



Being Tobacco-Free:
How Behavioral Health Organizations &
Institutions of Higher Education can meet the
Gold Star Standards of Excellence

April 2019

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE

Presentation Overview

- ▶ About Us
 - ▶ Center for Tobacco Independence
 - ▶ Breathe Easy
- ▶ The case for smoke & tobacco-free policies
- ▶ 2019 Gold Star Standards of Excellence
- ▶ Behavioral Health Organization Standards
- ▶ Higher Education Standards
- ▶ Resources
- ▶ Important dates

About Breathe Easy

- ▶ We work to reduce exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and increased tobacco-free living.
- ▶ Statewide program working in four target environments:
 - Behavioral Health organizations
 - Colleges & Universities/Career & Trade Schools
 - Hospitals
 - Multi-unit housing
- ▶ Breathe Easy is a program at the MaineHealth Center for Tobacco Independence, funded by the Maine Prevention Services, Maine DHHS.

MaineHealth
Center for Tobacco
Independence

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Maine Center for Disease Control & Prevention
Department of Health and Human Services

Case for Addressing Tobacco Use

- ▶ Tobacco use remains the leading cause of preventable disease and death in the United States.
- ▶ Creating tobacco-free areas changes the social norm around tobacco use and promotes tobacco-free living.
- ▶ The Surgeon General has stated that there are no safe tobacco products.



No Safe Level of Exposure

- ▶ There is no risk-free level of exposure to secondhand smoke. Even brief exposure can cause damage that can lead to serious disease and death.
- ▶ Secondhand smoke contains thousands of chemicals, at least 69 of which are known to cause cancer in humans.
- ▶ Secondhand smoke poses a significant health risk in outdoor settings. Research finds smoking within 20 feet of a non-smoker can cause harmful levels of exposure that can be as high outside as they are in indoor settings.

Thirdhand Smoke

- ▶ Thirdhand smoke (THS) is the residue that remains after a burning tobacco product has been put out.
- ▶ THS residue sticks to clothing, hair, and skin and contains chemicals that are known to cause cancer.
- ▶ It builds up over time on carpets, walls, furniture, toys and other surfaces. THS resists normal household cleaning.
- ▶ Children and infants are more exposed to thirdhand smoke because they crawl on the floor and put things in their mouths.

Smokeless Tobacco Products

- ▶ Smokeless tobacco is tobacco that is not burned. It is also known as chewing tobacco, oral tobacco, spit or spitting tobacco, dip, chew, and snuff.
- ▶ Tobacco companies have created flavored, dissolvable forms of smokeless tobacco including lozenges, orbs, or pellets; strips (like melt-away breath strips); and toothpick-sized sticks. Some of these also contain sweeteners or flavoring and look a lot like candy.
- ▶ At least 28 chemicals in smokeless tobacco have been found to cause cancer.
- ▶ The US Surgeon General has stated that nicotine is addictive in any form.

Electronic Nicotine Delivery Systems (ENDS)

- ▶ ENDS include e-cigarettes, vaporizers, vape pens, hookah pens, e-pipes or electronic smoking devices.
- ▶ ENDS are gaining popularity. The use of these products can lead to nicotine addiction and negative health impacts.
- ▶ The vapor from these products can release nicotine and other cancer causing chemicals.
- ▶ Nicotine is addictive in any form.



Environmental Litter

- ▶ Cigarette butts are the most littered item in the United States—making up nearly 38% of all collected litter in the country.
- ▶ Nearly all cigarettes— 98% — have plastic non-biodegradable filters, in addition to toxins that can leach into the ground and water.



Gold Star Standards of Excellence Recognition Program



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Gold Star Standards of Excellence Program

- An annual program to recognize Maine's organizations and institutions for creating and maintaining tobacco-free environments and supporting tobacco-free living.
- 10 evidence-based tobacco control standards organizations can meet through written policies and procedures.
- An opportunity for organizations and institutions to be highlighted for leadership in addressing tobacco.

6-7 Stars: Bronze Award

8-9 Stars: Silver Award

10 Stars: Gold Award



2019 Gold Star Standards of Excellence Program

- Standards are reviewed annually to ensure organizations continue to meet best practice standards for tobacco-free policies and support tobacco-free lifestyles.
- All organizations that apply will be offered one free registration to attend CTI's Annual Tobacco Treatment & Prevention Conference. This year's theme is "*Shifting the Tide: Addressing Tobacco in the Behavioral Health Setting*" with keynote speaker Dr. Marc Steinberg, a clinical psychologist and the director of the Tobacco Research & Intervention lab. He is also Associate Professor of Psychiatry and Associate Director, Division of Addiction Psychiatry at Rutgers Robert Wood Johnson Medical School.
- Organizations that apply and meet at least 6 of the 10 standards will be recognized at the annual awards celebration event in June at the Annual Treatment & Prevention Conference in South Portland.

Program Details & Application forms can be found at:

BreatheEasyMaine.org/GSSE



2019
Behavioral Health
Gold Star Standards of Excellence
Recognition Program



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Addressing Tobacco Use for People with Behavioral Health Conditions

ADDRESSING TOBACCO USE IN THE BEHAVIORAL HEALTH POPULATION

 <p>1 IN 3 adults with a mental illness are currently using tobacco.</p>	 <p>5 Years Earlier People with mental illness or substance use disorders will die 5 years earlier than those without these disorders; many of these deaths are caused by smoking cigarettes.</p>
 <p>2 IN 5 people who smoke have a behavioral health disorder</p>	<p>OVER HALF of all deaths among people with mental illness or substance use disorders were a result of tobacco related causes. This is 2x the rate found in the general public.</p>
 <p>3 IN 5 people with a substance use disorder smoke</p>	 <p>1 IN 5 adults in the US have some form of mental illness</p>

Behavioral health organizations play a key role in supporting those living with mental illness or substance use disorders by:

- Creating a tobacco-free policy
- Referring those who are quitting to evidence-based treatment
- Screening clients for tobacco use

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 MAINE PREVENTION SERVICES
Maine Center for Disease Control & Prevention
Department of Health and Human Services

Learn more at: BreatheEasyMaine.org

THE OPIOID EPIDEMIC & SMOKING

Quick Facts

- 1) SMOKING IS A RISK FACTOR FOR NONMEDICAL USE OF PRESCRIPTION OPIOIDS**
- 2) DAILY & INTERMITTENT SMOKERS ARE 3X MORE LIKELY TO REPORT PAST-YEAR NONMEDICAL PRESCRIPTION OPIOID USE**
- 3) THERE IS A SIGNIFICANT ASSOCIATION BETWEEN SMOKING & PAIN**
- 85% OF PATIENTS IN TREATMENT FOR OPIOID ADDICTION SMOKE**
(HIGHER THAN ALCOHOL USE DISORDER)
- 5) NICOTINE MAY ENHANCE THE REWARDING PROPERTIES OF OPIOID MEDICATIONS TO THE NEURAL SYSTEM**
- 6) PAIN CAN INCREASE SMOKING AND THE MAINTENANCE OF TOBACCO ADDICTION CREATING A POSITIVE FEEDBACK LOOP**
- 7) ACTION STEP: ALWAYS TAKE INTO ACCOUNT TOBACCO USE WHEN ASSESSING THE ABUSE POTENTIAL OF PRESCRIBING OPIOIDS**

Smoking Cessation Leadership Center
UCSF
University of California
San Francisco, CA

For References Click Here

Additional Support for Addressing Tobacco in Behavioral Health Organizations

- **Maine DHHS requirements** : all agencies providing Mental Health or Substance Abuse Services shall have a current written policy addressing...
 - *Inclusion of tobacco assessment and need for treatment in all plans of care.*
 - *Annual screening of individuals for tobacco use and dependence using best practice assessment protocols, tools, and procedures.*
 - *Referral of individuals to evidence-based tobacco cessation treatment.*
 - *Tobacco use policy that at a minimum, shall comply with state tobacco laws in agency facilities, on agency property, and at all locations in which services are delivered. (MSRA 22 §1580 A and §1541-1550)*
- These policies shall be reviewed annually with all staff and updated as necessary. Updates shall be submitted to the DHHS program administrator upon update.

Impact of Tobacco-Free Policies on Behavioral Health Organizations

- Reduce exposure to secondhand smoke for clients, employees and visitors.
- Support healthy social norms that don't include tobacco use.
- Increase the number of tobacco users who quit and support those who are trying to quit.
- Reduce the initiation of tobacco use among young people.
- Show commitment to a healthy environment.

Standard #1: Tobacco-Free Policy

- The behavioral health organization has a 100% tobacco-free campus policy that prohibits the smoking and use of all tobacco products including cigarettes, cigars, pipes, smokeless tobacco, snuff, chew, snus, electronic smoking devices and non-FDA approved electronic nicotine delivery systems.

