

THE LINK

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

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

WINTER ISSUE 2008

PTM Launches Statewide Holiday Media Campaign

Nearly 21% of people in Maine smoke, and 70% of those have stated that they would like to quit but find it difficult. Since 2001, the Maine Tobacco Helpline has become widely known and respected for its success in helping people quit. Thanks to the Helpline, many Maine residents have been freed from tobacco addiction and have had long-term quitting success. However, many residents still using tobacco are heavily addicted; many are difficult to reach with educational messages.

This time of year people begin to think of making a fresh start. Common resolutions often include quitting tobacco use to help create a healthier lifestyle at the start of the New Year. The Maine Tobacco Helpline receives an increase in calls from smokers who would like help quitting. These callers need all the support, resources, and encouragement they can get through this especially pivotal time.



A last minute gift idea for the whole family.

If you ever thought about quitting smoking, here's a gift from the Maine Tobacco Helpline. It includes personal coaching and a plan designed just for you. You may even be eligible for free medication to make quitting less difficult. A tobacco-free life is a gift everyone deserves.

1-800-207-1230
THE MAINE TOBACCO HELPLINE

 **Healthy Maine Partnerships**
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Call the Maine Tobacco Helpline
1-800-207-1230
It's free, confidential, and it really works.

Through the Fund for a Healthy Maine, PTM provided money in the Healthy Maine Partnerships (HMP) grant (beginning in September 2007) to assign a tobacco coordinator in each of the eight public health districts. This position is a resource for local HMP staff, as well as community coalitions, organizations, and municipalities in the planning, development, and implementation of evidence-based programs, policies, and practices related to tobacco prevention, control, and treatment.

District Tobacco Coordinators Ready to Put Expertise to Work

The District Tobacco Coordinators will provide content expertise in tobacco use prevention, tobacco-related health promotion, and tobacco treatment to each of the local HMPs. In addition, they will ensure the planning, development, and implementation of a coordinated and comprehensive approach to tobacco prevention and control throughout each of the eight DHHS districts as well as a systematic, science-based approach to tobacco treatment.

Tobacco prevention and control is still a work in progress and is getting harder and harder every day, requiring help at

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For these reasons, the Partnership For A Tobacco-Free Maine launched a HelpLine holiday promotional blitz. In the middle of December, messages began running on the radio and were also printed in large daily newspapers. The campaign continued to run through the beginning of 2008.

Focusing on the season of giving, New Year's resolutions, and winter weather, these new messages promote the HelpLine throughout the state. We have also increased our statewide television presence with a heavy rotation of existing HelpLine spots.

The combination of the promotional blitz with press outreach stories has resulted in a

media buzz around the state. Several news clips have appeared in major newspapers, television spots, and radio programs statewide, including interviews with Dr. Dora Anne Mills, Director of the Maine CDC, and HelpLine

Director, Ken Lewis. News clips have also featured testimonials from smokers who have

successfully quit, using the HelpLine.

Each local Healthy Maine Partnership (HMP) has received an outreach toolkit with materials to promote the HelpLine resources at the community level. PTM is asking local HMPs to continue to promote the HelpLine as a fresh start to 2008. We need to make a



The ME Tobacco HelpLine offers the following services:

- **Free and confidential resources**
- **Coaching by HelpLine experts – It's been proven that smokers who receive coaching are three times more likely to succeed.**
- **Nicotine Replacement Therapy (NRT) – Those individuals who qualify may receive NRT medication vouchers .**

strong push to reach smokers at the places they frequent and increase their awareness of the resources available.

Alternative Forms of Tobacco a Key Topic at the National Conference on Tobacco or Health

Almost a dozen Mainers attend the national conference held in Minneapolis



T.J. Williams, who is the executive director of Ignite! Oxford County attended the National Conference on Tobacco or Health and represented the youth of Maine.

The National Conference on Tobacco or Health (NCTOH) is the nation's largest and longest-lasting gathering of the U.S. tobacco control movement. Through the expertise of approximately 1,200 presenters, the conference aims to improve and sustain the effectiveness, reach, and activities of tobacco control programs in the United States.

Experts at the October 2007 conference presented topics ranging from the latest evidence on health impacts to new treatments in cessation, from secondhand smoke policy approaches to youth and priority populations advocacy, and much more.

One of the most hotly discussed topics at the conference was the health effects of alternative forms of tobacco and the methods by which they are marketed to youth. Dorothy Hatsukami, a tobacco researcher at the University of Minnesota, spoke to the 3,000-plus attendees about this new "wild west" of tobacco products that feature a



The keynote speaker at the opening plenary session on October 24 was Sharon Eubanks, whistle-blower attorney formerly with the Department of Justice, who helped direct the DOJ's groundbreaking lawsuit against the tobacco companies.

dizzying but lethal array of exotic flavors and varying levels of nicotine and chemicals.

