

# THE LINK

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

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

Summer ISSUE 2009

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



The Partnership For A Tobacco-Free Maine 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

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## 2009 National Conference on Tobacco or Health

PTM’s cooperative agreement with the national Centers for Disease Control and Prevention (CDC) requires that program staff attend the national tobacco conference and provides the funds for travel.

In addition to two PTM staff, there was other representation at the conference from Maine including local coalition members, District Tobacco Coordinators, and State Partners. This was a great opportunity to hear from and exchange ideas with some of the world’s most innovative and experienced experts in tobacco prevention and cessation at the local, state, national, and international levels.

- increasing diversity/eliminating disparities
- tobacco industry
- legal issues
- non-cigarette tobacco and nicotine products
- international tobacco control

The conference is an opportunity to hear about the latest data and research in tobacco prevention and control as well as promising new practices. Maine delegates chose from workshop sessions on:

- nicotine and the science of addiction
- youth prevention
- cessation
- surveillance and evaluation
- tobacco control policies
- communications and media



During the conference, PTM provided a poster session highlighting the success Maine has had in practical application

*Continued on page 2*

of state and national expertise and resources to the development of our health communication evaluation. PTM's Program Manager, Dorean Maines, along with PTM evaluators Marco Andrade, PhD, from the Maine Center for Public Health, and Rebecca Murphy-Hoefer, PhD, MPH compiled and shared the methods and results.

The MaineHealth Center for Tobacco Independence (CTI) presented a poster on "Changes in Nursing Students' Opinions about Treating Tobacco After Basic Skills Training." The study

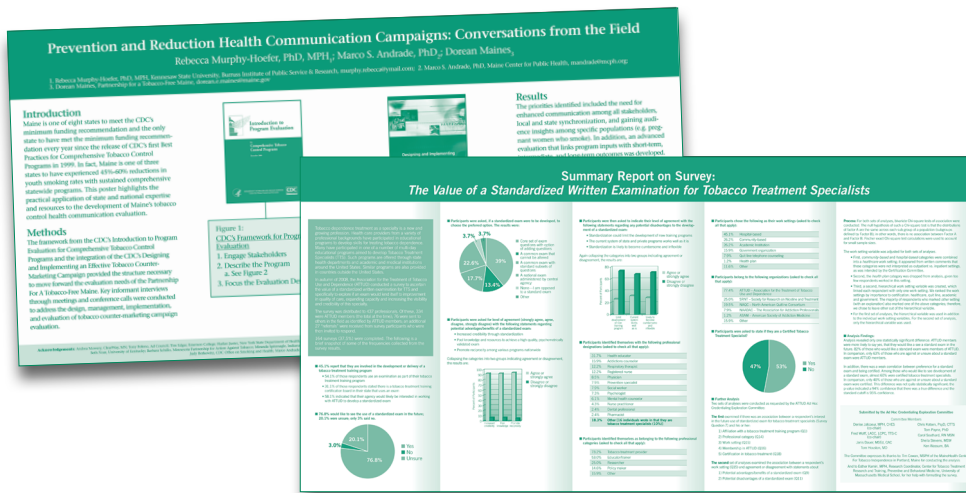
assessed change in opinions related to the students' perceived role, their feelings of preparedness and self confidence in treating patients' tobacco use before and after training in conducting a basic intervention for tobacco use.

During the conference, the FDA legislation to regulate the manufacturing, marketing and sale of tobacco products passed. It was exciting to be in a large plenary session with hundreds of fellow tobacco prevention and control advocates to share this momentous event. The long overdue regulation of

tobacco products is an enormous achievement for America's health.

Also during the conference, a new report from the Robert Wood Johnson Foundation, "Cigarette Smoking Prevalence and Policies in the 50 States: An Era of Change," was distributed. The report was prepared by the Departments of Health Behavior at the University at Buffalo School of Public Health and Health Professions and the Roswell Park Cancer Institute. The report is an excellent source of comparison with other states.

Unfortunately, the book was compiled before Maine's new secondhand smoke laws were passed. In the book, Maine appears with rather mediocre ratings compared to other states on secondhand smoke, whereas Maine's new laws will now help us rank in the highest categories. Maine's highlights page in the book reminds us that our young adult rates are still high, smokers are less apt to have smoke-free homes, and cigarette sales have dropped as prices have gone up. These statistics show us where our priorities need to be. Pages 94-97 describe and illustrate smoking and quitting by socioeconomic differences. For example, among those at/above the poverty line, 50.2% are former smokers while only 30.9% of those below the poverty line are former smokers. More people who are well educated have quit, and people tend to quit when they are older.