Smoking and tobacco use by employees, clients, visitors and contractors is prohibited at all times on the behavioral health organization property, including in parking lots, in personal vehicles parked on grounds, all organization owned or leased vehicles and at all satellite offices, buildings and any other properties owned or leased by the behavioral health organization.



Standard #1: Tobacco-Free Policy

- Written policy needs to covers all tobacco use across entire campus.
- Provide a copy of the current policy with the application.

Sample Answer

Community Health & Counseling Services (CHCS) is dedicated to providing a safe, productive, and healthy smoke-free environment for all clients, employees, tenants and visitors of CHCS. On November 19, 2015, our organization adopted a 100% tobacco-free policy. The policy prohibits the “use of all tobacco products” which means cigarettes, smoking material, cigars, pipes, smokeless tobacco such as snuff and chew, and electronic cigarettes and marijuana, including for medical use. The policy prohibits the use of all tobacco products in and outside our buildings, in our parking lots, including personal vehicles.



Standard #2: Policy Communication

- Written policies, procedures or plans detail the communication about the behavioral health organization's policy (whether or not the policy is 100% tobacco-free) to clients, employees, visitors, contractors and at all satellite offices, buildings and any other properties owned or leased by the behavioral health organization.



Standard #2: Policy Communication

- Need to address at least 3 strategies.
- Provide documentation of how strategies are met.

Sample Strategies and Language

- *Signage can be found throughout the grounds including at all entrances to the property and buildings, in parking lots, near picnic tables and other outside seating areas, other areas where people tend to gather, etc.*
- *All employees are required to acknowledge in writing, on an annual basis, that they have read/understand the tobacco-free policy.*
- *Information about the tobacco-free policy is readily available on the behavioral health organization website and/or through the HR department.*
- *The tobacco-free policy is included in the new hire packets and supervisors review the policy with new employees. The agency tobacco-free policy is posted on the agency's intranet and is available to all employees to view*



Standard #3: Policy Enforcement

- Written policies, procedures or plans detail policy expectations and enforcement, including how non-compliance is addressed.



Standard #3: Policy Enforcement

- Need to address at least 3 strategies.
- Provide documentation of how strategies are met.

Sample Strategies and Language

- *Clients receive information on the behavioral health organization's tobacco-free policy at their initial appointment and again as necessary that outlines policy compliance expectations.*
- *The policy outlines who is responsible for enforcing the policy and how to handle non-compliance.*
- *Leadership walkabouts on the grounds are conducted during different times and days to approach staff, clients, visitors or contractors using tobacco to offer education and request compliance with the policy.*
- *Policy includes an "FAQ" attachment that addresses such questions as, "Isn't it a person's choice to smoke or use tobacco" and "What if I see someone smoking on agency property?"* *Becoming a tobacco-free organization was an achievement worked on over a period of time, by a large representation of CHCS staff and included input from the adult behavioral health clients we serve. All staff and clients are empowered to promote the policy and to respectfully remind anyone they see using tobacco products of the policy and this has been effective at each of the area offices.*



Standard #4: Tobacco Advertising

- Advertising or promotion of tobacco products is not allowed on the organization's property including all satellite offices, buildings and any other properties owned or leased by the behavioral health organization. This includes publications and magazines subscribed to by the organization for placement in waiting areas.



Standard #4: Tobacco Advertising

- Need to address at least 1 strategy.
- Describe the efforts taken to regulate tobacco advertising.

Sample Strategies and Language

- Notices (posters, flyers, tent cards, signage, etc.) are placed in magazine areas stating that the organization does not support tobacco advertising.

Any and all donated materials from the community or employees is required to be screened prior to distribution to reading areas to ensure that there is no tobacco advertising contained in the publications. Our policy states that volunteers will monitor magazines and will remove advertising. Franklin County Health Network will refuse donations from the tobacco companies or their subsidiaries



Standard #5: Tobacco Dependence & Treatment Education

- Information about tobacco dependence, secondhand smoke, thirdhand smoke and local/state tobacco treatment resources are readily available to clients, employees and visitors. For example, educational brochures or posters are displayed in the lobby, waiting area and/or treatment rooms.



Standard #5: Tobacco Dependence & Treatment Education

- Providing information on tobacco dependence and the benefits of quitting can be beneficial for current tobacco users or their family and friends.
- Describe how the resources are made available to clients, employees and visitors and what types of materials are provided.

Sample Answer

“Quit Kits” are available to clients and staff to support their efforts to stop tobacco use. These “kits” contain resources, candy, gum, log sheets, and a ‘worry’ stone. Staff have access to all of these resources and information provided by the agency health insurance carrier.



Standard #6: Screening Clients for Tobacco Use & Dependence

- All clients are screened for tobacco use at initial appointments and annually thereafter. Tobacco use status is documented and clients are offered comprehensive, evidence-based treatment services.



Standard #6: Screening Clients for Tobacco Use & Dependence

- This is a requirement for organizations with Maine DHHS contract to provide mental health and/or substance use services.
- Describe the initial and annual tobacco screening process for new and existing clients.

Sample Answer

Upon interview into this program, tobacco use is discussed as well as any nicotine replacement therapy options that they may be currently using or would consider using. Upon admission this discussion re-occurs. Each provider appointment as well as treatment meeting provides another opportunity to discuss tobacco use and dependence as well as during weekly addiction groups.



Standard #7: Evidence-Based Tobacco Treatment

- Clients identified as being tobacco dependent are offered comprehensive, evidence-based treatment services incorporated into treatment plan. This can include tobacco cessation counseling, clinical assessment and management for nicotine withdrawal and/or offering FDA-approved tobacco treatment medications.

(Reference: Tobacco Use and Dependence Guideline Panel. Treating Tobacco Use and Dependence: 2008 Update. US Department of Health and Human Services.)



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Standard #7: Evidence-Based Tobacco Treatment

- This is a requirement for organizations with Maine DHHS contract to provide mental health and/or substance abuse services.
- Describe how these services are referred or accessed by clients.

Sample Answer

Patients will be made aware of the policy on tobacco and tobacco products. All tobacco users will be assessed and offered support. Efforts will be made to assist tobacco users cope with the no tobacco use on FCHN campus. Nicotine Replacement Therapy (NRT) materials will be offered to patients should they choose to use them during their stay. In this event, NRT materials will be prescribed and properly administered by the attending medical provider.



Standard #8: Referral to Evidence-Based Treatment

- Clients identified as being tobacco dependent and interested in quitting tobacco are referred to evidence-based tobacco treatment, such as the Maine Tobacco HelpLine.



Standard #8: Referral to Evidence-Based Treatment

- This is a requirement for organizations with Maine DHHS contract to provide mental health and/or substance use services.
- Describe the client referral process to treatment services.

Sample Answer

In addition to what we provide in the program, we also refer clients to the Maine Tobacco HelpLine for supportive counseling, as well as communicate with individual counselors if they have one separate from our program.



Standard #9: Evidence-Based Education for Employees

- The behavioral health organization supports evidence-based tobacco treatment training for employees by offering in-services on tobacco treatment, supporting staff financially to attend trainings and/or providing access to literature and resources on-site for staff. Trained staff are available to provide treatment and counseling to tobacco-dependent clients.



Standard #9: Evidence-Based Education for Employees

- List the number of employees who have been trained on evidence-based tobacco treatment counseling and education and/or the number of tobacco treatment related activities held over the past year.

Sample Answer

Upon implementation of our tobacco-free workplace initiative, we had presenters on-site at all 5 of our primary locations to present Tobacco Interventions/Basic Skills and the Tobacco-Free Helper Training. Over the past year or so, we have had 5 staff attend Integrating Tobacco Treatment into the Behavioral Health setting; 1 staff member completed the Tobacco Treatment Specialist Certification. Available trainings we become aware of are forwarded to all staff via email by Human Resources.



Standard #10: Tobacco Treatment Benefits for Employees

- Tobacco treatment services are a covered benefit in the organization health insurance package for employees and their dependents. Benefits include coverage for counseling and medication for quitting tobacco, with minimal, or no barriers to utilization (i.e. co-pays, out of pocket costs, limits, etc.).



Standard #10: Tobacco Treatment Benefits for Employees

- Describe tobacco treatment benefits provided and how they are promoted to employees.

Sample Answer

If an employee/spouse/domestic partner wishes to quit tobacco use, when enrolled in an HR approved tobacco dependence treatment program; HR will reimburse 100% of the copay, or the cost of evidence-based NRT materials available OTC when used as part of the individual's quit plan.



2019
Higher Education
Gold Star Standards of Excellence
Recognition Program



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Impact of Tobacco-Free Policies on Campus

- ▶ Reduce exposure to secondhand smoke for students, employees and visitors.
- ▶ Support healthy social norms that don't include tobacco use.
- ▶ Increase the number of tobacco users who quit and support those who are trying to quit.
- ▶ Reduce the initiation of tobacco use among young people.
- ▶ Show commitment to a healthy environment.

