



## BREATHE EASY NEWS

---

---

### FEATURED STORIES

- [Encouraging Maine Families to Take the Smoke-Free Homes Pledge](#)
  - [New Recognition Program for Behavioral Health Organizations](#)
  - [Tobacco Control State Success Story](#)
  - [Maine Colleges & Universities Recognized for Tobacco-Free Campuses](#)
  - [Featured Resource: Policy Templates](#)
  - [1 in 4 Youth Exposed to Secondhand E-Cigarette Aerosol](#)
- 
- 

### MAINE FAMILIES ENCOURAGED TO TAKE THE SMOKE-FREE HOME PLEDGE

The smoke-free home pledge is an opportunity for all Maine residents to commit to set their own rules against smoking in their home, even if they don't smoke. By taking the pledge, individuals are committing to protect their home and family from the harmful effects of secondhand smoke.



Take the Smoke-Free Home Pledge today!

Throughout the month of April we are promoting the initiative online through the Breathe Easy Facebook page to encourage all Maine families to take the pledge. Keep your eyes out for the posts in your own newsfeed!

Take the pledge online today at [BreatheEasyMaine.org/pledge](https://BreatheEasyMaine.org/pledge)

---

### NEW GSSE PROGRAM FOR BEHAVIORAL HEALTH ORGANIZATIONS

We are excited to announce that our Gold Star Standards of Excellence (GSSE) recognition program is being offered for behavioral health organizations. The GSSE is a voluntary recognition program of 10 evidence-based, environment-specific standards for organizations that are addressing smoking and tobacco use by creating and maintaining smoke and tobacco-free policies and procedures.



Behavioral health organizations and providers seek to optimize the health of clients and employees. Tobacco-free policies are examples of this commitment that benefits clients, employees, and the entire community. This is an exciting and new opportunity to be recognized for the great things behavioral health organizations are doing to address exposure to secondhand smoke and tobacco use with the client population.

For more information and to apply visit

[BreatheEasyMaine.org/BehavioralHealth/GSSE](http://BreatheEasyMaine.org/BehavioralHealth/GSSE)

---

### **TOBACCO CONTROL NETWORK STATE SUCCESS STORY**

The Tobacco Control Network (TCN) of the Association of State and Territorial Health Officials (ASTHO) drafted a series of eight success stories that explore how state health departments and partner organizations achieved tremendous tobacco control successes at the state and local levels. Each success story highlights steps taken, results, and lessons learned to serve as case studies for state health departments interested in taking similar action in their own states.

Breathe Easy was contacted and interviewed to be featured as one of the eight success stories for 2016 highlighting the Gold Star Standards of Excellence programs for hospitals and colleges and universities. [The Breathe Easy success story can be found here.](#)

To view the other state success stories visit

[TobaccoControlNetwork.org/resources](http://TobaccoControlNetwork.org/resources) and click TCN State Success Stories.

---

### **MAINE COLLEGES & UNIVERSITIES RECOGNIZED FOR TOBACCO-FREE CAMPUSES**

In late March, the 6th annual Gold Star Standards of Excellence awards program for colleges and universities was held in Augusta.

The 2017 Awardees include; at the Gold level, meeting all ten standards:

- Central Maine Community College
- Kaplan University Maine
- Kennebec Valley Community College
- Maine Maritime Academy



Northern Maine Community College  
Saint Joseph's College  
University of Maine at Presque Isle  
University of New England  
University of Southern Maine  
York County Community College

Deidra Davis accepts the Maine  
Maritime Academy award.

In addition to the ten schools, three Individual Gold Star Champions were recognized, Bryanna Smith, a student intern from York County Community College, Deidra Davis from Maine Maritime Academy and Karen Normandin from Kennebec Valley Community College.

For more information and to view photos from the Awards Celebration event visit [MaineTobaccoFreeCollegeNetwork.org/GSSE](http://MaineTobaccoFreeCollegeNetwork.org/GSSE).

---

### **FEATURED RESOURCE: POLICY TEMPLATES**

In addition to the many educational rack cards, factsheets and infographics there are also many best-practice policy templates on the Breathe Easy website. There are sample policies for child care providers/facilities, behavioral health organizations, colleges and universities, hospitals, multi-unit housing, and a general policy that can be modified to fit any type of organization or event



To accompany the policy templates, there are also policy implementation toolkits available for download for some of the aforementioned environments.

To view or download the policy templates and toolkits visit [BreatheEasyMaine.org/policy-templates](http://BreatheEasyMaine.org/policy-templates).

---

### **1 IN 4 YOUTH EXPOSED TO SECONDHAND E-CIGARETTE AEROSOL**

According to a recent research letter published by researchers from the US Centers for Disease Control and Prevention, one in four middle school and high school students report that they have been exposed to secondhand aerosol from e-cigarettes in the past 30 days. This translates to about 6.5 million youths exposed. Some of the students had smoked e-cigarettes themselves during that time, but 4.4 million were not users.



The U.S. Surgeon General reported last December that exposure to secondhand aerosol from electronic cigarettes is harmful because of the possible toxic substances, such as nicotine and heavy metals. Nicotine exposure can be particularly dangerous because it can affect adolescent brain development.

Researchers stated that in order to protect children from exposure to secondhand smoke from smoked tobacco products and aerosol from e-cigarettes, states and communities can consider modernizing smoke-free air policies to include e-cigarettes.

[Click here](#) to access the full research article on the JAMA Pediatrics website.

---

[BreatheEasyMaine.org](http://BreatheEasyMaine.org)

Breathe Easy is part of the Tobacco Prevention Services at the MaineHealth Center for Tobacco Independence, funded by Maine Prevention Services.

**MaineHealth**

STAY CONNECTED:

