engaged. By creating a virtual support network, this campaign seeks to capitalize on this principle and the relationships of the tobacco user.

The advantage of the QuitLink is that once those wishing to quit have succeeded, they become the ambassadors for the campaign and the resources affiliated with it, helping us to reach the remaining smokers through the power of social networking. This is NOT a tobacco cessation site. The goal of the QuitLink is to promote cessation through people's social networking communities in a place that they are already spending time online.

Phase I of the campaign includes getting the QuitLink website up and running, activating a Facebook page and a Twitter page (these will be monitored daily, and any cessation questions that come into the site will be answered by a Tobacco Specialist at the Center for Tobacco Independence), and populating the social networking sites through targeted online ads and through already established connections (e.g. the DTCs, HMPs, and other partners). There will also be a place for special populations beginning with Pregnant Women and LGBT with more population added in Phase II. This soft launch will allow the site to have some activity on it before engaging in a statewide media campaign.

Phase II of the campaign will be a statewide public launch. After the social media sites have been populated, a television campaign along with proactive outreach to the public will drive traffic to the sites. All DTCs and HMPs will receive an electronic media kit outlining the launch, goals, and overview of the social networking sites associated with the QuitLink as well as a Swiss cheese press release.

The QuitLink will provide links to local resources, extensive information about the Maine Tobacco HelpLine, and other tools to ensure quitting success. The website will also serve as the portal to the social networking components to further develop these "relationships" into an online social support structure and make quitting contagious.

### **Anti-Spit Tobacco Brochure for Adults**

PTM took part in our first "Through with Chew" week on 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. PTM created a new adult spit brochure that was sent out to all of the local HMPs for their use during and after the "Through with Chew" week. Along with the brochure, we also sent a press release and information/instructions about how to use these resources during the event. The key messages were if you are using chewing tobacco you can and should quit and there is free help to quit.

### **Media Campaign: Eight attempts**

This year PTM ran a statewide radio campaign throughout the month of January, coupled with a strong public relations push that featured the Maine Tobacco HelpLine and testimonials of those that successfully used their services. PTM created radio and TV messages to reach those that are contemplating or have attempted to quit smoking for the New Year. The key message of the campaign was to remind people that quitting tobacco is difficult, often requiring several attempts before success, and to remind people not to go it alone as the Maine Tobacco HelpLine is here to help.

## **Maine CDC Programs Collaborate to Produce Diabetes Resources**

The Partnership For A Tobacco-Free Maine, the Maine Diabetes Prevention & Control Program, the Maine Cardiovascular Health Program, and Healthy Communities Program at Maine CDC have collaborated to develop new materials for persons diagnosed with diabetes. The purpose of the new materials is to raise awareness that individuals with diabetes who use tobacco, or are exposed to second-hand smoke, are at risk for greater complications, including heart disease.

A brochure and magnet describe the negative effects of tobacco use, offer simple tips on how to quit, and suggest ways to take charge of diabetes for a healthier life. These materials were mailed, in early August, to residents with diabetes in six counties— Washington, Hancock, Somerset, Oxford, Aroostook, and Piscataquis. KeepMeWell and 211 materials were included in the packets as additional resources for improving health. A second mailing to MaineCare recipients who have diabetes will be sent in 2011.

In addition, the team is creating short vignettes of people with diabetes who have successfully quit smoking and want to share their story. These videos are currently being produced and will be available for viewing at provider offices and other appropriate public settings in the coming year.

## **You Know You Want to Quit TV Campaign**

Originally created in 2004 as a smaller campaign designed to inject brief quitting motivational messages into viewers, “You Know You Want to Quit” consists of two 15-second messages that run back-to-back. The TV messages present compelling situations in life that could make a smoker consider quitting tobacco, and urge them to call the Maine Tobacco Helpline. PTM re-ran this campaign during the summer of 2010 and as a result saw a XX% increase in calls to the Maine Tobacco Helpline.

## **HelpLine Brochures**

PTM’s most popular resources, “How the HelpLine Works” and “How to Quit” brochures have been revised. These resources are distributed by the Maine Tobacco HelpLine as well as through community partnerships. Since the beginning of 2010, PTM has distributed over 37,000 of these brochures.

## **APPENDIX: Case Study:**

### **Smoke-free housing in ME: a best practice example**

When public and private sectors work together to achieve goals, progress can be swift and comprehensive.

The phone calls to the Healthy Maine Partnerships and to the state's tobacco prevention and control program began in 2002. The calls were from tenants in multi-unit rental apartments who had been to the emergency room with their asthmatic child. Other phone calls came from elderly tenants who had chronic respiratory conditions and whose breathing difficulties were becoming worse following a change in tenants in the adjoining apartment. Phone calls also were coming from property owners who wanted to help their tenants, but who didn't know how. The phone calls all had one concern in common: involuntary exposure to secondhand smoke from tobacco use emanating from adjoining units. Secondhand smoke in multi-unit housing was becoming a common complaint among tenants but there were virtually no resources, no clear information about the legality of smoke-free policies in housing and, apparently, no place to turn.

That all started to change at a state-wide Healthy Maine Partnership (HMP) meeting in 2003. HMP staff from Healthy Androscoggin (Tina Pettingill) and a staff member from the Partnership For A Tobacco-Free Maine (PTM) (Carol Coles) asked if anyone interested in this topic wanted to have an ad hoc meeting during the lunch break. A small group representing fourteen of the thirty one HMPs gathered and decided collectively that this was a problem we needed to address. The Smoke-Free Housing Coalition of Maine was born that day.

Recognizing that we would need help we began to actively elicit support from some key partners. These included the Policy Analyst from the American Lung Association of Maine (Judy Dorsey at that time), CD&M Communications, PTM's counter-marketing contractor, to learn how to bring media attention to the issue in a productive way, and we also sought the help of staff from the Health Policy Partners of Maine (Becky Smith) to see if advocacy about this issue could be the best avenue to move our project forward. Within six months, tenant surveys were conducted in Lewiston & Auburn public housing authorities, legality of such policies was researched, relationships were established with people at MaineHousing and other key partners, and a strategy for change (educate landlords first, empower tenants second) adopted.

Knowing that education and educational resources would be essential, members of our initial HMP meeting began to collect some key resources from other states. We found that California and Michigan had begun some work in the area, and happily found that these partners were more than willing to share their resources with us in Maine.

Our mission became to protect residents in multi-unit housing from involuntary exposure to secondhand smoke. Paramount to that mission were the facts that: smoke-free housing is considerably less expensive for landlords than maintaining rental properties where smoking is allowed; that providing smoke-free housing is legal in every State in the U.S. and also legal under federal law. We also devoted our effort to a mission that included an emphasis on reminding tenants, landlords and the general public that smoke-free housing is not about evicting people who use tobacco, but rather it is about taking smoking behavior outside to where it won't affect any other people. We popularized a core slogan for our effort which is "It's about the smoke, not the smoker."

Within 18 months we had collectively created and published a comprehensive booklet on how to implement smoke-free housing in Maine. Through the work of the HMP Healthy Androscoggin, the

Auburn Housing Authority adopted a smoke-free policy becoming only the fifth in the nation to do so at the time. A comprehensive website was underway, and we were busy planning two large conferences for landlords to be held in Bangor and Portland. We found that people had started paying attention to our efforts.

By 2006 our partnerships with original key partners had expanded. We had established deeper connections with Maine State Housing Authority, now known as MaineHousing. Our relationship with the Auburn Housing Authority had blossomed. MaineHousing had invited us, as The Smoke-Free Housing Coalition of Maine, to speak at their annual conference for three consecutive years. MaineHousing had also allowed us to speak with the statewide staff from the regional Community Action Program (CAP) agency staff. The staff assisted us in reaching out to the landlords enrolled in the Section 8 Voucher program and educating these landlords on the efficacy and legality of smoke free policies. In addition, staff from MaineHousing began to seek us out as a resource on a variety of related issues. Auburn Housing Authority's Executive Director Rick Whiting became our champion by agreeing to talk to other housing authorities in the State, speaking with us on panels at several conferences and helping us immeasurably by tracking differences in expenditures at unit turnover so we could create the first chart comparing turnover costs in units which had allowed smoking and those that had not.

In addition to cultivating our original partnerships, new relationships were forged with entities such as Avesta Housing (the largest non-profit developer in the State). Avesta Housing's help furthered our mission within large market rate developments as well as within their subsidized housing projects when, after talks with their board and staff, Avesta Housing decided to pursue a 100% smoke-free policy in all but one of their properties. Avesta Housing has continued to use this as a significant amenity to their advantage by marketing it to the general public. Other property owners and managers quickly followed Avesta's example by adopting their own smoke-free policies for the units that they manage.

Eight years have passed and we are proud to note that the Smoke-Free Housing Coalition of Maine is a nationally known and respected leader in this field. Tina Pettingill has been invited to speak all over the United States, most extensively in New England, on the topic as a whole and on our unique model. Members of our coalition have spoken at every landlord association in the State multiple times; given presentations; responded to requests for news and newsletter articles and provided information in an ongoing manner to the Maine Real Estate Management Association (MREMA), the Maine Apartment Owners and Managers Association (MAOMA), the Maine Apartment Association (MAA) and the Maine Bar Association. On an extremely limited budget, we have arguably achieved more success in protecting Maine multi-unit tenants from secondhand smoke than any other state in the nation. Our effort has relied exclusively on voluntary policy adoption. Maine state laws prohibit smoking in worksites and public places. The laws are exemplary and comprehensive but provide no protection for home environments. As noted in the 2006 United States Surgeon General's report, the home is now becoming the predominant location for exposure of children and adults to secondhand smoke. Our concentration of effort on working with public housing and subsidized housing has been a deliberate effort to positively impact the lives of children and families in Maine.

- 19 out of 20 of our PHAs now have smoke-free policies. All but 3 of these are 100% smoke-free.
- Maine had the first tribal housing authority in the nation implement a smoke-free policy.
- We were the second state in the nation to pass a 1-point incentive in our State Housing Authority Qualified Allocation Plan for those applicants with 100% smoke-free policies.
- 45% of our market rate housing is smoke-free and that number is rising every day.
- We are the only state in the nation to have a smoke-free housing video which features our then Attorney General Steve Rowe making a clear statement that smoke-free housing policies are legal and justified.

- Smoke-Free Housing Coalition of Maine was the first to publish costs of unit turnover in units allowing smoking versus units which do not. Costs in units allowing smoking are two to five times as expensive as those which do not.
- We have been referenced and cited in many publications on smoke-free housing and secondhand smoking including the landmark U.S. Surgeon General report of 2006.
- Partnered extensively with our State Housing Authority, MaineHousing, to create a state housing registry that emphasizes 100% smoke-free as an option in the 15,000 multi-unit housing listings.

These successes and many more are a direct result of the hard work, dedication, creativity and passion of the original partners coupled with the work of a range of other public and private representatives from governmental and non-governmental organizations as well as for profit businesses along the way. The work of the local Healthy Maine Partnerships in helping to build capacity has been a vital part of our success. Because of consistency of messaging, good marketing strategies, knowledge/expertise and a broad coalition of partners, the Smoke-Free Housing Coalition of Maine has made huge normative changes- smoke-free housing is becoming the norm, not the exception. Our goal remains to have the supply of smoke-free housing equal demand. Finally, we are most proud of the protection that our effort has afforded to over 9,000 tenants whose home environments are now smoke-free.

### **Financial background**

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\$439,761 PTM contributions – cash and creative

\$75,000 Robert Wood Johnson Foundation grant

\$35,000 Environmental Protection Agency grant

*\$591,154 total funds (not including in-kind) or approximately \$74,000 per year for everything!*