



What is the Smoke-Free Home Pledge?

The Smoke-Free Home Pledge is a pledge all Maine residents can take to commit to setting their own rules against smoking in their home. By taking the pledge, individuals are committing to protect their home and family from the harmful effects of secondhand smoke.

Why is it important for Maine families to take the pledge?

- The U.S. Surgeon General says there is no safe level of secondhand smoke exposure.
- Tobacco smoke contains more than 7,000 chemicals, 69 are known to cause cancer in people and pets.
- Secondhand smoke is deadly. More than 41,000 nonsmokers die each year from secondhand smoke related disease.
- Children exposed to secondhand smoke at home are 44% more likely to suffer from asthma.
- Taking the pledge is a commitment to keeping the family and home healthier by removing secondhand smoke.

How can Maine residents take the pledge?

Individuals or families can take the pledge online at BreatheEasyMaine.org/pledge or complete the postcard and sent to The Breathe Easy Coalition (BEC) in the mail.

More than 5,000 families in Maine have pledged to keep their home smoke-free through fall 2016!

What happens when someone take the pledge?

BEC tracks the ZIP code and other information asked about the type of housing, smoking status, and whether there are children in the home for every pledge taken.

Individuals who take the pledge and request a smoke-free kit will receive the kit in the mail. The kit contains materials to help them keep their home smoke-free, including information about secondhand smoke, quitting smoking, stickers, a door decal, and coloring cards for kids. Names and addresses are only used for the purposes of mailing out pledge kits to those who request them.

How can I promote the pledge to families in my service area?

- Partner with local Head Start programs to have the pledge be a part of their intake process.
- Partner with local WIC offices to encourage their staff to have pledge materials in their waiting areas or complete the pledge with their clients.
- Partner with local Maine Families Home Visiting programs to have home visitors work with their families to complete the pledge.
- Share pledge cards with local childcare facilities pre-schools, youth-serving organizations, etc.
- Share BEC social media posts about taking the smoke-free home pledge on social media accounts you manage.

Can I collect pledges from a community group or event and send them to BEC all at once?

Yes! This is preferred if you have a large number of pledge cards completed as part of a larger community group or event. It helps ensure no individual pledge card is lost in the mail.

Can I request detailed information on how many pledges have been taken in a specific community or service area?

Yes, BEC tracks pledges by ZIP code, to request the pledge tracking information for specific communities or service areas please email us with the specific ZIP codes requested at BreatheEasy@mainehealth.org.