

THE
Breathe Easy
COALITION

www.breatheasymaine.org

2014-2015
Annual Report





About Us

The Breathe Easy Coalition of Maine is a statewide umbrella organization of the Smoke-Free Housing Coalition of Maine, the Maine Tobacco-Free Hospital Network (MTFHN), the Maine Tobacco-Free Behavioral Health Network (MTFBHN), and the Maine Tobacco-Free College Network (MTFCN). We work to reduce exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and increased tobacco-free living throughout Maine. This is done through resources and technical assistance provided to aid policy change in these target environments.

The efforts of the Breathe Easy Coalition of Maine are made possible through funding and support from the Partnership for a Tobacco-Free Maine at the Maine Center for Disease Control and Prevention, Department of Health and Human Services (MeCDC– DHHS).

Additional support for the work of the Breathe Easy Coalition is also made possible through a grant from the Maine Cancer Foundation.

Welcome

August 2015

The Breathe Easy Coalition of Maine is pleased to share this annual report to provide further insight into who we are, our objectives, and the accomplishments from our 2014-2015 grant year.

This past year has seen exciting growth, partnerships, policy change and objectives successfully implemented by the Breathe Easy Coalition (BEC) and other agencies that are helping make Maine a healthier state in which to live, work and play.

- ◇ New smoke-free housing evaluation results found 65% of Maine landlords have at least one 100% smoke-free building.
- ◇ Maine hospitals are leading the way in tobacco-free policies- 95% have tobacco-free campus policies.
- ◇ MTFCN saw the highest participation in the Gold Star Standards of Excellence Program with 12 schools recognized.
- ◇ Maine DHHS/SAMHS modified contracts for Behavioral Health facilities to ensure tobacco is addressed in treatment and policies.

These efforts to reduce involuntary exposure to tobacco smoke could not have been accomplished without the support and participation of coalition members and partners. Over the past year, between housing, health care, education and public health professionals, BEC has interacted with hundreds of partners across the state, all of whom share a goal of creating healthier environments free from tobacco smoke.

As we strive to achieve continued success, it is critical to build and maintain partnerships. We welcome new and continued partnerships with you and your organization to attend coalition meetings, webinars and trainings, receive electronic newsletters, participate in programs, educate others on the dangers of secondhand and thirdhand smoke and partner to create policy change.

For more information or to connect further with BEC, please contact a staff member or visit our website.



Sarah A. Mayberry
Breathe Easy Coalition Program Coordinator

Smoke-Free Housing Coalition

Creating smoke-free environments in multi-unit housing creates a safer, healthier environment for residents and reduces property damage and turnover costs for property owners and managers.

Technical Assistance

Throughout the year, **one** webinar was presented on meeting tenant demand for smoke-free housing with **19** participants including property managers and public health professionals.

The coalition responded to **69** requests from landlords/property owners or tenants for smoke-free housing policy development, implementation and orders for policy enforcement support materials including signage, magnets, keychains and factsheets.

Materials and Messaging Creation & Distribution

One resource, Thirdhand Smoke Factsheet was revised this year.

In the 2014-2015 grant year, **two** newsletters were distributed in July 2014 and January 2015 reaching at least 516 property managers, landlords, tenants and smoke-free housing partners. Both newsletters had at least a **31%** open rate, which means at least **160** property managers, landlords, tenants and smoke-free housing partners were reached with each distribution.

Website Hits

Throughout the year, www.smokefreeforme.org had **419,154** total visits. Averaging almost 35,000 per month.



Conference Presentations & Exhibitions

Smoke-Free Housing Coalition staff presented and/or exhibited at the following conferences:

- ◇ Maine Indoor Air Quality Conference
- ◇ Break Free Alliance's Promising Practices Conference
- ◇ Vermont Department of Health Annual Smoke-Free Housing Summit
- ◇ Maine Affordable Housing Conference
- ◇ Healthy Homes Educational Forum for Biddeford Landlord Association hosted by Coastal Healthy Communities Coalition



Smoke-Free Homes Pledge

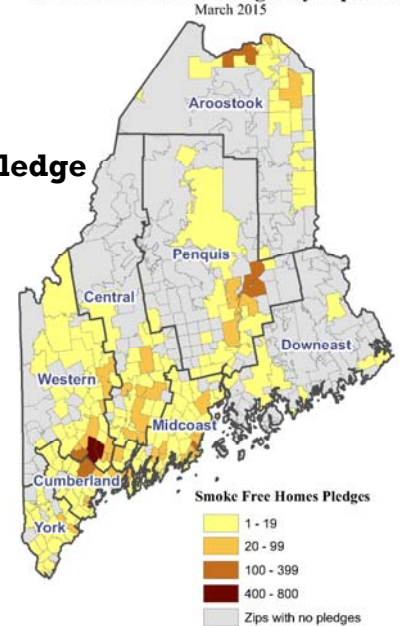
Established in 2008 and built from the U.S. Environmental Protection Agency (EPA) pledge program, nearly **5,000** families in Maine have pledged to keep their home smoke-free. This grant year, **233** new pledges were received. **Take the pledge at www.smokefreeforme.org/pledge**

MaineHousingSearch.org

BEC has partnered with MaineHousing to promote smoke-free housing on their free statewide listing service since 2011. Property owners/managers can list units and buildings as 100% smoke-free and tenants can search for housing by smoke-free policy status. Smoke-free units listing data has grown as follows:

- ◇ February 2011– **1,650** of **14,640** (**11.27%**)
- ◇ February 2015– **4,826** of **18,055** (**26.73%**)

Smoke Free Home Pledges by Zip Code

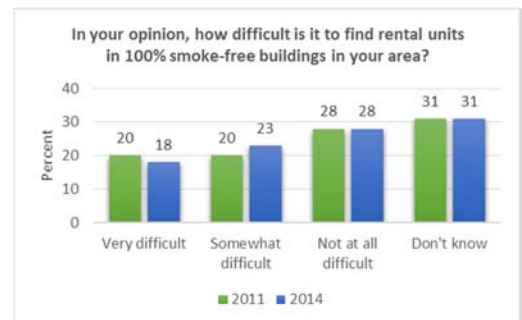


Smoke-Free Housing Evaluation

In 2014, BEC commissioned Critical Insights, a marketing research and public opinion polling firm in Portland, Maine, to conduct a study with the goal of identifying the following: awareness of smoke-free building policy efforts in Maine multi-unit housing among residents and property owners/managers; current status of smoke-free housing rental units and buildings; and opinions and preferences of residents and property owners/managers regarding smoke-free policies. This survey builds off a baseline study completed in 2011 by Critical Insights for the Coalition and provides comparative data regarding smoke-free housing in Maine.

Allowing Smoking in Multi-Units is the Exception

- ◆ **65% of landlords** report having a written **100% smoke-free policy** in **at least one** of their **buildings**, a 20% increase since 2011, demonstrating a cultural norm shift in the demand and supply for smoke-free rental units.



Smoke-Free Housing Gap

- ◆ The availability of smoke-free subsidized housing units has remained relatively stable from 2011. **Section 8 eligible respondents** had a significantly **greater likelihood** than market rate tenants to indicate that it is **“very difficult” to find units in smoke-free buildings**.



Tenants Value Smoke-Free Housing

- ◆ When asked **“all things being equal, I would choose a smoke-free rental over a place that allows smoking”** **77%** responded **yes**, an increase of **7%** from the baseline.

Maine Tobacco-Free Hospital Network

Hospitals are recognized healthcare leaders in the community. Implementing tobacco-free campus policies support a hospital's existing mission and vision to provide a safe, healthy environment.

Policy Successes

95% of all hospitals in the state have a 100% tobacco-free campus policy.

Cumulatively, tobacco-free hospitals in Maine have **3,699** beds.

Technical Assistance

Throughout the year, **one** webinar was presented on the case for tobacco-free hospitals and tips to meet the ten best practice standards of the Gold Star Standards of Excellence to **19** healthcare and public health professionals.

The coalition responded to **15** requests from hospital representatives for tobacco-free hospital policy development, implementation or enforcement assistance. Additional technical assistance was provided to hospitals applying for the Maine Tobacco-Free Hospital Network Gold Star Standards of Excellence Program.

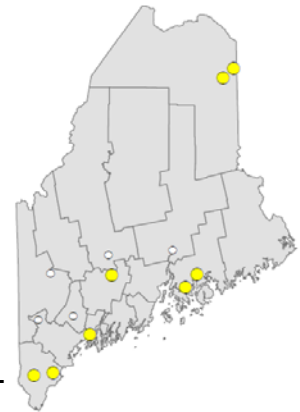
Materials and Messaging Creation & Distribution

One resource, MTFHN Gold Star Standards of Excellence Guidance Document was revised this year.

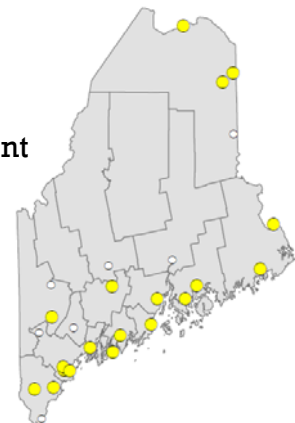
In 2014, **two** e-newsletters were distributed in May and July, reaching at least **277** hospital administrators and staff. Both newsletters had at least a **28%** open rate, which means at least **78** hospital partners were reached with each distribution.

Tobacco-Free Hospitals

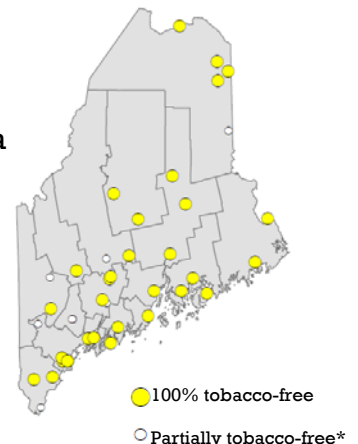
2006



2009



2014



*100% tobacco-free is defined as the use of all tobacco products is prohibited on the entire campus.

Partially tobacco-free is defined as a tobacco policy in place but there are still areas where tobacco use is permitted.

Conference Presentations & Exhibitions

Maine Tobacco-Free Hospital Network exhibited at the Maine Quality Counts Conference

Website Hits

Throughout the year, www.MaineTobaccoFreeHospitals.org had **1,687** visits.



31 of 39 hospitals in Maine were recognized in the 2014 Gold Star Standards of Excellence Program

Gold Level

Acadia Hospital– Bangor
Cary Medical Center– Caribou
CA Dean Memorial Hospital– Greenville
Eastern Maine Medical Center– Bangor
Franklin Memorial Hospital– Farmington
Lincoln County Healthcare– Boothbay Harbor, Damariscotta
Maine General Medical Center– Augusta
Maine Medical Center– Portland
Mayo Regional Hospital– Dover-Foxcroft
Mercy Hospital– Portland
Mid Coast Hospital– Brunswick
Northern Maine Medical Center– Fort Kent
Parkview Adventist Medical Center– Brunswick
Pen Bay Medical Center– Rockland
Sebastiack Valley Health– Pittsfield
Southern Maine Health Care– Biddeford, Sanford
Spring Harbor Hospital– Westbrook
The Aroostook Medical Center– Presque Isle

Silver Level

Blue Hill Memorial Hospital– Blue Hill
Calais Regional Hospital– Calais
Dorothea Dix Psychiatric Center– Bangor
Millinocket Regional Hospital– Millinocket
Mount Desert Island Hospital– Bar Harbor
Penobscot Valley Hospital– Lincoln
Redington-Fairview General Hospital– Skowhegan
Stephens Memorial Hospital– Norway
Waldo County General Hospital– Belfast
York Hospital– York

Bronze Level

Down East Community Hospital– Machias
Houlton Regional Hospital– Houlton
New England Rehabilitation Hospital– Portland

Gold Star Champions

Dennis Farley– Parkview Adventist Medical Center
Healthy Community Coalition of Greater Franklin County
Helen McKinnon– Eastern Maine Medical Center
Stacey Schmidt & Vicki Koehler– Mid Coast Hospital
Stephen DiGiovanni & Wendy Osgood– Maine Medical Center

The number of health care organizations meeting these standards has more than doubled since the program began in 2010.

Almost 80% of Maine hospitals were recognized in 2014.

In 2014, an invitation was sent to the **two** state psychiatric hospitals to extend participation in the Gold Star Standards of Excellence program.

Maine Tobacco-Free College Network

Institutions of higher education can create a healthier environment to learn, live, work and play by adopting tobacco-free campus policies that reduce exposure to secondhand smoke and support tobacco-free lifestyles.

Policy Successes

67% of all colleges and universities in the state have a 100% tobacco-free campus policy.

Cumulatively, at least **57,012** students attend tobacco-free institutions of higher learning in Maine.

Technical Assistance

Throughout the year, **one** webinar was presented on the case for tobacco-free campuses and tips to meet the ten best practice standards of the Gold Star Standards of Excellence to **13** higher education and public health professionals.

The coalition responded to **11** requests from school representatives for tobacco-free campus policy development, implementation or enforcement assistance. Additional technical assistance was provided to schools applying for the Maine Tobacco-Free College Network Gold Star Standards of Excellence Program.

Materials and Messaging Creation & Distribution

One resource, MTFCN Gold Star Standards of Excellence Guidance Document was revised this year.

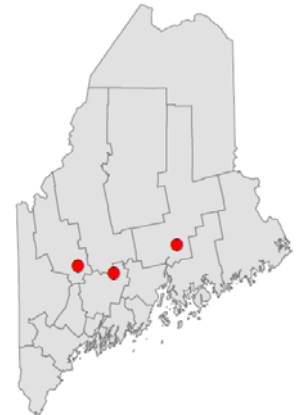
In 2014, **two** e-newsletters were distributed in June and November, reaching at least **270** school administrators and staff. Both newsletters had at least a **28%** open rate, which means at least **76** school partners were reached with each distribution.



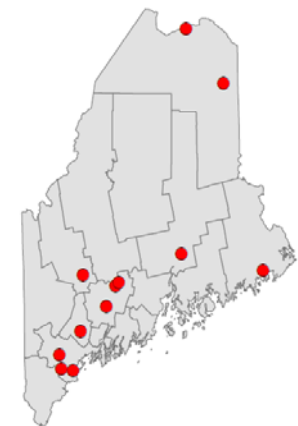
Website Hits

Throughout the year www.MainetobaccoFreeCollegeNetwork.org had **1,191** visits.

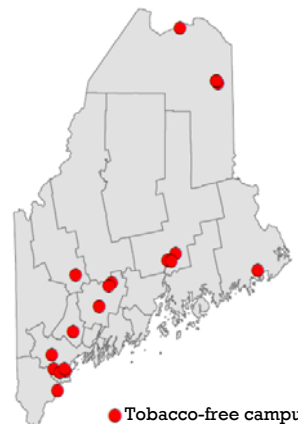
Tobacco-Free Colleges 2012



2013



2014





12 of 27 colleges/universities in Maine were recognized in the 2014 Gold Star Standards of Excellence Program

Gold Level

Kaplan University– Augusta, Lewiston, South Portland
Kennebec Valley Community College– Fairfield
Northern Maine Community College– Presque Isle
University of Maine– Orono
University of Maine at Presque Isle– Presque Isle
University of New England– Biddeford, Portland, Tangier, Morocco
University of Southern Maine– Gorham, Lewiston, Portland

Silver Level

Central Maine Community College– Auburn
Saint Joseph's College– Standish
Unity College– Unity
University of Maine at Farmington– Farmington
University of Maine at Machias– Machias

Gold Star Champions

Susan Donar– Kaplan University
Cynthia Smith Forest– University of New England
Tricia Robinson– University of Maine at Farmington

The number of institutions of higher learning participating in the Gold Star Standards of Excellence Program has increased 69% since it began in 2011.

44% of Maine colleges and universities were recognized in 2014.

BEC Video Vignette Project

In response to a successful smoke-free housing video from 2007, BEC worked with CD&M Communications to develop a series of **six video vignettes** that include policy stakeholders in each of the BEC environments talking about the case for tobacco-free policies.

View videos on the BEC YouTube channel:

www.youtube.com/SFHousing



BEC would like to thank the following people for their participation

Alexandra Hughes, former BEC staff member
Amber Desroisers, Maine Attorney General's Office
Barbara Weldon Sollway, Avesta Housing
Bob Keegan, R&E Associates
Caity Hager, Multi-Unit Housing Resident
Carol Coles, Partnership for a Tobacco Free Maine
Deb Deatrck, MaineHealth
Dora Anne Mills, University of New England
Ed Miller, American Lung Association
Emily Dooling, Healthy Androscoggin

Janet Mills, Maine Attorney General
John Gallagher, Maine State Housing Authority
LeeAnna Levoie, MaineGeneral Medical Center
Linda Mastro, University of Maine at Presque Isle
Lisa Simm, MaineGeneral Medical Center
Mark Adleson, Portland Housing Authority
Rebecca Hitchcock, MaineHealth Center for Tobacco Independence
Steve Trockman, Mid Coast Hospital
Suzanne Roy, University of Southern Maine
Tina Pettingill, Maine Public Health Association

Maine Tobacco-Free Behavioral Health Network

Behavioral health facilities can support good health and wellness for their consumers, staff and visitors by reducing exposure to secondhand smoke and encouraging tobacco-free lifestyles through the adoption of strong tobacco-free policies.

Policy Successes

All agencies providing mental health or substance abuse services under written agreement with Maine Department of Health and Human Services (DHHS) Substance Abuse & Mental Health Services (SAMHS) must have a written tobacco policy as of **July 1, 2014**. This was in response to the Maine DHHS, Rider E change.

Technical Assistance

Throughout the year, **two** webinars were presented outlining the DHHS contract requirements and encouraging tobacco-free behavioral health facility policies, with more than **115** providers participating.

The coalition responded to **14** requests from Behavioral Health facilities for tobacco-free policy development, implementation or enforcement assistance.

Materials and Messaging Creation & Distribution

Two resources were developed this year, the Tobacco-Free Behavioral Health Organization toolkit and the MTFBHN infographic. More than **330** copies of the toolkit were mailed to behavioral health providers and public health partners across the state. More than **200** additional toolkits were distributed after the first mailing.

Two e-newsletters were distributed in June 2014 and January 2015, reaching at least 423 behavioral health providers and partners. Both newsletters had at least a 33% open rate, which means at least **140** providers and partners were reached with each distribution.

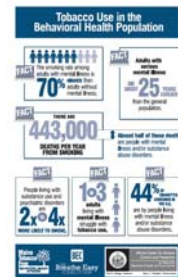
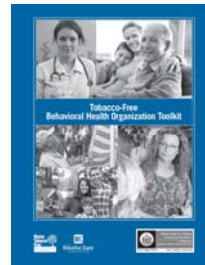
Conference Presentations & Exhibitions

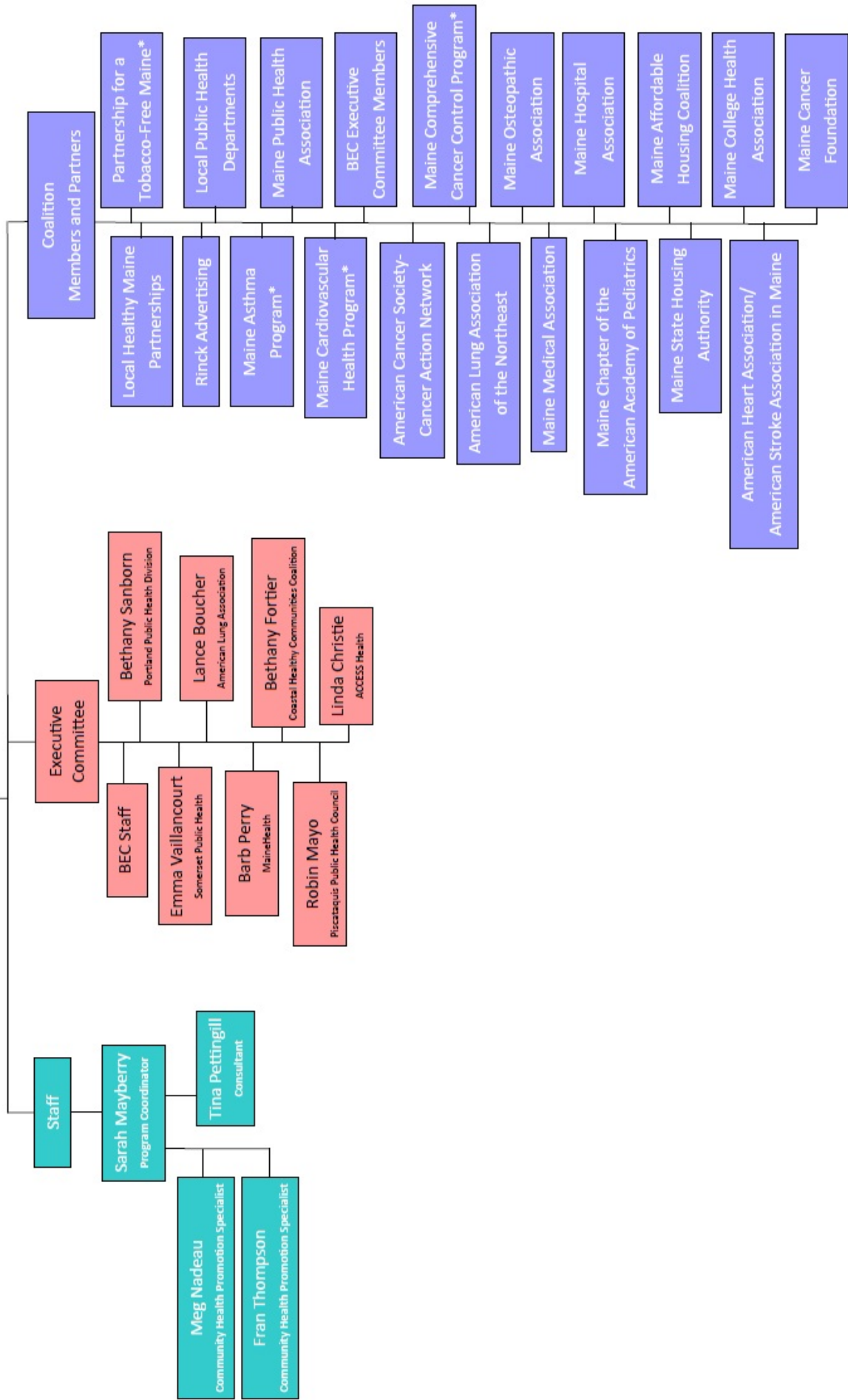


breatheasymaine.org/behavioralhealth

Maine Tobacco-Free Behavioral Health Network hosted **two** summits with **86** participants to highlight best practice standards for tobacco-free policies and integrating tobacco treatment into services.

MTFBHN exhibited at the Maine Quality Counts Conference and presented on a Behavioral Health Home Organization webinar.





*Programs at Maine CDC

Connect with BEC

Websites

www.BreatheEasyMaine.org

www.SmokeFreeForMe.org

www.MaineTobaccoFreeHospitals.org

www.MaineTobaccoFreeCollegeNetwork.org

www.BreatheEasyMaine.org/BehavioralHealth

Social Media



www.facebook.com/BreatheEasyMaine

www.twitter.com/BreatheEasyME

www.youtube.com/SFHousing

NEW!

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