Current Landscape of College & University Policies

As of January 2, 2019, per our [Smokefree and Tobacco-Free U.S. and Tribal Colleges and Universities](#) list, there were at least 2,342 100% smokefree campus sites.

Of these 100% smokefree sites:

1,975

are also **100% tobacco-free everywhere** (includes non-combustible forms/smokeless)

1,945

also prohibit e-cigarette use everywhere

986

also prohibit hookah use everywhere

435

also prohibit smoking/vaping marijuana everywhere

In Maine, 23 out of 27 colleges and universities have 100% tobacco-free campus policies.

Standard #1: Tobacco-Free Policy

- The school has a 100% smoke and tobacco-free campus policy that prohibits all smoking and use of all tobacco products including cigarettes, smokeless tobacco, snuff, chew, snus, cigars, hookah, pipes and electronic smoking devices/electronic nicotine delivery systems (ENDS), such as, e-cigarettes, e-hookah, vape pen, etc. This does not include products specifically approved by the US Food and Drug Administration (FDA) for the purpose of cessation or nicotine replacement therapy.
- Tobacco use by students, faculty, staff, visitors and contractors is prohibited at all times on the school campus, including in parking lots, all vehicles parked on campus, at all satellite sites and other properties the school owns and/or rents. The policy extends to all off-site meetings, trainings and conferences and in all school-owned or leased vehicles.



Standard #1: Tobacco-Free Policy

- Written policy needs to covers all tobacco use across entire campus.
- Provide a copy of the current policy with the application.

Sample Answer: Central Maine Community College

Tobacco use by students, faculty, staff, visitors and contractors is prohibited at all times on the school campus, including in parking lots, all vehicles parked on campus, at all satellite sites and other properties the school owns and/or rents. The policy extends to all off-site meetings, trainings and conferences and in all school owned or leased vehicles.



Standard #2: Policy Communication

- Written policies, procedures or plans exist that detail communication about the policy, whether or not the policy is 100% smoke and tobacco-free, to all campus community members and visitors.



Standard #2: Policy Communication

- Need to meet at least 3 strategies listed, or add in other strategies
- Provide documentation of how strategies are met

Sample Strategies: University of Southern Maine

- Signage is posted in key campus locations, such as, entrances, buildings, parking lots, electronic display boards. Additional locations include: athletic fields, parking areas and parking garage.
- USM's tobacco-free campus policy is sent out to all enrolled students via email at the beginning of each academic year. Orientation materials received by students also contain information about the tobacco-free campus policy.
- Human Resources meet with new hires (hourly and professional) and review the appointment letter, which includes language about our tobacco-free campus. Additionally, at the beginning of the academic year all employees receive an email reminding them of the tobacco-free campus policy.
- Information about the campus policy is readily available on the school's website and/or through School Website (<http://usm.maine.edu/sustainability/tobacco-free-usm>)



Standard #3: Policy Enforcement Procedures

- Written policies, procedures or plans exist to detail compliance expectations, enforcement and awareness integration.



Standard #3: Policy Enforcement Procedures

- Need to meet at least 4 strategies listed, or add in additional methods
- Provide documentation of how strategies are met

Sample Strategies: Central Maine Community College

- *The policy compliance expectations are explained at new student orientation.*
- *The policy compliance expectations are explained at new employee orientation.*
- *Student leaders, such as Resident Hall Assistants, Orientation Leaders, Honors Students, etc., receive training on how to discuss tobacco use and the current campus policy with fellow students.*
- *The policy is explained at all orientations – those for staff and for students. It is also publicized on the college website, social media, and campus digital signage. The CMCC Student Handbook (available online) explains student conduct enforcement and those responsible. (<http://www.cmcc.edu/CampusLife/TOBACCOFREECAMPUS>)*



Standard #4: Tobacco Education & Integration

- Education about the dangers of tobacco use, exposure to tobacco smoke and information related to tobacco treatment resources are available and integrated into existing trainings, events and programs.



