

Winter Newsletter



Attn: Maine Colleges and Partners



Gold Star Standards of Excellence Awards Ceremony

Please join us on

Tuesday, March 15 at 11:00am - 1:00 pm

at the Bangor Savings Bank in Augusta (5 Senator Way). We will recognize Maine Colleges and Universities for their efforts in creating tobacco free environments. Lunch will be provided.

[Register to attend](#)



Go Red!



BEC staff were sporting red with Ticker and Salty Pete in support of American Heart Month at City Hall.

Did you or your organization do anything special to celebrate American Heart Month or any of the other health awareness days/weeks in February?

Please connect with us on social media and let us know what you are up to!

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.](#)

Recently Archived Webinars



Meeting the Demands of your Tenants: Creating Smoke Free Housing Policies

The majority of Maine multi-unit housing residents would prefer to live in smoke-free housing, 43% stating that they would even be willing to pay more to live in a smoke-free environment. In addition to supporting happier tenants, smoke-free housing policies reduce the risk of property damage and lower unit turnover costs. On average, it costs 5-10 times more to turn over a unit when smoking has been allowed than if the property owner/manager had adopted a smoke-free policy.

[Watch Webinar](#)

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!



#BreatheEasy4ME

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



Creating Smoke Free Environments and Policy for Childcare Providers

This webinar provides an overview of Maine laws concerning smoking around children, the dangers of secondhand and thirdhand smoke exposure especially to children and the importance of creating 100% smoke free environments by implementing clear and concise smoke-free policies. **Participants will receive one contact hour upon completion of a post survey.**

[Watch Webinar](#)

New Resources

Updated Childcare Toolkit:

Our Childcare Toolkit: A Childcare Providers Guide to a Smoke-Free Environment has been updated and can be accessed online [here](#). Please [contact us](#) if you would like hard copies.

Smoke Free Housing Roadmap Infographic:

We have updated our smoke-free housing infographic to include a roadmap to policy change on the back. Please click on the image for a larger view and [contact us](#) if you would like to receive hard copies.

Archived Webinars and Videos



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

Meet BEC Staff Members!

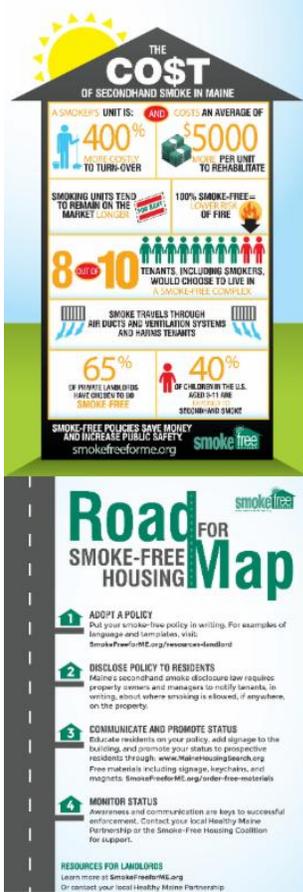


Fran Thompson

Community Health Promotion Specialist

What inspires you about TF

work: I am new to the tobacco-free work world, and it is inspiring to see



Breathe Easy Coalition Infographic:

Please click on the image for a larger view of our new BEC infographic, explaining our mission, target environments and the resources that we provide. If you would like to request hard copies please [contact us](#).

all or the different people and groups that are advocating for the same change. The focus on voluntary policy change in itself is quite inspiring, proof that social norms are changing and that the majority of people want to be protected by these policies. All of the progress made and the commitment to keep that momentum going and to adapt to new challenges and emerging products and issues is what inspires me about this work!

Favorite Tobacco-Free environment:

My favorite tobacco-free environment would have to be my house. Growing up my dad was a heavy smoker, but he never smoked inside our home. I don't think I ever fully appreciated the significance of that choice until I started spending time at friends' homes that allowed smoking inside.

How long have you been involved with BEC:

I joined the BEC team as a staff member in July 2015 and couldn't be happier!



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 BREATHE EASY COALITION
ADVOCATING FOR SMOKE AND TOBACCO-FREE POLICIES IN FOUR PRIORITY AREAS STATEWIDE

THERE IS NO SAFE LEVEL OF EXPOSURE TO SECONDHAND SMOKE

<p>HOUSING</p> <p>Allowing smoking in a unit costs on average \$5000 more to rehabilitate than a smoke-free unit</p>	<p>HOSPITALS</p> <p>Annual healthcare costs directly related to smoking total \$811 million in Maine</p>
<p>BEHAVIORAL HEALTH</p> <p>Smoking rate among adults with mental illness is 70% higher than adults without</p>	<p>HIGHER EDUCATION</p> <p>Of current adult smokers 98% started before the age of 26</p>

PROVIDING SUPPORT FOR SMOKE AND TOBACCO-FREE ENVIRONMENTS ACROSS MAINE

TECHNICAL ASSISTANCE
Policy review, development and policy implementation

RESOURCES
Websites, infographics, factsheets, toolkits, signage, recognition programs and more

TRAININGS
Webinars, presentations and meetings






www.BreatheEasyMaine.org








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!

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](#) | breatheasymaine.org

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