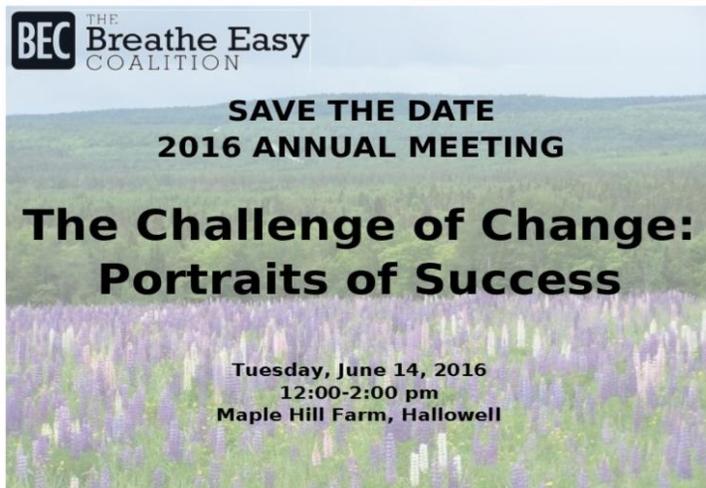




Spring Newsletter

Register to Attend BEC's Annual Meeting



Please join us and peers across Maine for our 2016 Annual Meeting to celebrate successes, discuss opportunities and challenges and learn more about the Breathe Easy Coalition. This free event is open to all partners, registration is necessary as lunch will be provided.

**Tuesday, June 14, 2016
12:00-2:00 pm
Maple Hill Farm, Hallowell**

[Register to Attend](#)

Turquoise Takeover!



BEC staff wore turquoise for Women's Lung Health Week! The American Lung Association asked offices and organizations to take part in the Turquoise Takeover to raise awareness of Lung Force which is their campaign to address lung cancer and lung health issues for women. Did you or your office take part in the turquoise takeover?

Read more about Lung Force and Turquoise Takeover [here](#).



Be part of the movement: Help us get to 100 percent in 2016

Pledge to Participate in the 2016 GSSE Program

In 2015, 33 of 39 Maine hospitals participated in the Gold Star Standards of Excellence (GSSE) Program, marking a nearly 50% increase in participation since the program's inception in 2010. This is an impressive testament of Maine hospital's commitment to address tobacco as well as their leadership role in health care. This year our goal is to raise the bar even higher and obtain 100% participation of Maine hospitals in the GSSE program. This is a great opportunity for Maine to continue to be recognized as a national leader in creating tobacco-free environments.

BEC is inviting hospitals to pledge their commitment to apply, so that we can better prepare to meet this goal of 100% GSSE participation.

Please be sure to follow us on social media to check out the hospitals that have pledged and other weekly updates in meeting this goal!

[Let's pledge to make 2016 the year that all Maine hospitals are recognized for their efforts in creating and maintaining tobacco-free environments!](#)



The city of Portland is one step closer to raising the legal age to purchase tobacco products to 21.

The ordinance would apply to products that include cigarettes, chewing tobacco and even non-tobacco nicotine products such as vaporizers. Supporters say it would steer more people away from lighting up.

Portland would be the first city in Maine to raise the purchasing age!

[Read more](#)

13 and Counting!



#BreatheEasy4ME

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

[Archived](#)

13 Hospitals have answered the pledge!

[Pledge](#) your hospitals commitment to participate in the 2016 GSSE so we can reveal your hospital!



If you have not had the opportunity to watch our webinars and video vignettes please take a moment to view them [here](#).

11 Schools Recognized Through Annual Gold Star Standards of Excellence



Maine Colleges and Universities Honored for their Tobacco Free Campuses

On March 15, the Maine Tobacco-Free College Network recognized eleven colleges and universities from across the state for their efforts to address tobacco use and exposure to secondhand smoke on their campuses.

Each winter, institutions of higher learning that meet at least six of the ten evidence based standards for addressing tobacco are invited to apply for recognition. The eleven highlighted schools were honored with a plaque at the celebration event.

[Press Release](#)

[Pictures from the Recognition Event](#)

[WABI News Story](#)

Take the Pledge!



