



MAINE TOBACCO-FREE BEHAVIORAL HEALTH NETWORK



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

TOBACCO-FREE BEHAVIORAL HEALTH NEWS

FEATURED STORIES

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GOLD STAR STANDARDS OF EXCELLENCE WRAP-UP

Earlier this spring we announced the inaugural Gold Star Standards of Excellence (GSSE) recognition program for Behavioral Health organizations. The awards celebration event held on June 7, was attended by approximately 50 people to celebrate the organizations that applied to be recognized.



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.

The two Individual Gold Star champions also recognized were, Linda Christie, Prevention Specialist at Mid Coast Hospital and Catherine Ryder, Executive Director at Tri-County Mental Health Services.

You can view the program booklet and photos from the event on our [website](#). Mark your calendar for April 2018 to watch for the program announcement. For additional details can be viewed online at BreatheEasyMaine.org/BehavioralHealth/GSSE.

SMOKING AMONG THOSE WITH MENTAL ILLNESS IS A SOCIAL JUSTICE ISSUE

Dr. Steven Schroeder, director of the Smoking Cessation Leadership Center, reminds us why smoking among those with mental illness is a social justice issue that needs attention.



OCCASIONAL SMOKERS WHO VAPE SMOKE MORE CIGARETTES

In recent years, tobacco companies have been selling electronic cigarettes as a way to wean smokers off combustible cigarettes, but a new study suggests the strategy could backfire.

The report in Preventive Medicine found that young adults who occasionally smoked conventional cigarettes smoked more of them if they also used e-cigarettes. Though smokers have been turning to e-cigarettes since they came on the market in 2007 as a healthier alternative to smoking tobacco, little is known about the long-term effects of the practice known as "vaping."



Dual users may be exposed to more nicotine and wind up at risk for chronic

tobacco use and dependence, the authors write. Previous studies have shown that e-cigarette use increases the risk of smoking tobacco-filled cigarettes.

Some prior studies suggest that e-cigarette vapor may be less toxic than traditional cigarette smoke. But electronic alternatives nonetheless release potentially hazardous chemicals.

To read the full article on Reuters Health News click [here](#).

To view or download our [E-cigarette rack card or factsheets](#) please visit our website.

REFERRING CLIENTS TO THE MAINE TOBACCO HELPLINE

The Maine Tobacco HelpLine is a FREE service providing evidence-based tobacco treatment for all Maine residents. Check out the video below to find out more about how the HelpLine works and what happens when providers refer patients to the HelpLine.



To schedule a training to learn more about how to refer your clients to the HelpLine please [email Linda Craig](#) or call (207) 662-7150.

ENCOURAGE CLIENTS 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.

Encourage your clients that are tobacco users to take the pledge, by doing so they are challenging themselves and family members to take it outside. This is a great first step if a person is not ready to quit smoking.



Take the Smoke-Free Home Pledge today!

Anyone take the pledge online today at BreatheEasyMaine.org/pledge.

BreatheEasyMaine.org/BehavioralHealth

The Tobacco-Free Behavioral Health initiative of Breathe Easy is part of the Tobacco Prevention Services at the MaineHealth Center for Tobacco Independence, funded by Maine Prevention Services.

MaineHealth



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