

BREATHE EASY NEWS

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TOBACCO-FREE HOSPITAL GOLD STAR STANDARDS CELEBRATION

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 as view photos from the awards celebration

please visit MaineTobaccoFreeHospitals.org/GSSE-2017.

New for 2018 will be the addition of a Platinum Level recognition, more information is posted on the [Tobacco-Free Hospital GSSE webpage](#) that outlines the details of the Platinum Level requirements.

2017-2018 TOBACCO TREATMENT TRAININGS & WEBINARS

The Center for Tobacco Independence Education and Training Program has recently launched a new website. The website



CTI-TrainingMaine.org/home features educational offerings and tools to assist those who provide evidence-based treatment to clients and patients who use tobacco. These trainings are available to all clinical providers and staff throughout the State of Maine.

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.

FEATURED RESOURCE: TRANSLATED HOUSING FACTSHEETS

Did you know among the many resources available from Breathe Easy's Smoke-Free Housing initiative are factsheets that have been translated into multiple languages? It's true!

The [Smoke-Free Housing Tenant Factsheet](#) has been translated from English to Juba Arabic, Spanish, and Somali. The factsheet has educational tips for tenants that smoke-free housing policies are legal and a way to live with healthier air. Tips are included to inform tenants they can advocate for a smoke-free policy and landlords can make a building smoke-free.



To view and download these and other factsheets visit BreatheEasyMaine.org/Factsheets

PERCEPTIONS OF HARM TO CHILDREN EXPOSED TO SECONDHAND ELECTRONIC VAPOR PRODUCTS

The US Centers for Disease Control and Prevention recently published a research article on the perceptions of harm to children exposed to secondhand aerosol from electronic vapor products.

The US Surgeon General has concluded that e-cigarette aerosol is not harmless and can contain harmful and potentially harmful chemicals, including nicotine. The researchers assessed factors associated with adults' perceptions of harm related to children's exposure to secondhand aerosol from electronic vapor products (EVPs).

The researchers concluded- two out of five of US adults believe that children's exposure to secondhand EVP aerosol causes some or little harm, while one out of three do not know whether it causes harm. Efforts are warranted to educate the public about the health risks of secondhand EVP aerosol, particularly for children.

To read the full research article [click here](#).

TOBACCO IS A SOCIAL JUSTICE ISSUE: THE MILITARY

While the overall smoking rate has declined, including a drop among youth to a record low of 6%, the numbers don't tell the whole story. Tobacco use disproportionately affects many populations-including people in low-income communities, racial and ethnic minorities, LGBT individuals, members of the military and those with mental health conditions-who have a long and documented history of being targeted by the tobacco industry.



Industry documents show that the tobacco industry targeted military personnel in the 1980s with cigarette marketing and branded giveaways, especially at sponsored and promotional events. The tobacco industry even saw an opportunity to target the families of military personnel, including sponsoring events at military wives' clubs and advertising in the free on-base magazines.

In 2011, nearly a quarter-24 percent-of active duty military personnel reported smoking cigarettes, compared to 19 percent of civilians at that time. Smoking prevalence among troops varies by age and service. Young enlistees smoke at significantly higher rates than commissioned officers, and according to a 2011 report from the U.S. Department of Defense (DoD), the Marines have the highest rate of smoking among all service members at 30.8 percent.

Tobacco use in the military also comes with a hefty price. The DoD spends

more than \$1.6 billion each year on tobacco-related medical care, increased hospitalization and lost days of work. It has also been estimated that \$2.7 billion in Veterans Health Administration health care expenditures are due to the health effects of smoking.

For more information on the disproportionate effect tobacco has on certain populations, [read more on why tobacco is a social justice issue](#).

Source: *Truth Initiative* | [TruthInitiative.org](https://www.truthinitiative.org)

[BreatheEasyMaine.org](https://www.BreatheEasyMaine.org)

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

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