## New HelpLine Video Now Online

The new "What Happens When You Call" HelpLine video is now on PTM's website [www.tobaccofreemaine.org/quit\\_tobacco/Maine\\_Tobacco\\_HelpLine.php](http://www.tobaccofreemaine.org/quit_tobacco/Maine_Tobacco_HelpLine.php) (link is located at the bottom of the page). The 9-minute video 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. It's free, confidential and it really works.



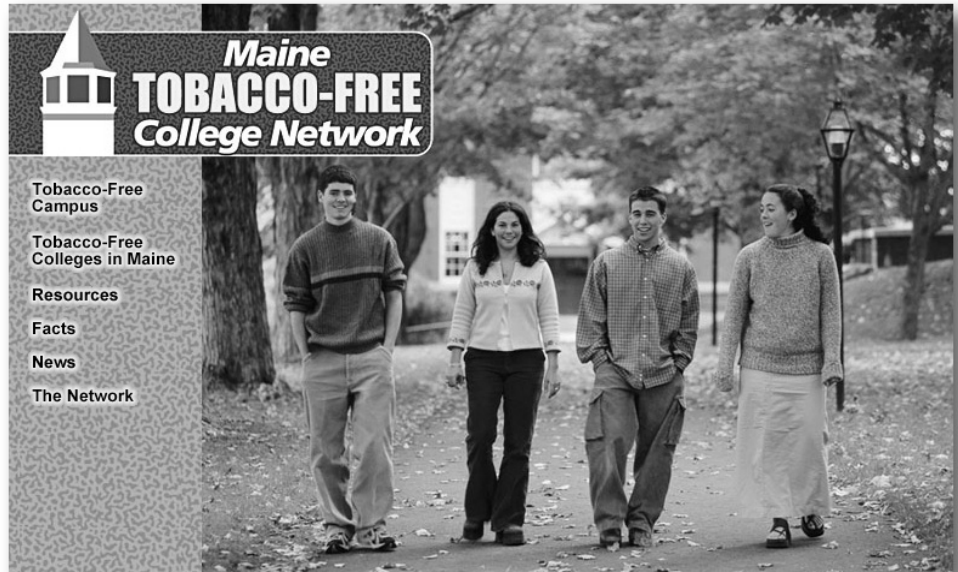
All the data points in the chart book are available at:  
<http://impacteen.org/tobaccodata.htm>.  
 The chart book itself is available online at:  
<http://www.impacteen.org/chartbooks.htm>.

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 multi-unit 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."

An Executive Committee and an Advisory Council have already been assembled to guide the work and to build capacity. The Breathe Easy Coalition will be organized around a streamlined meeting schedule that



respects the busy lives of those who had been involved in three separate meetings and initiatives in the past.

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. It will be celebrated by annual recognition events and by progress notes for developing each of the individual websites for each partnering effort. Current sites are [www.smokefreeforme.org](http://www.smokefreeforme.org) and [www.maintobaccofreecollegenetwork.org](http://www.maintobaccofreecollegenetwork.org) while a site is currently under development for the Maine Tobacco-Free Hospital efforts.

The American Cancer Society devel-

oped the initial concepts and the seven guiding standards for the College Network as part of its Smoke-Free New England effort starting in 2001.

The standards-based model served as the template for the development of the seven guiding standards for the College Network.

Annual award ceremonies have been held continuously by the Maine Tobacco Free Hospital Network in conjunction with the American Cancer Society Great American Smokeout in November of each year.

The current economy has affected us all including the budgets of our strong partnering voluntary organizations and allies. In recognition of the new realities that exist, PTM has determined that we must continue to provide support to this overall effort, and have entered into a contract with the City of Portland (which has long served as the lead for the Smoke-Free Housing Coalition), funded through our current federal CDC cooperative agreement.



# Kudos to...

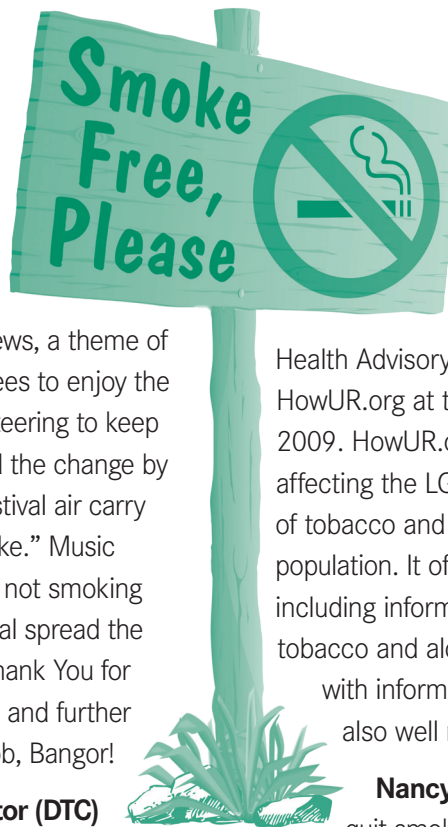
## **Bangor Region Public Health and Wellness**

for the role that they played in encouraging the leadership of the 2009 American Folk Festival to actively promote it as a smoke-free event. Starting with an informational insert in the Bangor Daily News, a theme of “Smoke Free, Please” encouraged attendees to enjoy the Folk Festival even more this year by volunteering to keep the air smoke-free and further encouraged the change by suggesting that everyone there “let the festival air carry the sound of great music without the smoke.” Music announcers thanked festival attendees for not smoking and signs distributed throughout the festival spread the message, “Help everyone breathe easy, Thank You for not smoking,” which reinforced the theme and further encouraged voluntary compliance. Nice job, Bangor!

## **Martha Bell, District Tobacco Coordinator (DTC)**

for Healthy Aroostook. She was able to work with Chris Beaulieu, the Director of the Presque Isle Recreation and Parks Department, to create a tobacco-free policy for all of the Presque Isle Recreation and Parks areas. It’s great to see more towns and outdoor spaces becoming tobacco-free, and thanks to the hard work of our DTC’s, we hope to see many more in the future. Great work, Martha!

**Healthy Androscoggin** for a policy researched and written by a Healthy Androscoggin youth group at Auburn Middle School. Following the state’s lead of not allowing smoking in state parks and beaches, the Androscoggin Land Trust will now be



asking anyone using their land not to smoke. Nicely done!

## **District Tobacco Coordinator Toby Simon,**

in collaboration with the Cumberland County HMPs and the LGBT Health Advisory group, for the launch of the new website HowUR.org at the Southern Maine Pride Festival in June 2009. HowUR.org addresses a variety of health topics affecting the LGBT community, including the high incidence of tobacco and alcohol abuse among the young adult LGBT population. It offers education, tools and resources for visitors, including information on how to avoid being a target of tobacco and alcohol advertising industries. A tobacco table with information specifically for the LGBT community was also well received and appreciated at the festival.

## **Nancy Demings and her husband,**

who have both quit smoking as a direct result of the American Legacy Foundation play, “Lucky or Dead,” which was produced using the principles of the truth® campaign. Nancy, the director of the play, had smoked for 11 years, while her husband had smoked for 46. They both noticed that they were experiencing the smoking facts that were being put into the play. Neither of them ever thought that they could quit because they thought it would be too hard and it was just too late. They both quit cold turkey, together. Nancy believes that the key to their success is that they did it together and now they both feel like they will never start smoking again. Congratulations to Nancy and her husband!

## New FDA Regulation Puts the Brakes on Flavored Products

*The Family Smoking Prevention and Tobacco Control Act* was signed into law by President Obama on June 22, 2009, giving the FDA authority to regulate tobacco products. The Act amends the Federal Food, Drug, and Cosmetic Act (FFDCA), giving the FDA authority to regulate the manufacturing, marketing and sale of tobacco products. There will be major effects due to the legislation. All candy, spice and fruit-flavored cigarettes will be banned. Only the flavor menthol will be allowed. It will be a requirement that larger and more graphic warnings cover 50% of cigarette and smokeless tobacco packages on both sides. Another effect of the law will be to apply specific restrictions of tobacco marketing and sales to youth. Examples include: a ban on remaining tobacco-brand sponsorships of sports and entertainment events and limited advertising in publications with a significant teen readership.

**For more information visit:** <http://www.tobaccofreekids.org/research/factsheets/pdf/0352.pdf> and <http://tclconline.org/documents/federal-regulation-tobacco-summary.pdf>

# Unleash Your C Freakster Tour Unleashed

To support the initial website launch in late spring, the Unleash Your C Freakster tour traveled to all corners of Maine to promote the UYC brand.

During the six-week tour, the UYC team successfully interacted with over 800 teens, representing every county in the state. The street team members built up a high level of trust with the teens, yielding empowering conversations and fostering emotional connections to the UYC brand. Regardless of gender, location, sexual orientation, or income level,



teenagers were able to express themselves openly with the street team.

Recognition of both the UYC commercial “Changing Colors” (produced by Marshwood High School teens) and the destination website grew as the tour progressed. Armed with the ability and knowledge of how to make healthy choices, the teenagers affected by UYC will be well equipped with tools to support them in future decision making as

well as the continued contact with the street team through social networking websites and periodic email blasts.

This summer UYC has been conducting the “How You C It” video competition (go to [www.howyoucit.com](http://www.howyoucit.com) for more details). The UYC team is currently planning for the fall tour in which they will visit local fairs across the state and feature “The Tent of Destiny.” Stay tuned for more info.

## HELLO & GOODBYE

### *PTM welcomes two new members to the team*

Garth Smith is a new PTM Public Health Educator. His educational background is in Sports Medicine and Health Science. His interests include working with the sports, recreational, and young adult populations, as well as social marketing. He has spent the past nine years with Shaw’s Supermarkets, most recently serving in retail management.

Margaret O’Connor is the new PTM Office Assistant. Her background is in education and finance. She has more than ten years of banking experience, which includes several years as an operations officer at Key Bank. She also worked in the Augusta School Department for more than six years, most recently in the Central Office. Margaret is

a life long resident of the City of Augusta, and has served on several municipal boards and committees. She has also served on the Boards of Big Brothers/Big Sisters of Kennebec Valley and the Augusta Food Bank. Margaret is particularly interested in the education and well being of young people, and she appreciates the role that PTM plays in the lives of the children in Maine.

### *It’s time to bid Marco Andrade Adieu*

Marco, the leader of the evaluation team for PTM, has moved to Rhode Island to be with his family. Marco’s team is still working on evaluation for PTM and a new Team Leader will be hired to guide the team. He will be sorely missed, we wish him well and we thank him for all his hard work. Farewell Marco!

# Young Adult Events Take Shape in Portland

The Partnership For A Tobacco-Free Maine 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. We contracted a pilot project with Rescue

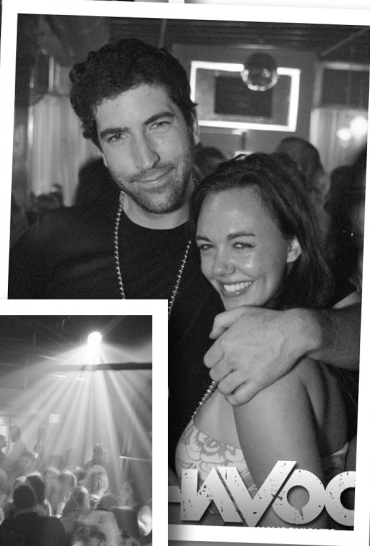
Social Change Group (RSCG) in December 2007 to better understand the relationship between identity and young adult/LGBT tobacco use in Maine. RSCG utilized their Social Branding® concept to investigate the behavior of tobacco use itself, specifically in Maine. The study also focused on local young adult culture and its relationship with tobacco use. This includes

understanding which sub-cultures are most prevalent and how tobacco use is perceived by them.

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 sub-cultures 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 the Partier population, work to associate the idealized image of the sub-culture 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. We will evaluate the results of this pilot project to determine feasibility of future projects.



# Relaxation Tools Help Others to Quit

By Pat Doustout

Quitting smoking was not an easy task. But, with the assistance of the Maine Tobacco HelpLine and other tools, it has now been 4 years

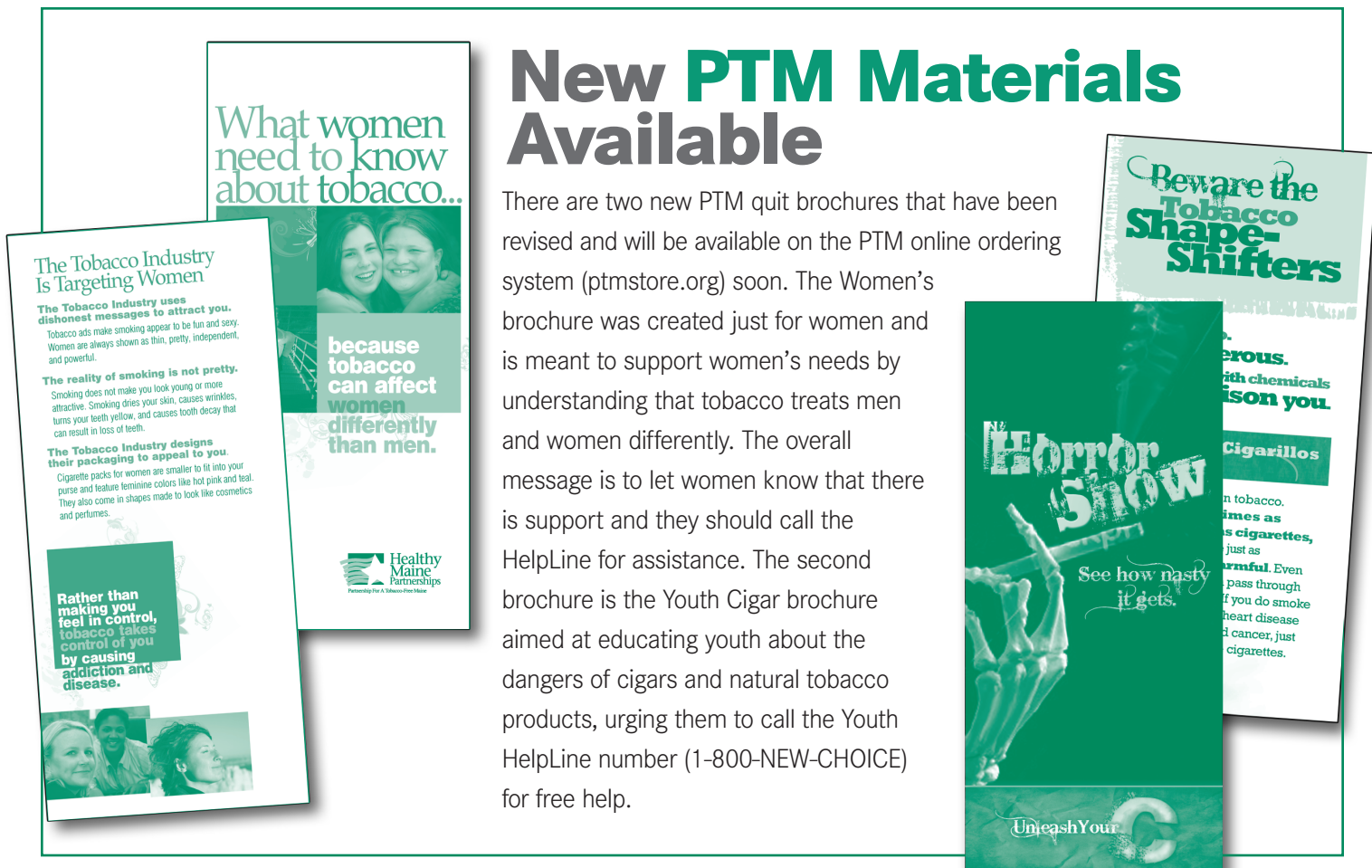
since I quit. One day, I picked up the phone and called the HelpLine. They sent me a package of pamphlets and even included a tea bag to encourage me to sit and relax. When I felt the urge to have a cigarette—usually when I would get stressed—I would listen to meditation music that I had downloaded to my MP3 player. I found the music to be very helpful. I soon realized that there were other ways of controlling my stress and it was good to take time for myself to relax.

Working at the WIC office, I see a lot of young people who smoke. I am really proud to tell my story to my clients. I tell them how old I was when I started and how many years I smoked for. I also share with them the tools that helped me to quit. I tell them about how wonderful the HelpLine is, and I am always handing out brochures for them to learn more about it. For those that have stress in their lives, I have made CDs of my meditation music and a few have quit because of it. I cannot tell you how it makes me feel when they tell me that my support has made a difference in their lives. Thank you to the HelpLine for helping me to help others!



# New PTM Materials Available

There are two new PTM quit brochures that have been revised and will be available on the PTM online ordering system ([ptmstore.org](http://ptmstore.org)) soon. The 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 products, urging them to call the Youth HelpLine number (1-800-NEW-CHOICE) for free help.



## MARK YOUR CALENDAR

### Tobacco Intervention: Basic Skills Training

Go to [http://www.tobaccofreemaine.org/basic\\_skills](http://www.tobaccofreemaine.org/basic_skills) to register and complete part one, the online portion of the training. Part two, the in-person trainings, are being conducted throughout Maine starting in September. The full schedule is available online.

November 9 & 10

### 26th Annual Peer Leadership Conference

Augusta Civic Center  
Go to [www.myan.org](http://www.myan.org) to register.

November 10 & 11

### 6th Annual Maine Anti-Tobacco Youth Summit

Augusta Civic Center  
Go to [www.myan.org](http://www.myan.org) to register.

## Web LINKS



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

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>

For the most recent facts on tobacco use in the state of Maine, visit  
[http://www.tobaccofreemaine.org/explore\\_facts/Maine\\_facts\\_and\\_stats.php](http://www.tobaccofreemaine.org/explore_facts/Maine_facts_and_stats.php)

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*The Link is published by the Partnership For A Tobacco-Free Maine (PTM).*

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

# LiNK 8

Healthy Maine Partnerships  
Partnership For A Tobacco-Free Maine

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