

TOBACCO-FREE BEHAVIORAL HEALTH NEWS

FEATURED STORIES

- [Announcing a new recognition program!](#)
 - [Preliminary survey results & raffle prize winner](#)
 - [All about the Maine Tobacco HelpLine](#)
 - [2017 Annual Tobacco Treatment Conference](#)
 - [Being tobacco-free: a video vignette](#)
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NEW GOLD STAR STANDARDS OF EXCELLENCE PROGRAM

We are excited to announce the addition of the Maine Tobacco-Free Behavioral Health Network Gold Star Standards of Excellence recognition program!



The Gold Star Standards of Excellence is an annual voluntary recognition program based on ten evidence-based and emerging product, environment-specific standards for organizations to meet through written, sustainable policies and procedures.

The goal of the program is to encourage, support and recognize Maine's behavioral health agencies that are addressing smoking and tobacco use by creating and maintaining smoke and tobacco-free policies. Behavioral health agencies and providers seek to optimize the health of clients and employees. Tobacco-free policies are examples of this commitment that benefits clients, employees, and the entire community.

All behavioral health agencies in Maine are encouraged to apply annually. Organizations that meet a minimum of six of the ten standards will be

recognized with an award during a celebration event.

[2017 Standards Preview](#)

Annual Program Timeline

Application released: April 4

Guidance webinar: April 20 | [Register here](#)

Applications due: May 5

Award Celebration Event: mid-June

For additional program details please visit

BreatheEasyMaine.org/BehavioralHealth/GSSE

PRELIMINARY SURVEY RESULTS & RAFFLE PRIZE WINNER

Thank you to all of you who completed the statewide behavioral health tobacco policy survey. Below are just a few of the highlights we are excited to see.



- More than 70% of respondents indicated their organizational policy prohibits smoking, the use of smokeless tobacco products and electronic smoking devices in all buildings and owned/leased vehicles.
- More than 60% of respondents indicated their organizational policy prohibits employees and providers from using tobacco in any form or using electronic smoking devices with their client population.
- More than 70% of respondents indicated providers consistently screen clients for tobacco use, incorporate tobacco into treatment plans and refer clients to evidence-based treatment.

Congratulations to winner of the free 2017 Annual Tobacco Treatment Conference registration from the Charlotte White Center in Dover-Foxcroft.

We are so excited by the great things happening at your organizations. At this time we are reviewing the survey results in more detail and will be in touch soon with those that requested technical assistance for policy support.

Your voice can still be heard, [click here to take the survey.](#)

ALL ABOUT 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.



THE MAINE TOBACCO HELPLINE

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!

2017 ANNUAL TOBACCO TREATMENT CONFERENCE

Registration is now open 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.

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, including the link to register, can be found [here](#).

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

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

BEING TOBACCO-FREE: A VIDEO VIGNETTE



Breathe Easy Coalition | BreatheEasyMaine.org

The Tobacco-Free Behavioral Health Network is an initiative of the Breathe Easy Coalition of Maine. BEC is a program at the MaineHealth Center for Tobacco Independence. The program is funded by the Maine Prevention Services.

MaineHealth

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