The National Cancer Institute recently announced that it has developed an experimental fast-track research method so public health professionals and scientists can track new alternative tobacco products and develop counter-marketing and public awareness campaigns.

District Tobacco Coordinators *Continued from page 1*

the local level. Maine is at the national forefront of tobacco prevention, with many celebrated successes. However, one in six youths and one in five adults still smoke. Smoking remains the leading cause of preventable death and disability. Screening, providing brief counseling, and offering pharmacotherapy for smoking is rated the third most effective preventive health care service after immunization for children and aspirin for cardiovascular events.

Maine spends \$602 million per year in health care costs directly caused by smoking. About one third (\$216 million) of that is covered by the MaineCare (Medicaid) program. Medical costs do not cover costs related to exposure to secondhand smoke, smoking-caused fires, spit tobacco use, or cigar and pipe smoking. Other non-health costs from tobacco use include residential and commercial property losses from smoking-caused fires (more

than \$500 million per year nationwide); extra cleaning and maintenance costs made necessary by tobacco smoke and litter (about \$4+ billion nationwide for commercial establishments alone); and additional productivity losses from

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smoking-caused work absences, smoking breaks, and on-the-job performance declines and early termination of employment caused by smoking-caused disability or illness. It also does not count productive work lives shortened by smoking-caused death.

Reducing the rate of smoking and other tobacco use can lower all tobacco-related costs. Coordinators will work with the HMPs to assess, plan, and increase collaboration on initiatives to further prevent and reduce tobacco use and exposure to secondhand smoke.

Although the coordinators do not have time to participate in all tobacco initiatives across a district, they will assist in helping to identify, prioritize, and plan programs that are culturally appropriate for populations most at risk for tobacco-related issues. They will help to leverage resources and mobilize community advocates, fostering partnerships with community leaders and organizations concerned with health equity and social justice to help them understand tobacco as a crucial issue. And of course, they will work with the staff of Partnership For A Tobacco-Free Maine, as well as their contractors, to ensure statewide coordination for tobacco initiatives.

Local HMPs Urged to Increase Retailer Participation in NO BUTS!

When the Star Store Pilot Initiative was conducted last spring, it became clear that success would depend on increasing the number of NO BUTS! stores. As a result, PTM is encouraging HMPs to survey local, non-chain tobacco retailers and provide NO BUTS! training and resources to those unfamiliar with the program.

NO BUTS! was established to address two issues:

- Underage tobacco use is a major public health crisis in Maine.
 - One in five Maine high school students uses tobacco products. Many start as young as 12 or 13.
 - 2,400 Maine kids under 18 become daily

smokers every year; 29,200 will die prematurely from their tobacco addiction.

- Education of retailers about Maine laws and tobacco sales is a vital component in combating underage tobacco use. NO BUTS! enhances Maine retailers' adherence to tobacco sales laws by providing retailers the tools they need to avoid selling tobacco to minors.
 - NO BUTS! rewards the overwhelming majority of Maine retailers who are already doing a good job.

In addition, PTM wants to increase Youth Advocacy Program (YAP) involvement in the NO BUTS! Program. PTM, in coordination with the Attorney General's Office, will provide two NO BUTS! training sessions for YAP coordina-

NO BUTS!
for kids here
BLOCKING UNDERAGE TOBACCO SALES

tors, as well as offer a NO BUTS! workshop at the Maine Youth Action Network's Peer Leadership Conference. Here are ways for YAPs to get involved:

- Survey/identify potential NO BUTS! mom-and-pop stores in their local communities (PTM will be providing a list of local stores to target).
- Help the stores in their communities to plan and implement the NO BUTS! program with the training they receive.
- Track recruitment of new stores for this initiative and report back to PTM and the Attorney General's Office.

An Inside Look at the PTM Strategic Planning Process

By Carol Kelly, Pivot Point, Inc.

Maine's success in reducing tobacco use and exposure to secondhand smoke is something to be proud of. Since getting serious in the late 1990s about our high youth smoking rates and smoke-filled public and work places, Maine has made tremendous progress. Our programs are working to help smokers quit and keep kids from starting. We have a solid community and school-based infrastructure, a treatment program that is a national model of success, and a cutting-edge health communications campaign with proven effectiveness. Now it's time to take what we've built and learned and dig deeper into helping our most at-risk populations.

The 2007/2008 PTM strategic planning process has been designed specifically to address populations disproportionately affected by tobacco use. By starting with specific populations and identifying the challenges they each face and the settings in which they face them, we are building a comprehensive plan that strategically targets and refines our intervention efforts.

The process started with the formation of work teams for nine specific populations: native Americans, LGBT, immigrants, pregnant women, people with chronic disease, young adults, people with low incomes, youth, and people with behavioral health concerns. Community members were teamed with public health professionals in this grassroots-driven process. After identifying challenges and settings, the teams developed and prioritized strategies and action plans to address them.

The work teams will complete their efforts in January 2008, and their reports will be



integrated into a master-planning document. Because participation options would vary, several additional opportunities for input will be provided to other stakeholders, experts, longtime advocates, and community members.

The result will be a highly targeted plan based on new and strengthened community relation-

ships. There are significant opportunities for ongoing collaboration to reduce the physical and financial devastation caused by tobacco use in Maine.

It's an exciting process! The level of enthusiasm and participation has far exceeded our expectations. The work team reports are filled with thoughtful and creative recommendations. Implementation of this plan will again show Maine to be a national leader in tobacco prevention and treatment. It never gets old to be part of great work being done!

Work Group Takes on Tobacco Use in the LGBT Community

The percentage of lesbian, gay, bisexual, transgender (LGBT) people in the U.S. is estimated at anywhere from 2% to 10%. Given the current U.S. population of 283,000,000 people, the LGBT population falls somewhere between 5.6 million and 28.3 million. Tobacco use, particularly cigarette smoking, has become an active part of their culture. Published studies of prevalence of tobacco use among lesbians, gay men, bisexuals, and transgender individuals estimate the rates of smoking as twice that of heterosexuals in similar geographic and socio-economic circumstances. As in the general population, smoking rates among low income, less educated LGBT individuals and young adults aged 18–24 are higher. Approximately 34% of non-heterosexual adults in Maine smoke.

LGBT Strategic Planning Work Group

Due to the high prevalence of smoking among LGBT people in the U.S., the National CDC has identified them as a population to reach out to for tobacco prevention and cessation. As part of the

PTM strategic planning process, a work team of LGBT community members and public health professionals met and conducted an environmental scan of this population. The team compiled a list of statewide groups, subgroups, govern-

Tobacco kills

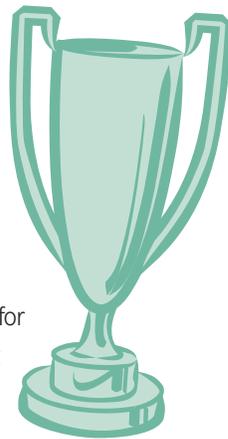
30,000 in the LGBT

community each

year in the U.S.

ment policies, political associations and community leaders, values, social norms, activities, communication methods, healthcare concerns, tobacco use, external community threats, and opportunities for improvement. The information is useful in giving us a sense of the LGBT group's attributes, resources, and capacities that must be tapped in order to reach and work with this oftentimes hidden population.

Ten Maine Hospitals Receive Award for Improving Tobacco Policies



In conjunction with the American Cancer Society's Great American Smokeout®, the Maine Tobacco-Free Hospital Network presented ten Maine hospitals with Gold Star Awards for demonstrated leadership in, and progress toward, adoption of comprehensive tobacco-free policies that protect the health of patients, staff, and visitors.

Establishing a tobacco-free environment in hospitals sets a clear example of good health practice. In the business of providing health-care, hospitals have a special responsibility to set an example within their communities.

On November 19, Elisa Madore, Community Executive with the American Cancer Society, and Carol Riemer Coles, Public Health Educator with the Partnership For A Tobacco-Free Maine, traveled together to Mayo Regional Hospital in Dover-Foxcroft and Charles A. Dean in Greenville to present their awards.

Also honored this year for having adopted at least 80% of the Maine Tobacco-Free Hospital Network's Gold Star Standards of Excellence were Down East Community Hospital, Franklin Memorial Hospital, Maine-General Medical Center, MidCoast Hospital, Northern Maine Medical Center, Penobscot Valley Hospital, Sebecook Valley Hospital, and Riverview Psychiatric Center.

The Maine Tobacco-Free Hospital Network is a collaborative effort comprised of the Healthy Maine Partnerships, the American Cancer Society and the American Lung Association of Maine. It was founded in 2005 and provides ongoing technical assistance, training, and support. To learn more about the Network or to join this effort, please call Carol Riemer Coles at (207) 287-4626 or e-mail carol.r.coles@maine.gov.



Charles A. Dean Hospital, Greenville Maine, 11/19/07. From left to right: Elisa Madore, Geno Murray, Stephen Douglass, Carol Coles

Youth Tobacco-Use Youth Survey Takes Place in February

The Maine Youth Drug and Alcohol Use Survey/Youth Tobacco Survey (MYDAUS/YTS) was conducted in schools across the state during the second week of February. The survey of students in grades 6–12 covers cigarettes, alcohol, drugs, as well as other risk factors and behavioral influences.

PTM has collaborated with the Office of Substance Abuse (OSA) on this survey since 2004. Data for prior surveys are available on line for 2000–2006 at the county and state levels. School administrators have access to school level data at www.maine.gov/dhhs/osa/data/mydaus/index.htm

Please call Doreen Maines at (207) 287-3268 or Melanie Lanctot at (207) 287-2964 if you have questions about accessing or using the data.

PTM to Launch All-New Program Website

New site lets communities and health professionals order online materials and access extensive resources.



Communities, public health officials, and professionals working in the tobacco control and prevention field will gain access to a wealth of new resources and information when the redesigned PTM website launches in the first quarter of 2008. From a complete online ordering system for all PTM materials, including brochures and

promotional items, to consumer-friendly quitting tools, the all-new site was completely rebuilt and developed with both professionals and the general public in mind.

The website will feature two different navigation styles to appeal to different users. One set of navigation choices features “pathways” of pre-selected information and

links for unique audience types. The pathways present special, tailored information for the following audiences: parents, special populations, educators, communities, providers, and workplaces.

For example, the parent pathway presents information tailored specifically for parents to help them prevent their children from using tobacco, protect them from secondhand smoke, and help them quit if they already use tobacco. The pathway guides them through the information by moving from the introductory level to deeper and deeper details by topic. This is a great tool for communities to share in their communities and is most helpful for parents who are new to the topic of tobacco prevention and quitting.

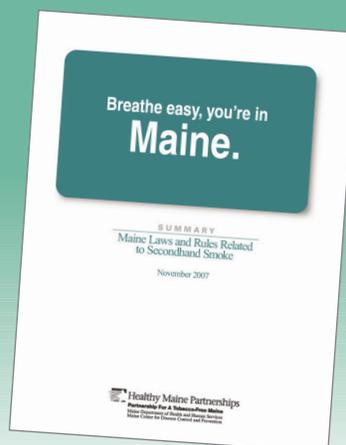
The other navigation style, more traditional, leads site visitors directly to the facts, information, and links. Topics on the home page are “quit tobacco,” “prevent and protect,” “explore the facts,” “breathe easy,” and “train and take action.” The train and take action section will feature information and online registration for all PTM and PTM-sponsored events, such as tobacco treatment specialist training. The section will also have information for the general public on how to get involved in tobacco control and prevention advocacy.

One of the most exciting aspects to the new site is the comprehensive online resource and distribution catalog. For those professionals working in the field of tobacco prevention and control, the online catalog offers a quick and easy way of searching for PTM printed materials and promotional items. Every item that PTM currently offers will be available for online ordering and approval.

Look for the new site soon!

New Law and Rule Summary Available Now

The recently updated summary of Maine’s laws and rules related to secondhand smoke, effective November 2007, is now available. You can access this four-page, easy-to-read document at <http://www.tobaccofreemaine.org/documents/25-128-07%20LawSummry.pdf>, or contact the Partnership For A Tobacco-Free Maine at (207) 287-4627 for your free copy.



MARK YOUR

CALENDAR

Kick Butts Day

April 2, 2008

Stand Out. Speak Up. Seize Control.
Make this year's Kick Butts Day a success!
Go to kickbuttsday.org to request
your free activity guide and get more
information.

**Stop. Quit. Resist: The 4th Annual
Maine Anti-Tobacco Youth
Summit, sponsored by PTM**

**April 7-8, 2008
Augusta Civic Center**

Youth Website to Feature New Look, Themes

When PTM began to study the effectiveness of our current youth website, discussion grew around the need to create a more interactive, participatory, and creative site that addressed not only tobacco use but also healthy choices. Also considered were the changes needed to encourage teens to keep visiting the site.

PTM, in coordination with CD&M Communications and Critical Insights, conducted several teen focus groups across the state to gain perspectives on tobacco control online environments and other tobacco-free lifestyle sites. Many existing sites have been successful in engaging teens already committed to the tobacco-free movement, but less so in engaging a broader and more diverse population of teens.

The focus groups identified several key factors to determine a creative direction. Results showed that sites with the strongest appeal conveyed a sense of personal freedom and creativity. They were also entertaining, humorous, and dynamic. In addition, a number of teens said that if the website were structured as a lifestyle site, with interwoven coverage of tobacco, they would be more interested and likely to check it out.

The new youth website is underway. Stay tuned for more information in the coming months. Contact PTM to learn how your local YAP groups and youth can get involved.



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

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

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

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

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

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

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

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

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John Elias Baldacci, Governor
Brenda Harvey, Commissioner

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The Link is published by the Partnership For A Tobacco-Free Maine (PTM), MaryBeth T. Welton, Program Manager, 287-4627.

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

LINK 8

Partnership For A Tobacco-Free Maine
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