



Leading the way for **TOBACCO-FREE**
environments across **MAINE**

BREATHE EASY COALITION NEWS

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NEW SURGEON GENERAL'S REPORT

On December 8, 2016 the Surgeon General released its 33rd report **E-cigarette Use Among Youth and Young Adults**.

The report confirms there is no safe level of nicotine when it comes to kids and e-cigarettes are often a delivery system for nicotine. Nicotine is a highly addictive substance that can harm the developing brain. The report also confirms that the aerosol from e-cigarettes is not harmless. It can contain chemicals and particulates that are dangerous to the person using these products ("vaping") and to anyone who may inhale that aerosol second-hand.



Surgeon General's Reports are the gold standard of scientific reports, and each is developed and reviewed by hundreds of expert researchers. More than 150 scientists and public health professionals contributed to the development of this latest Surgeon General's Report.

To view the full report and other related tools visit:

E-cigarettes.SurgeonGeneral.gov.

Check out our [website](#) for additional E-cigarette/Electronic Smoking Devices (ENDS) resources.

SMOKE-FREE HOME PLEDGE VIDEOS

Over the summer BEC worked with Maine Youth Action Network ([MYAN](#)) to recruit youth from across the state to help create a series of short videos that encourage families in Maine to [take the Smoke-Free Home Pledge](#). The videos are posted on our [YouTube Channel](#); stay tuned for these videos to be released on our social media platforms later this month and into the new year.



Join the more than 5,000 families in Maine and [take the pledge today!](#)

ST. MARY'S HEALTH SYSTEM ANNOUNCES POLICY CHANGE

On November 17, in conjunction with the 2016 Great American Smokeout, St. Mary's Health System (SMHS) in Lewiston announced their 100% smoke and tobacco-free campus policy that will go into effect in November 2017.



In their announcement, SMHS stated, "the purpose of the proposed policy is to eliminate involuntary exposure to secondhand smoke by patients, staff, and visitors..." Read the full announcement [here](#).

With this policy change, St. Mary's will join 37 other Maine hospitals in having a 100% tobacco-free campus. BEC would like to acknowledge the work done by the St. Mary's Smoke-Free, Tobacco-Free Policy Committee.

TOBACCO-FREE COLLEGE GOLD STAR STANDARDS OF EXCELLENCE

The Gold Star Standards of Excellence program recognizes Maine's colleges and universities annually for creating and maintaining smoke and tobacco-free environments and supporting tobacco-free living. View the [2017 Standards Preview](#).



Important 2017 Program Dates

Application released: January 17

Guidance webinar: February 15 at 1:30-2:30 pm [Registration link](#)

Application deadline: March 3

Awards Celebration Event: March 28 from 11:00 am-1:00 pm
Dirigo Conference Room | Bangor Savings Bank Augusta (5 Senator Way)

For more information please visit our website at MaineTobaccoFreeCollegeNetwork.org/gsse

FEATURED RESOURCE: SECONDHAND SMOKE & PETS FACTSHEET

You probably know that smoking is the leading preventable cause of death, disease, and disability in the US. Smoking is not only harmful to people; it's harmful to pets, too.



If 58 million non-smoking adults and children are exposed to tobacco smoke, imagine how many pets are exposed. Both secondhand and thirdhand smoke hurt pets.

Like children, dogs and cats spend a lot of time on or near the floor, where tobacco smoke residue concentrates in house dust, carpets and rugs. It then gets on their fur. Dogs and cats not only breathe these harmful substances in, but can also ingest them by licking their owner's hair, skin, and clothes. Making your home smoke-free is one of the most important things you can do for your pets!

Check out our [Secondhand Smoke and Pets Factsheet](#).

Source: [Secondhand \(and Third-Hand\) Smoke May Be Making Your Pet Sick](#)
US Food & Drug Administration- Consumer Update | Nov. 30, 2016

SMOKE-FREE PUBLIC HOUSING RULE ANNOUNCEMENT

In late November, the US Department of Housing & Urban Development (HUD) announced a rule that will require all Public Housing Authorities (PHA) to implement smoke-free policies over the next 18 months. Read the full rule [here](#).



Maine Public Housing Authorities have been leaders in adopting smoke-free policies with all PHAs having voluntarily adopted policies that address smoking prior to this rule change.

Our [Smoke-Free Housing](#) initiative provides landlords, property owners/managers and tenants with information and resources about smoke-free housing including free signage and technical assistance on policy adoption, implementation and enforcement.

The Breathe Easy Coalition of Maine is a Program at the MaineHealth Center for Tobacco Independence. The program is funded by the MaineCDC.

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