



BREATHE EASY NEWS

FEATURED STORIES

- [Inaugural Behavioral Health Gold Star Standards of Excellence](#)
- [June is National Healthy Homes Month](#)
- [Tobacco-Free Hospital GSSE Program Announcement](#)
- [Featured Resource: Smoke-Free Childcare Toolkit](#)
- [Possible Impact of Pictorial Warning Labels on Tobacco Products](#)

BEHAVIORAL HEALTH GOLD STAR STANDARDS OF EXCELLENCE

On June 7 we held the first annual Behavioral Health Gold Star Standards of Excellence Awards ceremony, to celebrate the efforts of Maine behavioral health organizations to address smoking and tobacco use on their campuses. Ten organizations from across the state and two individual champions were recognized for achievements in advancing their campus smoke and tobacco-free policies as well as promoting tobacco-free lifestyles.



Tina Chapman and Linmarie Goulette accept the award for Kennebec Behavioral Health

The 2017 Awardees include; at the Gold level, meeting all ten standards: Community Health and Counseling Services, County Behavioral Medicine, Evergreen Behavioral Health, Maine Behavioral Healthcare - Rockland, NFI North, Inc., and Tri-County Mental Health Services. Awardees at the Silver level, meeting eight or nine of the standards included: Aroostook Mental Health Center, Kennebec Behavioral Health, Mid Coast Hospital Addiction Resource Center,

and Paramount Behavioral Services Inc.

Two Individual Gold Star champions were also recognized, Linda Christie, prevention specialist at Mid Coast Hospital and Catherine Ryder, Executive Director at Tri-County Mental Health Services.

For more information about the Tobacco-Free Behavioral Health initiative and Gold Star Standards of Excellence recognition program, please visit BreatheEasyMaine.org/BehavioralHealth/GSSE.

JUNE IS NATIONAL HEALTHY HOMES MONTH

This June marks the second annual National Healthy Homes Month. This month-long celebration offers an opportunity to learn more about housing and its impact on health and provide resources to encourage local activities as well as empower families to protect themselves from hazards in their home.



The target audiences for the scope of activities are comprised of state and local government agencies, nongovernmental organization, nonprofit organizations, property owners and individual families especially those with small children.

One of the topics being promoted in National Healthy Homes Month is the promotion of smoke-free homes. Keeping your home free of secondhand smoke is beneficial to everyone, studies show that increasing the fresh air supply in a home improves respiratory health.

To learn more about National Healthy Homes Month visit their website at hud.gov/healthyhome

TOBACCO-FREE HOSPITAL GOLD STAR STANDARDS OF EXCELLENCE

Mark your calendar for the 8th annual celebration of the Hospital Gold Star Standards of Excellence recognition program.



[View the 2017 Standards Preview](#)

Important Program Dates

Applications released: week of July 17

Applications due: Friday, August 25

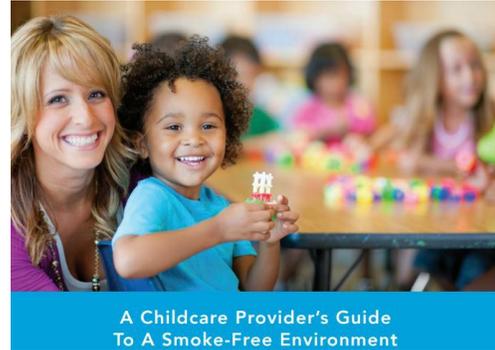
Awards celebration: Wednesday, September 27

Maine Hospital Association | Augusta, ME

For more information visit MaineTobaccoFreeHospitals.org/GSSE

FEATURED RESOURCE: SMOKE-FREE CHILDCARE TOOLKIT

Childcare is an environment where kids are nurtured and good habits are encouraged. Many of the daily activities taught become the foundations of lifelong healthy habits. Childcare programs establish partnerships with families that can be a powerful, positive force in encouraging healthy habits in children's homes.



Exposure to tobacco smoke is dangerous-especially for infants and children. The Breathe Easy Childcare resources and toolkit will help make sure you are keeping children healthy and safe from tobacco smoke and are in compliance with Maine laws.

Visit BreatheEasyMaine.org/childcare to view resources and download the toolkit.

PICTORIAL WARNING LABELS ON TOBACCO PRODUCTS

In recent years, smoking rates among adults in America have steadily declined; yet tobacco use remains the largest preventable cause of death and disease in the United States.



In a new study published recently in *Tobacco Control*, University of Pennsylvania School of Medicine researchers found that health warning labels that include images or Pictorial Warning Labels are more effective in gaining and holding the attention of smokers when the image and the text convey similar risks. The researchers argue that research will help prove that images reinforce, not distract from, the important warning messages in text-only cigarette labels contrary to what some tobacco industry companies have claimed.

The results of the study demonstrate that images in warnings get and hold viewing attention. Adopting pictorial warning labels on tobacco products would be an improvement in communicating risk compared to the text-only versions currently on domestic packaging. This is an important and effective way to disseminate knowledge about health risks.

[Click here](#) to read the full article overview on ScienceDaily.

BreatheEasyMaine.org

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Maine Center for Disease Control & Prevention
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