



Leading the way for **TOBACCO-FREE**
environments across **MAINE**

TOBACCO-FREE HOSPITAL NEWS

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EXPANDED TOBACCO PREVENTION & CONTROL IN MAINE

This past October we shared news that the Breathe Easy Coalition had become part of the Tobacco Prevention Services grant at the MaineHealth Center for Tobacco Independence (CTI). The tobacco prevention services is part of a larger initiative- Maine Prevention Services, at the Maine Department of Health & Human Services.

The work of the Breathe Easy Coalition to support smoke-free multi-unit housing, tobacco-free hospitals, colleges & universities and behavioral health agencies will continue and is now supported at the local level by 14 District Tobacco Prevention Partners across the entire state. In addition to the four target environments BEC has supported, the Tobacco Prevention Services program at MaineHealth CTI provides expanded tobacco prevention and control supports for municipal policy and ordinance, K-12 school policy, youth-serving organizations, lodging establishments and social service providers.

We are excited to have so many community partners covering the entire

state to support and expand the efforts to increase tobacco prevention and reduce involuntary exposure to secondhand smoke.

ALL ABOUT THE MAINE TOBACCO HELPLINE

The Maine Tobacco Helpline is a FREE service providing evidence-based tobacco treatment for all Maine residents. It takes about 5 minutes to register for the program after which a tobacco treatment specialist provides counseling and support at regular intervals over a six to eight week period.



THE MAINE TOBACCO HELPLINE

In addition to counseling, the individual's treatment plan may include the use of nicotine replacement therapy (NRT) patch, gum or lozenge. Helpline Specialists can assist callers who are MaineCare members with information on how to access their benefit. Other callers may be eligible for up to 8 weeks of free NRT directly through the Helpline. People wishing to quit the use of tobacco are 2-3 times more likely to be successful with Helpline support than if they were to try on their own.

The Helpline is open Monday - Sunday from 8:00 a.m. - 12:00 midnight. Individuals can call and register on their own or they can be referred by their provider. All Maine residents who use tobacco - as well as people who want to know how to support people who want to quit -- are welcome and encouraged to participate in The Maine Tobacco Helpline Counseling Program. It's free, it's friendly, it's convenient - and it really works!

2017 TOBACCO TREATMENT CONFERENCE

Mark your calendar for Maine's premier tobacco-related educational event- the Annual Tobacco Treatment Conference, May 9 & 10, 2017 at the DoubleTree by Hilton in South Portland.

The keynote speaker is Dr. Boris Lushniak, Dean of the University of Maryland School of Public Health. Dr. Lushniak is a Retired Rear Admiral in the United States Public Health Service and a former Deputy Surgeon General. He also served as acting United States Surgeon General from July 2013 to December 2014.

Additional information, including the link to register, can be found [here](#).

SAVE THE DATE

2017 Annual Tobacco Treatment Conference:
Building Capacity
DoubleTree by Hilton, South Portland, ME
May 9 & 10, 2017

Keynote address by Boris D. Lushniak, MD, MPH
Dr. Boris D. Lushniak is the Dean of the University of Maryland School of Public Health. Dr. Lushniak is a retired rear admiral in the United States Public Health Service and a former Deputy Surgeon General. He was also the acting United States Surgeon General from July 2013 to December 2014.

Target Audience: All healthcare, behavioral health and public health professionals
Registration Fee: \$175 (includes continental breakfast and lunch)
Online registration opens March 1, 2017
For more information contact Pam Craig-Parker at craigp@mainehealth.org

Developed by MaineHealth Center for Tobacco Independence on behalf of the Maine CDC, DHHS

INDOOR SMOKING BANS HELP KEEP KIDS OUT OF THE E.R.

A study published in the Annals of Allergy, Asthma & Immunology by researchers at the

University of Chicago Medicine, has found emergency rooms in communities with indoor smoking bans reported a 17 percent decrease in the number of children needing care for asthma attacks.



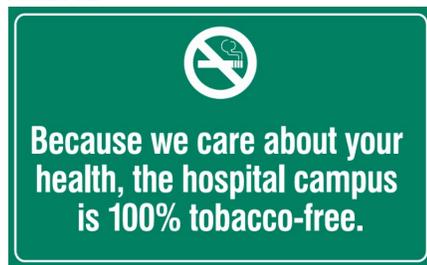
The study examined 20 metropolitan areas around the country that introduced clean indoor air regulations prohibiting smoking in public places such as restaurants, hotels and workplaces. Children are in a very unique situation in that they have very little control over their environment and changing public policies is one way to help control the environment for children in public spaces. Even short exposures to secondhand smoke in public spaces like restaurants can have a significant impact on asthma exacerbations.

The results of this study add to the large body of evidence that shows clean indoor air legislation improves and protects public health.

[Click here](#) to access the full article on the Annals of Allergy, Asthma & Immunology website.

TOBACCO-FREE HOSPITALS- A GROWING TREND

The Americans for Non-Smokers' Rights Foundation (ANR) is a national organization, dedicated to nonsmokers' rights, taking on the tobacco industry at all levels of government, protecting nonsmokers from exposure to secondhand smoke, and preventing tobacco addiction among youth.



Breathe easy, you're in **Maine.**



ANR tracks policies across the country and notes there is a rapidly growing list of 100% smoke-free hospitals and psychiatric facilities as well as 100% smoke-free nursing homes.

To view the full list of healthcare facilities in the US that are smoke-free, [visit the ANR website](#).

2017 GOLD STAR STANDARDS OF EXCELLENCE TIMELINE

Since we have received some questions about the 2017 Gold Star Standards of Excellence program, we thought it would be helpful to share the program timeline for this year.

Standards preview: late spring/early summer
Program application released: July-August
Applications due: August
Awards celebration: September



Additional information will be forthcoming and can always be found on our website MaineTobaccoFreeHospitals.org/GSSE

Breathe Easy Coalition | [BreatheEasyMaine.org](https://www.breatheeasymaine.org)

The Tobacco-Free Hospital Network is an initiative of the Breathe Easy Coalition of Maine. BEC is a program at the MaineHealth Center for Tobacco Independence. The program is funded by the Maine Prevention Services.

MaineHealth

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