Please encourage others to take the smoke-free homes pledge, to protect their families and neighbors from the dangers of secondhand smoke!

You can [take the pledge online](#) or [request hardcopies of the postcard](#), make sure to note if you would like a smoke-free fun kit mailed to you. The kits have been recently updated with new materials!

NEW TOBACCO PRODUCT REGULATIONS



Meet BEC Staff Members!

FDA Rule Extends Authority to All Tobacco Products

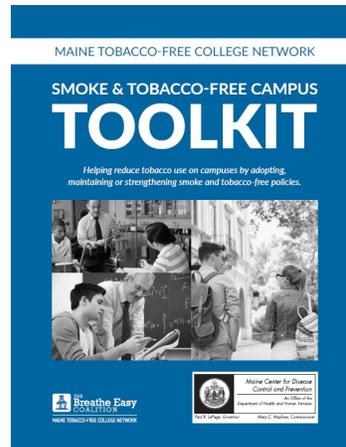
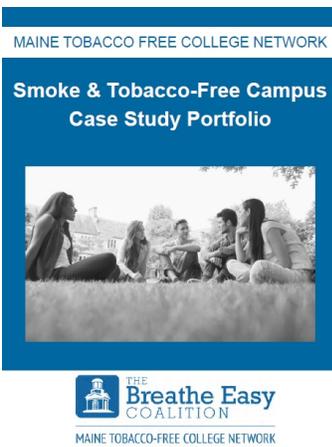
The U.S. Food and Drug Administration finalized a rule extending its authority to all tobacco products, including e-cigarettes, cigars, hookah tobacco and pipe tobacco, among others. This historic rule helps implement the bipartisan Family Smoking Prevention and Tobacco Control Act of 2009 and allows the FDA to improve public health and protect future generations from the dangers of tobacco use through a variety of steps, including restricting the sale of these tobacco products to minors nationwide.

Read more [here](#).



Sarah Mayberry
Program Coordinator

New Resources



College Toolkit:

The revised toolkit provides colleges and universities information to adopt, maintain or strengthen smoke and tobacco-free policies. Copies have been mailed to schools, if you do not receive one or would like to request additional copies please contact us. The toolkit and template documents will also be posted on our website.

Smoke & Tobacco Free Campus Case Studies

Various campuses throughout Maine were selected to be featured in these case studies to highlight the wide level of strategies that exist to adopt and implement smoke and tobacco-free campus policies. Initial interviews were conducted in person by BEC staff between July and December 2015 at four schools- Colby College, Kennebec Valley Community College, Saint Joseph's College and The

University of Maine. It is our intention to be able to expand the portfolio by

What made you get involved in TF work: Out of college I was lucky to land a role of District Tobacco Coordinator for Oxford County and housed at Healthy Oxford Hills. I realized in that position that I loved working on tobacco-free environment policies and even attended a full Smoke-Free Housing Coalition meeting on my second day! I believe strongly in creating smoke and tobacco-free environments that protect everyone from secondhand smoke and enjoy being part of creating a healthier Maine one policy at a time.

Favorite Tobacco-Free environment: Beyond loving my smoke-free home, it always makes me happy to see smoke and tobacco-free signage but I really love recreational areas with strong policies (beaches, parks, etc) so that we are connecting positively healthy norming for youth!

How long have you been involved with BEC: I have served as the BEC Program Coordinator since 2010 and previously was a member of the Coalition Executive Committee when working at Healthy Androscoggin from 2008-2010.



The Breathe Easy Coalition of

University of Maine. It is our intention to be able to expand this portfolio by highlighting additional colleges and universities across Maine in the future.

[View the portfolio online](#) or [contact Meg](#) to request hard copies.

Please Remember

BEC 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,

Breathe Easy Coalition of Maine

Contact Us:

[Email Us](#) | breatheeasymaine.org
(207) 874-8774

The Breathe Easy Coalition of Maine's mission is to reduce exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and tobacco-free living throughout Maine.

The efforts of the Breathe Easy Coalition of Maine are made possible through funding and support from the Partnership For A Tobacco-Free Maine, Maine CDC/DHHS.

Connect with us!



[Join Our Mailing List!](#)