



Tobacco-Free Hospital Awards Celebration

Thursday, September 27, 2017



THE
Breathe Easy
COALITION

MAINE TOBACCO-FREE HOSPITAL NETWORK

2017 Award Recipients

GOLD LEVEL

Blue Hill Memorial Hospital • Cary Medical Center • Central Maine Medical Center • Charles A. Dean Memorial Hospital • Down East Community Hospital • Eastern Maine Medical Center • Franklin Memorial Hospital • Houlton Regional Hospital • Inland Hospital • LincolnHealth • Maine Coast Memorial Hospital • Maine Medical Center • MaineGeneral Medical Center • Mayo Regional Hospital • Mercy Hospital • Mid Coast Hospital • Millinocket Regional Hospital • Mount Desert Island Hospital • Northern Maine Medical Center • Pen Bay Medical Center • Penobscot Valley Hospital • Rumford Hospital • Sebec Valley Health • Southern Maine Health Care • Spring Harbor Hospital • St. Mary's Regional Medical Center • Stephens Memorial Hospital • The Aroostook Medical Center • Waldo County General Hospital • York Hospital

SILVER LEVEL

Calais Regional Hospital • Redington-Fairview General Hospital

BRONZE LEVEL

New England Rehabilitation Hospital

Gold Star Champions

Casey Lancaster– *Southern Maine Health Care*

Penny York– *Stephens Memorial Hospital*

Tobacco-Free Policy Committee– *St. Mary's Regional Medical Center*

2017 Standards

- 1. Tobacco-Free Policy.** The hospital has a 100% tobacco-free campus policy that prohibits the smoking and use of all tobacco products including cigarettes, electronic smoking devices, smokeless tobacco, snuff, chew, snus, cigars, pipes and non-FDA approved electronic nicotine delivery systems. Smoking and tobacco use by employees, patients, visitors and contractors is prohibited at all times on the hospital campus, including in parking lots, in vehicles parked on campus, at all satellite sites and at other properties the hospital owns and/or rents. The policy extends to all off-site meetings, conferences and in all hospital vehicles.
- 2. Thirdhand Smoke Policy.** The hospital has a policy and clearly defined procedures to reduce patient and employee exposure to thirdhand tobacco smoke. Procedures and materials are available for patient and visitor education regarding thirdhand smoke.
- 3. Policy Communication and Enforcement.** Written policies and procedures exist that detail the hospital's policy (whether it is 100% tobacco-free or not) including a plan for enforcement and employee expectations. The tobacco-free policy defines staff members or departments that are responsible for enforcing the policy; including non-compliance.
- 4. Tobacco Advertising.** Advertisement or promotion of tobacco products is prohibited on the hospital's campus and satellite facilities. This includes hospital publications and magazines subscribed to by the hospital for placement in waiting rooms.
- 5. Tobacco Prevention & Treatment Education for Patients & Visitors.** Information about tobacco dependence and treatment, secondhand smoke, thirdhand smoke and local/statewide treatment resources are readily available to patients and visitors. For example, brochures about the Maine Tobacco Helpline are displayed in patient or visitor areas, patients are offered a proactive fax referral to the Maine Tobacco Helpline, hospital discharge paperwork includes treatment options and resources, patients are given information on the harmful effects of tobacco use and secondhand/thirdhand smoke and/or information on tobacco treatment methods and where to find resources are available to patients and families.
- 6. Evidence-Based Tobacco Treatment Training for Staff.** The hospital supports evidence-based tobacco treatment training for staff by offering in-services on tobacco treatment and supports staff financially to attend trainings. Literature and resources are available on-site for staff. Trained staff are available to provide treatment and counseling to tobacco-dependent patients.
- 7. Patient Screening and Assistance for Tobacco Dependence.** All patients admitted to the hospital are screened for tobacco use, tobacco status is documented and patients are offered comprehensive treatment services during their stay, by designated staff. This includes tobacco dependence counseling/education at the bedside, clinical assessment and management for patients experiencing nicotine withdrawal, offering FDA-approved tobacco treatment medications, and referral to counseling post-discharge. Tobacco treatment services are evidence-based, as reflected in the Public Health Service Guideline: Treating Tobacco Use and Dependence, 2008 Update.
- 8. Tobacco Treatment Benefits.** Tobacco treatment services are a covered benefit in the hospital health insurance package for employees and their dependents. Benefits include coverage for counseling and medication for quitting tobacco, with minimal, or no barriers to utilization (i.e. copays, out of pocket costs, limits).
- 9. Smoke-Free Community Lodging.** The hospital provides a list of local 100% smoke-free lodging for visiting patients and families in order to make healthy choices regarding their lodging. The list should be easily accessible and reviewed and updated annually.
- 10. Tobacco Funding and Donations.** The hospital has a written policy stating it refuses all donations from the tobacco industry, and divests itself of all tobacco company stock.

**Standards are reviewed annually and updated as necessary to ensure we are encouraging hospitals to meet emerging and best practice standards for tobacco-policies and support tobacco-free lifestyles.*



Blue Hill Memorial Hospital

Gold Level

Blue Hill

CEO: John Ronan, FACHE

Submitted by: Kelley Cumber, Senior Communications Specialist

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2011 Silver

Calais Regional Hospital

Silver Level

Calais

CEO: Rod Boula

Submitted by: DeeDee Travis, Vice President Community Relations

Past Awards: 2015 Bronze, 2014 Silver, 2013 Gold, 2012 Gold, 2011 Gold

Cary Medical Center

Gold Level

Caribou

CEO: Kris Doody

Submitted by: Bethan Zell, Public Relations

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Silver

Central Maine Medical Center

Gold Level

Lewiston

CEO: Jeff Brickman

Submitted by: Deb Kiker, RN, MSN, Employee Health Manager

Past Awards: 2016 Gold, 2015 Gold, 2013 Silver, 2011 Silver

Charles A. Dean Memorial Hospital **Gold Level**
Greenville

CEO: Terri Vierra

Submitted by: Bre Graffam, Executive Assistant

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold

Down East Community Hospital **Gold Level**
Machias

CEO: Dennis Welsh

Submitted by: Tammy Denning, Volunteer Coordinator/HR Generalist

Past Awards: 2016 Gold, 2015 Bronze, 2014 Bronze, 2013 Bronze, 2011 Silver

Eastern Maine Medical Center **Gold Level**
Bangor

President: Donna Russell-Cook, FACHE

Submitted by: Debi McCann, Director of Wellness

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Silver

Franklin Memorial Hospital **Gold Level**
Farmington

Interim CEO: Timothy Churchill

Submitted by: Lorri Brown, Program Director Healthy Community Coalition

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Gold

Houlton Regional Hospital **Gold Level**
Houlton

CEO: Thomas J. Moakler

Submitted by: Gina Brown BSN, RN, Director of Nursing

Past Awards: 2016 Gold, 2015 Gold, 2014 Bronze, 2013 Silver, 2012 Gold

Inland Hospital
Waterville

Gold Level

CEO: John Dalton

Submitted by: Hope Pendexter, RN, Employee Health & Wellness Coordinator

Past Awards: 2016 Gold, 2012 Bronze

LincolnHealth

Gold Level

Boothbay Harbor, Damariscotta

President & CEO: James W. Donovan, FACHE

Submitted by: Cathy Cole, Director Education & Community Health

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Silver, 2012 Gold, 2011 Gold

Maine Coast Memorial Hospital
Ellsworth

Gold Level

CEO: John Ronan, FACHE

Submitted by: Kelley Columber, Director Communications

Past Awards: 2016 Bronze, 2011 Gold

Maine Medical Center
Portland

Gold Level

President & CEO: Richard Petersen

Submitted by: Wendy Osgood, VP Adult Medicine and Emergency

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Bronze

MaineGeneral Medical Center
Augusta

Gold Level

CEO: Chuck Hays

Submitted by: Emily Mullen, Wellness Program Assistant

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold

Mayo Regional Hospital

Dover-Foxcroft

Gold Level

CEO: Marie Vienneau

Submitted by: Hillary Starbird, Community Outreach Coordinator

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Silver

Mercy Hospital

Portland

Gold Level

CEO: Charles Therrien

Submitted by: Stephanie Homon, Manager Clinical Nutrition & Employee Wellness

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2011 Gold

Mid Coast Hospital

Brunswick

Gold Level

CEO: Lois Skillings

Submitted by: Melissa Fochesato, Director Community Health Promotion

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Silver, 2012 Silver, 2011 Gold

Millinocket Regional Hospital

Millinocket

Gold Level

CEO: Bob Peterson

Submitted by: Jane Danforth, Director of Grants and Community Wellness

Past Awards: 2016 Gold, 2015 Gold, 2014 Silver, 2013 Silver, 2012 Silver

Mount Desert Island Hospital

Bar Harbor

Gold Level

CEO: Art Blank

Submitted by: Kathleen Mulligan, Community Health Educator

Past Awards: 2016 Gold, 2015 Gold 2014 Silver, 2013 Bronze, 2012 Silver

New England Rehabilitation Hospital
Portland

Bronze Level

CEO: Jeanine Chesley

Submitted by: Kellie Selberg, Marketing Coordinator

Past Awards: 2016 Bronze, 2015 Bronze, 2014 Bronze

Northern Maine Medical Center
Fort Kent

Gold Level

CEO: Peter J. Sirois

Submitted by: Joanne Fortin, Director of Communications

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2012 Silver

Pen Bay Medical Center
Rockport

Gold Level

CEO: Mark Fourre, MD

Submitted by: David Inman, MBA, RRT, Director of Cardiopulmonary Services

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Gold

Penobscot Valley Hospital
Lincoln

Gold Level

CEO: Gary R. Poquette, FACHE

Submitted by: Jana Libbey, Sr. Director HR, Marketing & Development

Past Awards: 2016 Gold, 2015 Gold, 2014 Silver, 2013 Silver, 2012 Gold

Redington-Fairview General Hospital
Skowhegan

Silver Level

CEO: Dick Willett

Submitted by: Jim Fortunato, Community Health Educator

Past Awards: 2016 Silver, 2015 Silver, 2014 Silver, 2013 Bronze, 2012 Silver

Rumford Hospital**Gold Level**

Rumford

President & CEO: David Frum

Submitted by: Becky Hall, Director of Nursing

Past Awards: 2016 Gold, 2015 Gold

Sebasticook Valley Health**Gold Level**

Pittsfield

CEO: Terri Vieira

Submitted by: Laurie Alexander, Health and Wellness Education Coordinator

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Silver

Southern Maine Health Care**Gold Level**

Biddeford, Sanford

President & CEO: Edward J. McGeachey

Submitted by: Casey Lancaster, Tobacco Prevention Coordinator

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Silver

Spring Harbor Hospital**Gold Level**

Westbrook

President: Mary Jane Krebs

Submitted by: Jane Look, Co-Occurring Coordinator

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Silver, 2012 Gold, 2011 Gold

St. Mary's Regional Medical Center**Gold Level**

Lewiston

CEO: Chris Chekouras

Submitted by: Maria Pete, Health Promotion Coordinator

Past Awards: 2015 Bronze, 2013 Silver, 2012 Silver, 2011 Bronze

Stephens Memorial Hospital**Gold Level**

Norway

CEO: Timothy Churchill

Submitted by: Penny York, RN– BC, TTS-C, Congestive Heart Failure Case Manager

Past Awards: 2016 Gold, 2015 Gold, 2014 Silver, 2013 Gold, 2012 Gold, 2011 Silver

The Aroostook Medical Center**Gold Level**

Presque Isle

President: Greg LaFrancois

Submitted by: Laura Turner, LSW, Community Liaison

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Gold

Waldo County General Hospital**Gold Level**

Belfast

CEO: Mark Fourre, MD

Submitted by: David Inman, MBA, RRT, Director of Cardiopulmonary Services

Past Awards: 2016 Gold, 2015 Gold, 2014 Silver, 2013 Gold, 2012 Gold

York Hospital**Gold Level**

York

CEO: Jud Knox

Submitted by: Michelle Mason, Project Manager Community Health

Past Awards: 2016 Gold, 2015 Silver, 2014 Silver, 2012 Silver, 2011 Bronze

Gold Star Champion Awards**Casey Lancaster**, Southern Maine Health Care

“I have had the pleasure of working with Casey for the past year and a half when he joined Partners for Healthier Communities at SMHC. Although just out of school he had a drive in him that was clear he wanted to learn and also had a lot to bring to the position. When his position became Tobacco Prevention Coordinator this past October, he took on the role with great enthusiasm. Casey has such a passion for the work he is doing that he delves in completely to learn

it from all aspects. He is willing to take on a new challenge and makes sure not only to meet but exceed it. When given a choice—Casey wanted to focus his work in the field of tobacco prevention and has enjoyed working to assist multiple settings create smoke and tobacco-free policies. His ability to form partnerships with all the people he works with has created opportunities in York County that will have lasting positive effects. I truly feel Casey encompasses the qualities for a Gold Star Champion in all the work he does on a daily basis.

*Nominated by: Betsy Kelly, Director,
Partners for Healthier Communities at SMHC*

Penny York, Stephens Memorial Hospital

“Penny is one of the most responsible, hardworking and conscientious co-workers with whom I have had the pleasure to work. She is very passionate about the tobacco program. She recognizes how important it is to have this program for our community and she strives to do the job well, to make the program a successful and certainly leads by example. Penny is a great asset for our community.”

*Nominated by: Norma Jean Webber, Administrative Coordinator
Surgical and Ancillary Services, Stephens Memorial Hospital*

Tobacco-Free Policy Committee, St. Mary's Regional Hospital

“The St. Mary's Tobacco-Free Policy Committee has worked tirelessly over the past year to obtain the goal of a 100% tobacco-free campus at all St. Mary's locations. This includes the hospital, outpatient offices both on and off campus, apartments, assisted living, and other facilities. The group created a work plan to prepare all staff, patients, and visitors for this monumental policy change aimed at protecting the health of all individuals. They created business cards to hand out with the Maine Tobacco HelpLine and Employee Health information for assistance in quitting. They also completed a walking tour of campus to map out where signs should be placed and implemented a communication plan to inform all who work and visit St. Mary's facilities of the upcoming change. St. Mary's has hosting the weekly tobacco support group at no cost for several years so that people who are interested in quitting or have quit receive the ongoing support they need.”

*Nominated by: Corrie Brown & Emily Dooling-Hamilton,
Healthy Androscoggin*



MAINE TOBACCO-FREE HOSPITAL NETWORK

About the Tobacco-Free Hospital Initiative

The Breathe Easy Tobacco-Free Hospital initiative at the MaineHealth Center for Tobacco Independence is dedicated to providing Maine's hospitals with the information and resources needed to support the adoption, implementation and ongoing enforcement of 100% smoke and tobacco-free campus policies.

The program is funded by Maine Prevention Services. Maine Prevention Services is an initiative through the Maine Center for Disease Control and Prevention working across the state to impact tobacco, substance use, and obesity.



Maine Center for Disease Control & Prevention
Department of Health and Human Services

MaineTobaccoFreeHospitals.org | BreatheEasyMaine.org

BreatheEasy@MaineHealth.org

207-662-5888

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