

Summer Newsletter

Announcing a New Resource from BEC: Secondhand Smoke & Thirdhand Smoke Rack Card

SECONDHAND SMOKE is the tobacco smoke exhaled by a smoker or from a burning tobacco product.

THIRDHAND SMOKE is the tobacco smoke residue that remains after a tobacco product has been put out.

Infographic for Secondhand Smoke with icons and text: Secondhand smoke contains thousands of chemicals, at least 69 are known to cause cancer. There is no safe level of exposure to secondhand smoke. Brief exposure to secondhand smoke causes damage that is known to cause illness and cancer. Using ventilation systems, or opening a window does not eliminate the harmful effects of secondhand smoke. Children exposed to secondhand smoke are at higher risk for health issues. Pets that breathe secondhand smoke are more likely to develop cancer.

Infographic for Thirdhand Smoke with icons and text: After smoke clears, toxins linger, which may leave an odor. Thirdhand smoke contains chemicals known to cause cancer. Smoke residue sticks to clothing, hair and skin. Lingering toxins resist normal household cleaning. Thirdhand smoke builds up over time on carpets, walls, furniture, plastic toys and stuffed animals. Infants and children are more exposed to thirdhand smoke because they crawl on the floor and put things in their mouths.

IF YOU SMOKE, protect your family, friends and coworkers by keeping your home and car smoke-free.

IF YOU SMOKE, protect your family, friends and coworkers, wash your hands and hair and change your clothes before coming into contact with others, especially infants and children.

Thank you Fran!



BEC would like to thank Fran Thompson for her time with us as a BEC team member. We wish her well on her next adventure across the pond.

Recent Webinars



Check out our YouTube Channel to access all of our past webinars and videos.

We are pleased to share with you our newest resource- a two-sided rack card for the general public with facts about the dangers of secondhand and thirdhand smoke. The rack card is available on the secondhand smoke fact page and

[thirdhand smoke fact page](#) of our website as a jpeg images or as a [downloadable pdf](#).

In addition to sharing this resource with our coalition members and partners we have added these rack cards to the smoke-free homes pledge kit



ENCOURAGE HOSPITALS TO APPLY TODAY!

The Maine Tobacco-Free Hospital Network is now accepting applications for the 2016 Gold Star Standards of Excellence Program. We encourage all Maine hospitals to apply and be recognized for the work already being done to address tobacco use and dependence for patients, staff and the community. Last year we recognized 85% of hospitals in Maine and are hoping to make it 100% this year!

Applications are being accepted now through **Friday, August 26**.

Applications can be completed online or download a word document to submit.

All information can be found on the [application website](#).

For additional information please check out the August 2016 webinar recording link.

APPLICATIONS DUE AUGUST 26.

Awards Celebration & Educational Event

Please join us on **Thursday, September 15** for the annual presentation of the Gold Star Standards of Excellence Awards and Celebration Event. **New this year-** will be the inclusion of educational presentations during the event in response to feedback from last year's program. Lunch will be provided.

Celebration Event Details

Thursday, September 15

11:00 am-2:00 pm

Maine Hospital Association | 33 Fuller Road, Augusta

Agenda

- | | |
|-------------------|------------------------------------|
| 10:30 am-11:00 am | Networking |
| 11:00 am-12:00 pm | Awards Presentations |
| 12:00 pm-12:30 pm | Lunch |
| 12:30 pm-2:00 pm | Lunch & Educational Presentations: |

- Maine Laws & Electronic Smoking Devices
- Tobacco Treatment Training Opportunities
- Panel Discussion: Ongoing Policy Enforcement Strategies

Please [click here to RSVP](#) by Friday, September 9.

We recently added two new webinar recordings including:

Addressing Tobacco Use in Behavioral Health Facilities: A Road Map for Change

and

Being Tobacco-Free: How Hospitals Can Meet the Gold Star Standards of Excellence

Click the links above to view the webinar videos.

Meet our Executive Committee



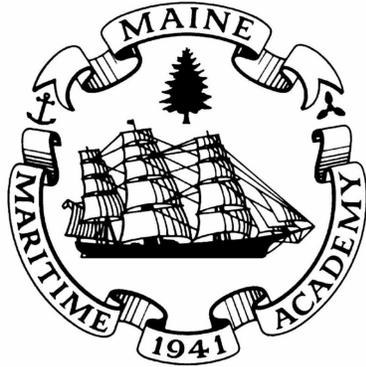
The Executive Committee members serve as active and engaged coalition members that provide a consistent and updated voice for the coalition.

Executive Committee members also provide assistance to prioritize and plan Coalition goals, objectives and strategies.

[Learn more about these individuals on our website.](#)

Tobacco Treatment Trainings 2016-2017

Congratulations Maine Maritime Academy from the Breathe Easy Coalition and the Maine Tobacco-Free College Network!



We would like to extend a congratulations to [Maine Maritime Academy](#) (MMA) in Castine on their recent transition to a 100% smoke and tobacco-free campus!

Maine Maritime Academy has adopted their smoke and tobacco-free campus policy with a three year implementation process to increase the success of the policy and to support individual users looking to quit tobacco. Full implementation with sanctions for violations will be effective August 2017.

MMA adopted a 100% smoke and tobacco-free campus, beginning August 1, 2016, for the health and well-being of the community. The policy extends to all the campus grounds and vessels (ashore and afloat). In a statement on the Maine Maritime Academy website, Dr. William J. Brennan, President wrote "There are unique challenges on the MMA campus with this initiative because of the unique environment of the [Training Ship State of Maine] TSSOM".

In Maine, 22 or 27 of colleges and universities have adopted 100% smoke and tobacco-free campus policies. Nationwide, more than 1,100 college and university campuses are 100% tobacco-free. (Source: www.no-smoke.org/colleges.html)

BEC Policy Maps

Did you know BEC tracks policies and pledge counts in the state in map format?

Below are the most updated maps for three of our target environment areas- Hospitals, Colleges & Universities and Smoke-Free Home Pledges.

Education & Training
for Healthcare Professionals
Across Maine

Treating
Tobacco
Together

2016 - 2017 Trainings

Waterville	Bangor
Saco	Portland
South Portland	Machias
Presque Isle	Augusta
Auburn	Belfast

These trainings are brought to you by the MaineHealth Center for Tobacco Independence, a subsidiary of the Maine Center for Disease Control and Prevention. Details: [Partnership for a Tobacco-Free Maine](#).



Developed by the MaineHealth Center for Tobacco Independence, on behalf of the Partnership for a Tobacco-Free Maine (PTM), these Tobacco Treatment trainings aim to assist health professionals with integrating evidence-based tobacco treatment into their usual practice and provide a foundation to ensure tobacco users across our state have access to effective tobacco treatment to quit tobacco.

[FMI on the 2016-2017 Tobacco Treatment Training offerings.](#)

#BreatheEasy4ME

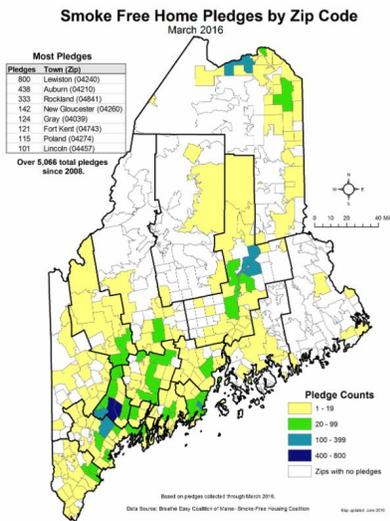
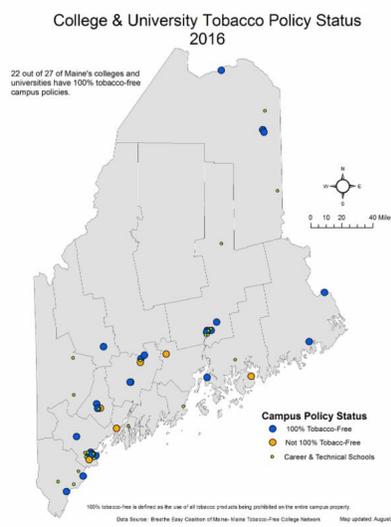
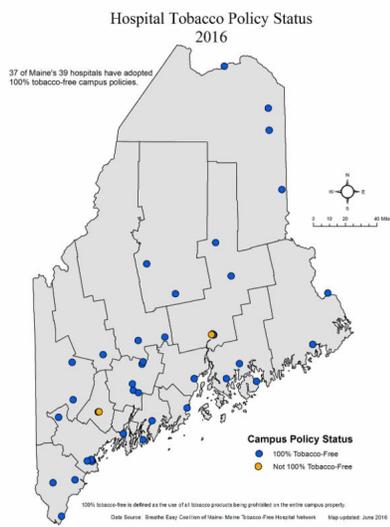
www.BreatheEasyMaine.org

#BreatheEasy4ME

Share your love of smoke-free and tobacco-free environments with us on social media using the hashtag

#BreatheEasy4ME.

[Email us](#) to request hashtag



These maps are available for download on our website at www.BreatheEasyMaine.org/maps.



Upcoming Webinars

As part of our annual webinar series, we invite you to join us for one or both of our upcoming webinars in August and September.

Learning from our Peers: Tobacco-Free College Case Studies

August 23, 2016

1:00-2:00 pm

[Register to attend](#)

Take the Pledge!



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 printed copies of the postcard](#), be sure to include your address if you want a smoke-free fun kit mailed to you.

The kits have been recently updated with new materials!



HOUSING • HOSPITALS • COLLEGES • BEHAVIORAL HEALTH

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.

Successful Smoke-Free Housing Policy Change: Lessons Learned from the Field

September 13, 2016

1:00-2:00 pm

[Register to attend](#)

Connect with us!



BEC is here for you!

We are here to provide technical assistance with policy development, adoption, implementation and ongoing enforcement and maintenance of smoke and tobacco-free policies. We also have many educational resources on our website including [factsheets](#), [infographics](#), [policy templates](#) and [more](#). If you have any questions or would like more information, please do not hesitate to contact us.

If you have a success story from your community to share in future editions of this newsletter, please send them to us.

Sincerely,

BEC Staff

Contact Us:

[Email](#) | www.breatheasymaine.org | (207) 874-8774

 Forward to a Friend