



## Spring Newsletter



### **Addressing Tobacco Use in Behavioral Health Facilities: A Roadmap for Change**

**Date:** June 21  
**Time:** 1:00 - 2:00 pm

Please join us while we discuss the disproportionate rates of tobacco use among the behavioral health population and how tobacco prevention can be fully integrated into mental health treatment so that we can begin to change the social norm surrounding tobacco use. We will lay the groundwork for the case for tobacco-free behavioral health facilities and talk about the steps toward policy inclusion, enforcement and social norm change.

[Register for Webinar](#)

### **New Materials from the CDC**

#### **NEW TOBACCO PRODUCT REGULATIONS**



The FDA recently took an important step to protect public health by publishing a final rule to begin regulating e-cigarettes, cigars, and other tobacco products. Read more [here](#).

#### **MPBN NEWS**

MPBN's Maine Calling discussed E-cigarettes and Vaping in a segment entitled: What we know and don't know about the latest nicotine delivery systems.

BEC program coordinator, Sarah Mayberry was a part of the discussion along with Jana Richards (Program Coordinator at the Opportunity Alliance) and Dr. Thomas Eissenberg, professor at the Virginia Commonwealth University and the Director of the Center for the Study of Tobacco Products.

[Listen to the Maine Calling segment](#)

**Smoking cigarettes won't help your patients' recovery. Quitting can.**



**TALK TO YOUR PATIENTS ABOUT QUITTING SMOKING.**

Adults with mental health conditions smoke at rates at least twice that of the general population. Many want to quit smoking, and they can, but they need your support.

By including cessation as part of your treatment plan, you can improve more than just their physical health – you can improve their overall mental and emotional well-being.

Your support can help your patients successfully quit smoking and live longer, healthier, tobacco-free lives.

For more information on how you can help your patients quit smoking, visit [www.cdc.gov/TipsMentalHealth](http://www.cdc.gov/TipsMentalHealth).



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
[CDC.gov/tips](http://CDC.gov/tips)

Great materials developed by the CDC as part of their Tips From Former Smokers campaign. Also, check out: [Smoking and Mental Health: Five Things Every Health Care Provider Should Know](#)

**BEC Resources**

**Thirdhand Smoke and Type 2 Diabetes**



Scientists at UC Riverside have found that thirdhand smoke (THS) exposure causes insulin resistance, a precursor to Type 2 diabetes. THS results when exhaled smoke gets on surfaces - clothing, hair, homes and cars.

[Read the article and watch the video.](#)

**Archived Webinar**



If you have not had the opportunity to watch our webinar: Changing the Social Norm: Creating Tobacco Free Behavioral Health Facilities, please take a moment to view the archived webinar [here](#).

**Take the Pledge!**



Encourage patients, visitors and staff to take the smoke-free pledge! By filling out the card you are pledging to keep your home

### Tobacco Use in the Behavioral Health Population

**FACT** The smoking rate among adults with mental illness is **70% HIGHER** than adults without mental illness.

**FACT** Adults with serious mental illness **DIE ABOUT 25 YEARS EARLIER** than the general population.

**FACT** THERE ARE **443,000** DEATHS PER YEAR FROM SMOKING. **Almost half of these deaths** are people with mental illness and/or substance abuse disorders.

**FACT** People living with substance use and psychiatric disorders are **2x-4x** MORE LIKELY TO SMOKE.

**FACT** **1 in 3** adults living with mental illness struggle with tobacco use.

**FACT** **44%** OF CIGARETTES CONSUMED IN THE U.S. are by people living with mental illness and/or substance abuse disorders.

Maine Tobacco-Free BEC Breathe Easy COALITION  
Maine Center for Disease Control and Prevention  
Maine Department of Health & Human Services

### Electronic Cigarettes

#### PUBLIC HEALTH CONCERNS

**What are the Maine laws?**

- E-cigarettes are allowed to be sold in Maine.
- Under Maine law, e-cigarettes are considered a tobacco product and therefore cannot be sold to minors.
- Effective October 15, 2015 electronic smoking devices are included in Maine's indoor smoking laws.

**What you should know:**

- Nicotine is addictive in any form and lethal in high doses.
- Since e-cigarettes are not regulated, there is no way to know the amount of nicotine that the users are getting.
- The liquid in e-cigarettes and in the vapor have chemicals that are known to be harmful to humans.
- The vapor emitted from e-cigarettes could be an annoyance to non-smoking employees.
- E-cigarettes are designed to look like cigarettes, pipes, pens and flashlights.

**Public health concerns:**

- E-cigarettes may emit nicotine, propylene glycol, carcinogens, and other harmful substances.
- Because the product is relatively new, the long term health effects from the use of e-cigarettes have not been studied.
- Nicotine deposits on indoor surfaces and lasts for weeks to months.
- E-cigarette products a vapor which appears similar to the smoke emitted by traditional tobacco products. Use in workplaces and public places where smoking of traditional tobacco products is prohibited creates confusion and leads to difficulties in enforcing existing smoking laws.

**Industry facts:**

- E-cigarettes are not regulated and producers are not obligated to disclose the ingredients.
- Many tobacco users are seeing e-cigarettes as a smoking cessation aid. The Food and Drug Administration (FDA) has not approved e-cigarettes as smoking cessation devices.
- The industry also promotes e-cigarettes as an alternative to smoking that can be used anywhere cigarette smoking is not allowed.

**What can employers do?**

- If an employer has a tobacco-free workplace policy, they should revise it to include e-cigarettes as a form of tobacco.
- The policy should indicate that smoking in any form through the use of tobacco products (pipes, cigars, and cigarettes) or "vaping" with e-cigarettes is prohibited.
- Allowing employees to smoke e-cigarettes in a tobacco-free workplace may encourage non-smoking employees to smoke regular cigarettes in the workplace or to question why they cannot do so.

**What can I do?**

- Help strengthen state and community smoke free laws by writing policies that include new products such as e-cigarettes. Contact the Breathe Easy Coalition at 616-678 for policy information.

BEC Breathe Easy COALITION  
Maine Center for Disease Control and Prevention  
Maine Department of Health & Human Services

smoke-free and thus protecting friends and family from the dangers of second and thirdhand smoke in your home.

**Free Smoke-Free Home kits are mailed to those that fill out the pledge!**

Please email BEC if you would like to request paper copies. The pledge is also available [online](#).

**#BreatheEasy4ME**



Show your love of smoke-free environments and connect with us on Instagram with the hashtag #BreatheEasy4ME. To request stickers please [email BEC](#)

### Tobacco-Free Behavioral Health Organization Toolkit

Maine Tobacco-Free BEC Breathe Easy COALITION  
Maine Center for Disease Control and Prevention  
Maine Department of Health & Human Services

Please click on the images above for the web links to the infographic, electronic cigarette fact sheet, and the toolkit. If you would like to receive print copies of these resources or others found on our website please [email BEC](#).

## Please Remember

MTFBHN is here for you! We are here to provide technical assistance with development, adoption and ongoing support and maintenance of smoke and tobacco-free campus policies. We also have many educational resources on our website including factsheets on [electronic cigarettes](#), [secondhand smoke](#), [thirdhand smoke](#) and [more](#).

If you have any questions or would like more information, please do not hesitate to contact us. Also, if you have a success story and would like to share it in future editions of this newsletter, please send it to us.

Sincerely,  
Maine Tobacco-Free Behavioral Health Network



The Maine Tobacco-Free Behavioral Health Network (MTFBHN) is dedicated to providing Maine Behavioral Health Facilities with the information and resources needed to make all Behavioral Health Facilities smoke- and/or tobacco-free. MTFBHN is a program of the Breathe Easy Coalition of Maine, which is able to provide free resources and technical assistance through a grant from the Partnership For A Tobacco-Free Maine, Maine CDC/DHHS.

**Connect with us!**



Join Our Mailing List!

**Contact Us:**

Email Us | [www.breatheasymaine.org/behavioralhealth/](http://www.breatheasymaine.org/behavioralhealth/)  
(207) 874-8774