



MAINE TOBACCO-FREE HOSPITAL NETWORK



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

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## TOBACCO-FREE HOSPITAL NEWS

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### FEATURED STORIES

- [Mark Your Calendar- 2017 Gold Star Standards of Excellence](#)
- [What Happens When You Refer to the Maine Tobacco Helpline](#)
- [Smoking in Maine- A New Infographic from MaineCDC](#)
- [Tobacco-Free Hospital Policy Enforcement Tips](#)
- [World No Tobacco Day from the World Health Organization](#)

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### 2017 GOLD STAR STANDARDS OF EXCELLENCE TIMELINE

Mark your calendar for the 8th annual celebration of the Hospital Gold Star Standards of Excellence recognition program.



[View the 2017 Standards Preview](#)

#### Important Program Dates

Applications released: week of July 17

Applications due: Friday, August 25

Awards celebration: Wednesday, September 27 | Maine Hospital

Association- 33 Fuller Rd., Augusta, ME

Additional information can be found on our website

[MaineTobaccoFreeHospitals.org/GSSE](http://MaineTobaccoFreeHospitals.org/GSSE)

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## WHAT HAPPENS WHEN YOU REFER TO MAINE TOBACCO HELPLINE

The Maine Tobacco Helpline is a FREE service providing evidence-based tobacco treatment for all Maine residents. Check out the video below to find out more about how the Helpline works and what happens when healthcare providers refer patients to the Helpline.



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## SMOKING IN MAINE- A NEW INFOGRAPHIC FROM MAINE CDC

The Maine Centers for Disease Control and Prevention recently created the infographic below outlining the impact of smoking in Maine. Click the image for full size and to download.

# SMOKING IN MAINE

Smoking is the number one preventable cause of death.

Smoking increases a person's risk of:



Lung Disease



Pregnancy Complications



Premature Death



Heart Disease



Cancer



Stroke



Cigarette smoking costs  
Maine nearly **\$1.5 billion** every year.



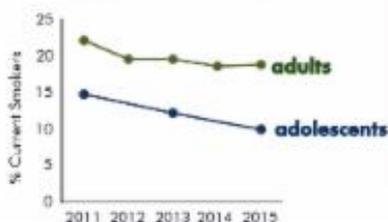
\$647 million in lost productivity



\$811 million in healthcare costs

Public health programs have made a difference.

Cigarette smoking rates have decreased for both **adults** and **adolescents**.



The Maine Tobacco HelpLine

has provided services to more than  
**45,000** tobacco users since 2011.

**40,000 fewer** Mainers smoked  
cigarettes in 2014 than in 2011 - that's  
more than the **entire population**  
of Lewiston.



But there is more work to be done.

MaineCare



**Almost half** (49%)  
of MaineCare members  
smoke, compared  
to 18% of non-  
MaineCare members.

Pregnant Women



The rate of smoking  
during the last three  
months of pregnancy in  
Maine is more than  
**double** the U.S. rate  
(21% vs. 10%).

E-Cigarettes



**1 in 5** (18%) high  
school students currently  
uses an electronic smoking  
device, nearly **twice**  
**as many** as smoke  
cigarettes (11%).

What can you do?

- ✓ Take the Smoke-Free Home Pledge ([smokefreeforme.org/pledge](http://smokefreeforme.org/pledge))
- ✓ Help make your town, school or healthcare site tobacco-free ([breathe easymaine.org](http://breathe easymaine.org))
- ✓ Promote Maine Tobacco HelpLine (1-800-207-1230) and QuitLink ([thequitlink.com](http://thequitlink.com))

For more information, please visit: [tobaccofreemaine.org](http://tobaccofreemaine.org)



Sources:

U.S. Centers for Disease Control and Prevention, Smoking, Ambulatory Health, Mobility, and Economic Costs; 2014-2015 Behavioral Risk Factor Surveillance System; 2014-2015 National Youth Tobacco Survey; Pregnancy Risk Assessment Monitoring System; Massachusetts Center for Tobacco Independence



## TOBACCO-FREE HOSPITAL POLICY ENFORCEMENT TIPS

Ongoing policy enforcement is key to a successful policy implementation and compliance. Enforcement needs to be consistent and prompt to any violation. Below are a suggested for enforcement strategies taken from tobacco-free hospital policies in Maine.

- **Signage**- Appropriate signage is posted and physical boundaries are distinguished to denote the policy.
- **Community enforcement**- Give all employees the responsibility to enforce the tobacco-free policy. For example, have reminder cards available to employees with the 100% tobacco-free message on it to hand out to people who are violating the policy. Other organizations give out thank you cards to people who are seen abiding by the hospital policy.
- **Leadership walkabouts**- Conduct walkabouts around the hospital campus with leadership of all levels during varied days and times to approach staff, visitors and contractors violating the policy to offer education and request compliance with the policy. Also look for litter to identify potential areas for repeated policy violations.



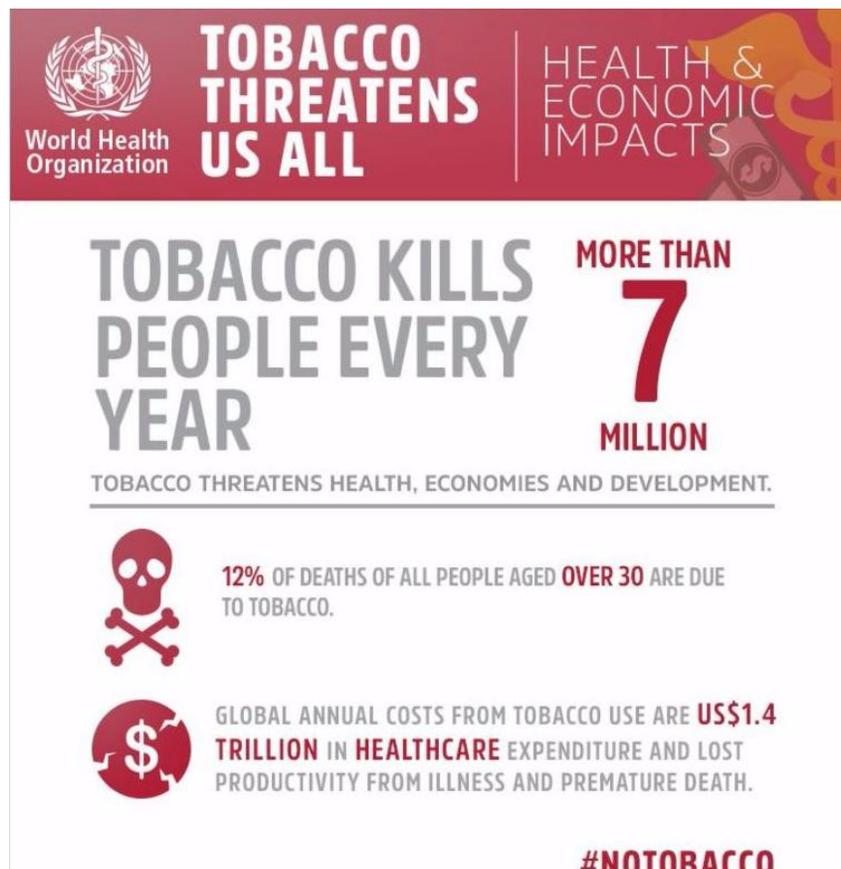
Breathe easy, you're in **Maine.**



For additional tips visit [MaineTobaccoFreeHospitals.org/Enforcement](http://MaineTobaccoFreeHospitals.org/Enforcement)

## WORLD NO TOBACCO DAY FROM THE WHO

Every year, on 31 May, WHO and partners mark World No Tobacco Day, highlighting the health and additional risks associated with tobacco use, and advocating for effective policies to reduce tobacco consumption. The theme for World No Tobacco Day 2017 was "Tobacco - a threat to development". Below is some of the data that outlines the impact tobacco has around the world.



For more information visit the [WHO World No Tobacco Day website](http://WHO World No Tobacco Day website).

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

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

MaineHealth



STAY CONNECTED:

