

## BREATHE EASY COALITION NEWS

---

---

### FEATURED STORIES

- [BEC part of expanded tobacco prevention work in Maine](#)
  - [College & university 2017 Gold Star Standards of Excellence](#)
  - [Statewide behavioral health assessment](#)
  - [2017 Annual Tobacco Conference](#)
  - [Featured Resource: The Maine Tobacco Helpline](#)
  - [More Americans question safety of e-cigarettes](#)
- 
- 

### EXPANDED TOBACCO PREVENTION & CONTROL IN MAINE

This past October we shared news that the Breathe Easy Coalition moved to MaineHealth as a program with the Center for Tobacco Independence (CTI). The move has incorporated the work of BEC into the larger Tobacco Prevention Services work at the MaineHealth CTI.

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.

---

## TOBACCO-FREE COLLEGE GOLD STAR STANDARDS OF EXCELLENCE

The Gold Star Standards of Excellence program recognizes Maine's colleges and universities annually for creating and maintaining smoke and tobacco-free environments and supporting tobacco-free living. [Applications are available online.](#)



### Important 2017 Program Dates

**Guidance webinar:** February 15 at 1:30-2:30 pm [Registration link](#)

**Application deadline:** **Friday, March 3**

**Awards Celebration Event:** March 28 from 11:00 am-1:00 pm  
Dirigo Conference Room | Bangor Savings Bank Augusta (5 Senator Way)

For more information visit: [MaineTobaccoFreeCollegeNetwork.org/gsse](http://MaineTobaccoFreeCollegeNetwork.org/gsse)

---

## STATEWIDE BEHAVIORAL HEALTH ASSESSMENT

As part of the statewide initiative to further the support for tobacco-free policies and reduce exposure to secondhand smoke, BEC wants to learn more about current practices and needed resources at behavioral health organizations through a [brief assessment](#).



Insights gained will be used to create resources and trainings to support behavioral health providers and leadership in effectively addressing tobacco use and exposure.

The survey takes approximately 10 minutes to complete. As a thank you for participation, we are raffling a free registration for the 2017 Annual Tobacco Treatment Conference on May 9-10, 2017 at the DoubleTree by Hilton in South Portland (a \$175 value). The winner will be randomly selected from those who have completed the survey by Tuesday, February 28, 2017.

Please share this [survey link](#) with any Behavioral Health Agencies and Providers with which you have a working relationship.

For more information on addressing tobacco use and exposure visit [BreatheEasyMaine.org/BehavioralHealth](http://BreatheEasyMaine.org/BehavioralHealth).

---

## 2017 ANNUAL 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.

New this year is a breakout session track focused on tobacco prevention and control and a poster session.

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 can be found [here](#). Conference registration will open March 1, 2017.

**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](mailto:craigp@mainehealth.org)

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

---

## FEATURED RESOURCE: 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.



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!

---

## MORE AMERICANS QUESTION THE SAFETY OF E-CIGARETTES

A study published in the American Journal of Preventative Medicine found the perception that

e-cigarettes are less harmful than regular cigarettes fell between 2012 and 2014.

In 2012, the study found half of those surveyed thought e-cigarettes were less harmful than cigarettes. By 2014, the number dropped to 43%. Researchers concluded this is a sign fewer people see the devices as a safer alternative to smoking tobacco. According to the researchers, it is also important to note that during this same time advertisements often represent e-cigarettes as a safer alternative to traditional cigarettes because they don't contain tobacco. The researchers were surprised by the findings, given the mixed assessments of e-cigarettes' risk compared to traditional tobacco products.



There is no overriding consensus among researchers about whether e-cigarettes are indeed harmful to human health. On the one hand, e-cigarettes eliminate many of the carcinogenic elements associated with smoking tobacco. On the other hand, e-cigarettes may include flavorings and other ingredients containing the chemical diacetyl, which can cause bronchiolitis obliterans, or "popcorn lung," the irreversible thickening and narrowing of the airways due to scarring of the lung's air sacs. (The condition was named because diacetyl was once used as a butter flavoring for microwavable popcorn.)

Best practice in regard to tobacco prevention and control is to make sure organizations include language to prohibit use of electronic smoking devices, such as e-cigarettes, in a 100% smoke and tobacco-free policy.

[Click here](#) to access the full article on the American Journal of Preventative Medicine website.

---

Breathe Easy Coalition | [BreatheEasyMaine.org](http://BreatheEasyMaine.org)

The Breathe Easy Coalition of Maine is a Program at the MaineHealth Center for Tobacco Independence. The program is funded by Maine Prevention Services at Maine DHHS/CDC.

**MaineHealth**

STAY CONNECTED:

