



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

TOBACCO-FREE HOSPITAL NEWS

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GOLD STAR STANDARDS OF EXCELLENCE WRAP-UP

On Wednesday, September 27, we held the 8th annual hospital Gold Star Standards of Excellence awards program to celebrate the efforts to address tobacco use and exposure to secondhand smoke on hospital campuses. This year we recognized 33 Maine hospitals and three gold star champions for achievements in advancing their campus tobacco-free policies as well as promoting tobacco-free lifestyles.



To view the full list of hospitals and gold star champions as well

2018 GSSE PLATINUM LEVEL PREVIEW

NEW FOR 2018! We will be adding a Platinum Level recognition to the Gold Star Standards of Excellence program. This new level is being created to continue to encourage hospitals to implement policies with comprehensive language and continue to implement procedures that support the promotion of tobacco-free lifestyles.



The 10 standards for 2018 will not be changing, rather the new recognition level will celebrate hospitals that have policies and procedures that go above and beyond the current Gold Level standards. Hospitals that achieved the Gold Level award in 2017 that don't meet the enhanced requirements will still be recognized at the Gold level in 2018.

You can view or download the [Platinum Level requirements](#) here or on the [Tobacco-Free Hospital GSSE webpage](#).

If you have questions about the new recognition level please [email us](#).

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 few suggested enforcement strategies taken from tobacco-free hospital policies in Maine.



Breathe easy, you're in Maine.  

- **Train those responsible for enforcement-** Ensure everyone responsible for enforcement is trained how to talk with sensitivity and clarity to people who are violating the policy, and also when it is appropriate to call security. Include a short talking points card that staff can learn. Emphasize the policy is not about making people quit. It is about maintaining a healthy environment for all.
- **Communication & consistent messaging-** All materials used to educate people of the policy, including employee and patient manuals, patient/volunteer/employee orientations, indoor and outdoor signage, etc. need to have consistent messaging.
- **Assigned enforcement-** Designate enforcement to a particular department, such as Security or Maintenance. Ensure the designated department personnel have the proper tools, resources, and authority to respond to people who are violating the policy.
- **Employee consequences-** Clearly explain expectations and violation consequences, these should be spelled out in the policy. For example, some organizations require annual acknowledgement of the

tobacco policy and other organizations use a progressive disciplinary approach for violations.

For additional tips visit MaineTobaccoFreeHospitals.org/Enforcement.

LOCAL TECHNICAL ASSISTANCE AVAILABLE TO ALL HOSPITALS

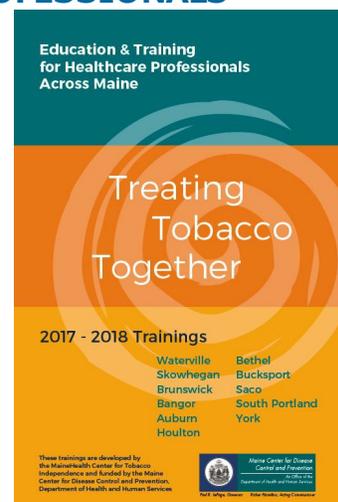
For the past year, the Tobacco-Free Hospital work we do here at Breathe Easy has been part of a larger statewide tobacco prevention services program funded by Maine Prevention Services. As a part of the tobacco prevention services program there are 14 sub-contractors across the state referred to as District Tobacco Prevention Partners (DTPP). Every county in Maine has a designated DTPP that is available to help provide technical assistance with policy related work including; policy review, revision, and implementation.

If your hospital has upcoming plans to review the tobacco-free campus policy we highly recommend engaging with your DTPP, these local community partners can help identify areas where policy language could be improved and provide assistance with policy implementation.

To be connected with your local District Tobacco Prevention Partner, please email us at BreatheEasy@mainehealth.org.

EDUCATION & TRAINING FOR HEALTHCARE PROFESSIONALS

The Center for Tobacco Independence Education and Training Program has recently launched a new website. The website CTI-TrainingMaine.org/home features all of the educational offerings and tools that will assist those who provide evidence-based treatment to clients and patients who use tobacco. These webinars and trainings are available to all clinical providers and staff throughout the State of Maine. Additionally, these webinars and trainings can help hospitals meet Standard #6 for the GSSE program.



New research shows that the average tobacco user may have made up to thirty quit attempts by the time they reach their 40s. It is known that these multiple failed quit attempts lead to discouragement and loss of self-confidence. Advice and assistance from a healthcare professional remains a powerful tool for helping tobacco users quit and these patients should be offered assistance at each healthcare visit.

Trainings are developed by the MaineHealth Center for Tobacco Independence and funded by the Maine Center for Disease Control and Prevention, Department of Health and Human Services.

SMOKING DOESN'T JUST KILL HUMANS

Cigarette butts are destroying the planet too. They may be small, but they're collectively trashing our planet. In the past decade, cigarette smoking in America has decreased 28%, yet cigarette butts remain the most littered item in the U.S. and across the planet. It is estimated that 1.69 billion pounds of littered cigarette butts are discarded around the world annually according to a 2009 study.



Only 10% of cigarette butts are properly deposited in ash receptacles. A survey of more than 1,000 smokers found that 35% of respondents toss five or more cigarette butts per pack on the ground, overlooking the consequences of litter because of its small size. The overall littering rate for cigarette butts is 65%, with tobacco products accounting for 38% of all U.S. roadway litter. When cigarette butts are dropped to the ground instead of properly disposed of, their litter has a big effect, the filters contain hundreds of chemicals that run off into oceans, rivers and streams, and they clog up our heaping landfills without biodegrading. 95% of cigarette filters are composed of cellulose acetate, a form of plastic that can persist in the environment.

What can be done to help? You can start making a change in your community to reduce the amount of cigarette litter by implementing a local Cigarette Litter Prevention Program and educating adult smokers on the proper disposal of their cigarette butts. For more info and tips visit the [Cigarette Litter Prevention Program, a Keep America Beautiful Initiative](#).

Breathe Easy | 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:

