

BREATHE EASY NEWS

FEATURED STORIES

- [Tobacco 21 in Maine- A Public Health Success](#)
 - [2017 Gold Star Standards of Excellence for Hospitals](#)
 - [Featured Resource: Infographics Galore](#)
 - [Maine Youth Encourage Families to Take the Pledge](#)
 - [Smoking Doesn't Just Kill Humans](#)
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TOBACCO 21 IN MAINE- A PUBLIC HEALTH SUCCESS

On August 2, the Maine legislature voted to override Governor LePage's veto, making Maine the fourth state to raise the minimum age to purchase tobacco.

We now join Hawaii, California and New Jersey in raising the age for purchasing cigarettes and other tobacco products from 18 to 21. The law allows for Mainers who reach age 18 before July 1, 2018 to be grandfathered and allowed to purchase tobacco.



Photo from Tobacco21.org

For additional information on Tobacco 21 efforts across the country visit Tobacco21.org.

GOLD STAR STANDARDS OF EXCELLENCE FOR HOSPITALS

The 2017 Tobacco-Free Hospital Gold Star Standards of Excellence (GSSE) recognition program is now accepting applications.



All Maine hospitals are invited to apply. Organizations that meet at least seven of the ten standards will be recognized with an award during a celebration event. Those organizations who have received awards in past years are encouraged to reapply for continued recognition of ongoing commitment to addressing smoking and tobacco use.

For 2017 applications and guidance information visit:
MaineTobaccoFreeHospitals.org/GSSE

2017 Program Dates

Applications due- Friday, August 25

Awards Celebration- Wednesday, September 27 | 11:00 am- 1:00 pm

Maine Hospital Association (33 Fuller Rd, Augusta)

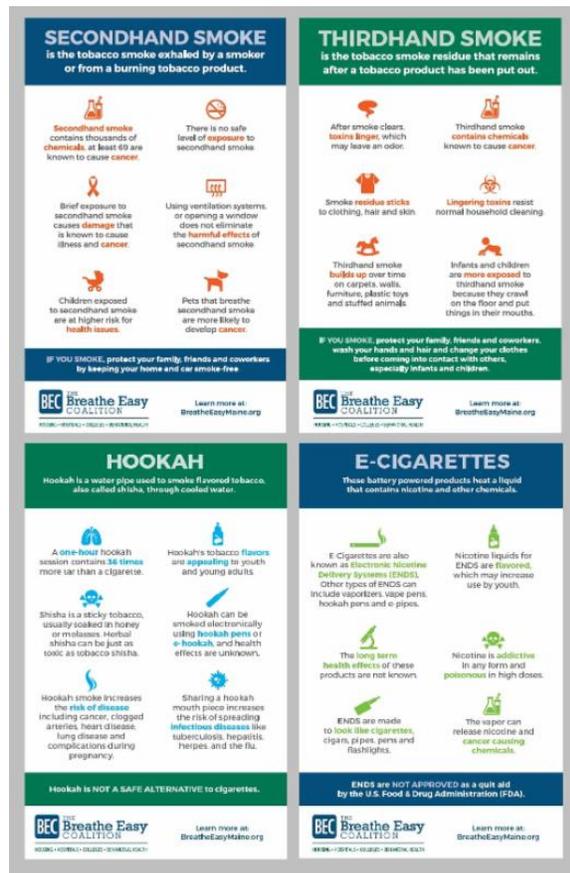
Please [contact us](#) with any questions.

FEATURED RESOURCE: INFOGRAPHICS

Did you know we have infographics available on numerous topics including:

- Secondhand & Thirdhand Smoke
- E-Cigarettes
- Hookah
- Smoke-Free Housing
- Tobacco-Free Colleges
- Tobacco Use in Behavioral Health Populations

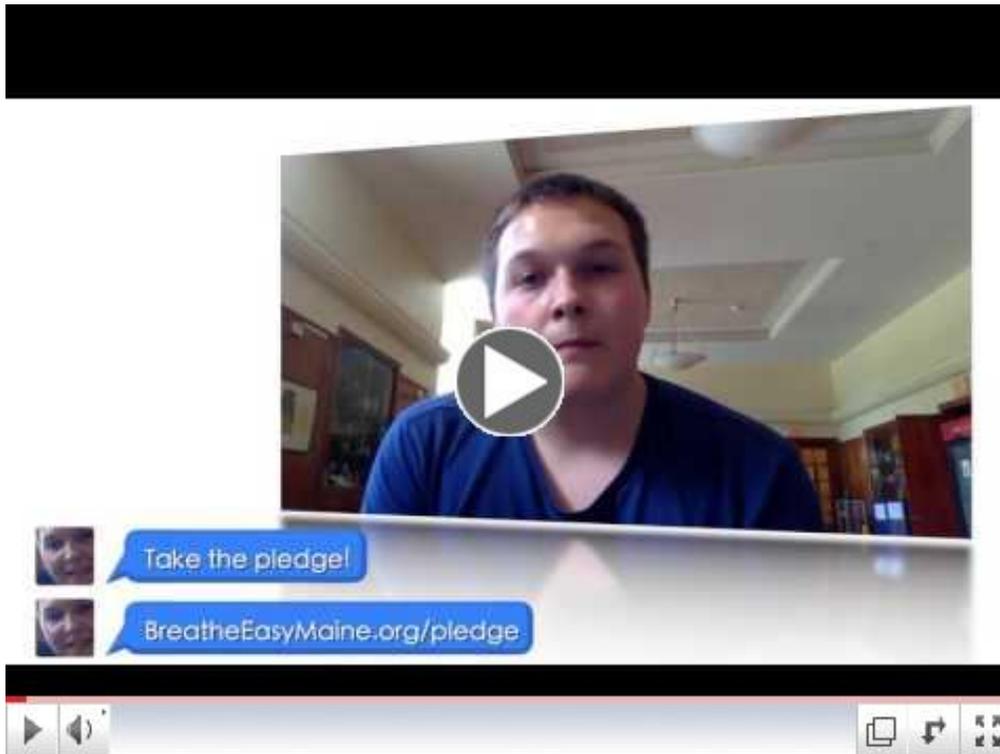
Many partners across the state use these resources as a way to help educate target groups of people with which they are working. Increasing baseline education on smoke and tobacco-free issues is a first step to help see the need for action, such as the adoption of a 100% smoke and tobacco-free policy.



Each of these are available for [download on our website](#) or as [printed copies](#) by emailing us and asking for them.

MAINE YOUTH ENCOURAGE FAMILIES TO TAKE THE PLEDGE

Keeping your home smoke-free is a great way to protect your family, children, grandchildren, friends and pets from the dangers of secondhand smoke. What's better is when kids from Maine share in their own words why people should keep their home smoke-free. Check out the video below from Matthew to hear his reasons.



All Maine families, including those that already prohibit smoking in the home, are encouraged to take the smoke-free home pledge at BreatheEasyMaine.org/Pledge!

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](#).

BreatheEasyMaine.org

Breathe Easy is part of the Tobacco Prevention Services at the MaineHealth Center for Tobacco Independence, funded by Maine Prevention Services.

MaineHealth



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