



# Setting the Stage: Addressing Marijuana through Policy



THE  
**Breathe Easy**  
COALITION

*Leading the way for tobacco-free  
environments across Maine*

# About the Breathe Easy Coalition:

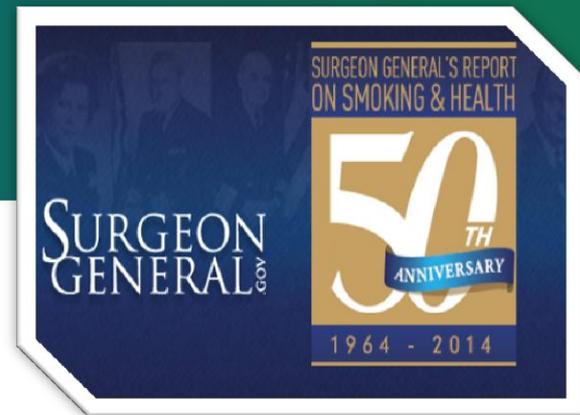


The Breathe Easy Coalition of Maine is a statewide umbrella organization of the **Smoke-Free Housing Coalition of Maine**, **Maine Tobacco-Free Behavioral Health Network**, **Maine Tobacco-Free Hospital Network** and **Maine Tobacco-Free College Network**. BEC works to reduce exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and increased tobacco-free living throughout Maine.

BEC initiatives are made possible through funding and support from the  
Maine CDC Partnership for a Tobacco-Free Maine.

# Reasons for Addressing Tobacco Use

- ▶ Tobacco use remains the leading cause of preventable disease and death.
- ▶ There is no risk-free level of exposure to secondhand smoke – even brief exposure causes damage that can lead to serious disease and death.
- ▶ Creating tobacco-free areas changes the social norm around tobacco use and promotes tobacco-free lifestyles.
- ▶ Cigarette butts are the most littered item in the US.



# Tobacco Policies are Evidence Based



## Creating smoke & tobacco-free policies will:

- Reduce exposure to secondhand smoke
- Reduce the prevalence of tobacco use
- Increase the number of tobacco users who quit
- Reduce the initiation of tobacco use among young people
- Reduce tobacco-related morbidity and mortality, including acute cardiovascular events.

# Breathe Easy, You're In Maine



Maine has a comprehensive set of laws to protect people from secondhand smoke in:

- ▶ Workplaces – indoors, within 20-feet of entryways, and in vehicles used in the course of work.
- ▶ Indoor public places.
- ▶ Restaurants/Bars, including outdoor dining areas.
- ▶ State parks, beaches and historical sites.
- ▶ Vehicles when children under the age of 16 are present.

# Addressing More than Smoking

- Nicotine is addictive in any form and the Surgeon General has stated that there are no safe tobacco products.
- Electronic nicotine delivery systems, such as e-cigarettes, may emit nicotine, propylene glycol, carcinogens and other harmful substances.
- The CDC reports that increased use “could be due to an increase in marketing, availability, and the visibility of these (other) tobacco products and the perception that they may be safer alternatives to cigarettes.”



- *Effective October 15, 2015, electronic smoking devices will be included in Maine's smoke-free laws!*
- Maine has comprehensive smoke-free laws but further efforts are needed to protect Maine people from secondhand smoke, change the social norm of use and address additional environments and products..

# Develop Policy Language

1. Background/Purpose section about why you are creating a tobacco-free environment. Explaining the harmful effects of secondhand smoke, dangers of tobacco use and how going tobacco-free meets the organization's mission.
2. Definition of what tobacco products are covered in the policy. **Best Practice:** *Tobacco use is defined as the smoking or use of all cigarettes, cigars, snuff, smokeless tobacco, snus, electronic cigarettes, and other non-FDA approved nicotine delivery devices.*
3. Explanation of where tobacco use is prohibited. **Best Practice:** *Tobacco use is prohibited in all indoor and outdoor areas of a property at all times. Including parking lots and vehicles being used in the course of work.*
4. Outline compliance expectations, enforcement parameters and treatment supports for staff, vendors, visitors and clients.

# Opportunities to Address Marijuana

Maine Medical Use of Marijuana Act states:

*“A landlord or business owner may prohibit the smoking of marijuana for medical purposes on the premises of the landlord or business if the landlord or business owner prohibits all smoking on the premises and posts notice to that effect on the premises.”* [2011, c. 407, Pt. B, §20

(AMD)]

City of Portland Marijuana Ordinance includes language that *a landlord can prohibit marijuana smoking.*



# An Opportunity to Address Marijuana

1. Background/Purpose section about why you are creating a tobacco-free environment. Explaining the harmful effects of secondhand smoke, dangers of tobacco **and marijuana** use and how going **smoke and** tobacco-free meets the organization's mission.
2. Definition of what tobacco products are covered in the policy. **Best Practice:** **Smoking and tobacco use is defined as the smoking or use of all cigarettes, cigars, snuff, smokeless tobacco, snus, electronic smoking devices, including electronic cigarettes, and other substances, such as marijuana.**
3. Explanation of where tobacco use is prohibited. **Best Practice:** **Smoking and Tobacco use is prohibited in all indoor and outdoor areas of a property at all times. Including parking lots and vehicles being used in the course of work.**
4. Outline compliance expectations, enforcement parameters and treatment supports for staff, vendors, visitors and clients.

# Remember: Key Talking Points for Policy Change

- ▶ As many organizations create strong smoke and tobacco-free policies, encourage the inclusion of marijuana in these policies to protect the community, support a marijuana-free social norm and to provide an opportunity to educate populations on the health effects.
- ▶ Communicating tobacco-free policies is key! Communicate your policy and provide support for users to support successful implementation.



# Thank You!

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