Standard #4: Tobacco Education & Integration

- Need to meet at least 4 strategies listed, or add in additional methods
- Provide documentation of how strategies are met

Sample Strategies: York County Community College

- Ongoing campus groups such as a Wellness Team or Tobacco Committee, is working to increase awareness of the dangers of tobacco use and tobacco smoke exposure.
- Training support is offered to support campus health center providers in discussing and treating tobacco use (such as the Center for Tobacco Independence Basic Skills and/or Intensive Tobacco Treatment Training)
- Tobacco prevention and treatment resources, such as brochures, are made available.
- Other: The advisory committee at YCCC has hosted ongoing lobby tables for our community to learn about new information regarding tobacco use and how to quit. Speakers have been invited to campus to talk about hot topics like vapes and e-cigarettes and the dangers they cause. Tobacco prevention materials are available in the lobby resources rack as well as our YCCC portal page where students, faculty and staff can log in and learn about resources on how to quit, get help and treatment centers that offer free support. Monthly emails are sent out to the YCCC Community informing them of smoke and tobacco-free happenings on campus. The campus calendar also hosts this information. The YCCC Health and Safety committee has partnered with this initiative and supports the tobacco and smoke-free committee by informational tables, attending events related to this policy, and promotes a healthy environment.



Standard #5: Tobacco Treatment Benefits

- Tobacco treatment services are a covered benefit for individuals and their dependents insured through the student health insurance plan and employee health insurance plan. Benefits include coverage for counseling and medication for quitting tobacco, with minimal, or no barriers to utilization (such as, co-pays, out-of-pocket costs, yearly limits).



Standard #5: Tobacco Treatment Benefits

- Reducing barriers to quitting tobacco can help someone be successful.
- Describe what benefits are available for students, employees and their dependents for tobacco treatment services.

Sample Answer: Kennebec Valley Community College

The employee insurance offers coverage for tobacco cessation products by prescription from a physician's office. This is covered at 100% with no deductible. Student insurance also provides coverage for drug and alcohol dependency.



Standard #6: Tobacco Advertising

- The school has a policy prohibiting the advertisement of tobacco products, including electronic smoking devices, on the campus, including in advertising in school media, such as newspapers, radio, and magazines.



Standard #6: Tobacco Advertising

- Tobacco advertising includes putting up signs, ads in printed materials or campus newspapers, magazines or audio ads on campus radio stations.
- Describe the efforts to address tobacco advertising to meet this standard.

Sample Answer: Central Maine Community College

All advertising of any kind must be approved with the student affairs office or human resources which includes all bulletin boards, etc. Both student affairs and human resources would not approve advertisement of any kind as it relates to tobacco products.



Standard #7: Tobacco Product Promotion & Distribution

- The school has a policy prohibiting the sale, promotion and/or free distribution of all tobacco products, including ENDS, and paraphernalia, at all times, on campus and at all campus sponsored events, including by any student group or organization.



Standard #7: Tobacco Product Promotion & Distribution

- Prohibiting the sale, promotion and/or free distribution of all tobacco products, including ENDS and paraphernalia is part of a comprehensive tobacco control plan.

Sample Answer: University of Maine at Presque Isle

As a part of our policy, tobacco products are not sold on campus.



Standard #8: Tobacco Funding to Campus-Supported Groups

- The school has a policy prohibiting campus supported organizations and events from accepting donations, such as money or goods (such as, all tobacco products, including electronic smoking devices and paraphernalia), from tobacco companies and retailers.



Standard #8: Tobacco Funding to Campus-Supported Groups

- Prohibiting donations, such as money or goods (including all tobacco products, electronic smoking devices and paraphernalia) from tobacco companies and retailers a comprehensive tobacco control plan.

Sample Answer: Saint Joseph's College

The sales and marketing section of the policy prohibits all campus organizations from accepting or receiving any donations such as money or gifts from companies who are primarily engaged in the sale and promotion of tobacco products. (See Sales and Marketing section of the tobacco-free policy).



Standard #9: Donations to School

- The school has a written policy that it refuses all donations from the tobacco industry and divests itself of all tobacco industry stock.



Standard #9: Donations to School

- Provide policy or procedure language, procedures and/or guidelines that explain the school's position on tobacco industry donations.

Sample Answer: University of Maine

Through development and fundraising the University prohibits donations and investments in organizations related to the tobacco industry. Donations are monitored through the Development Office.



Standard #10: Smoke-Free Community Lodging

- The school includes information on 100% smoke-free options when providing campus visitors (i.e. prospective students, visiting athletics teams, etc.) local lodging information.



Standard #10: Smoke-Free Community Lodging

- Smoke-free lodging helps protect campus visitors.
- Provide lodging list or web link supplied to visitors that highlights lodging establishments that are smoke-free.

Sample Answer: Treat Your Feet School of Reflexology

Treat Your Feet makes verbal suggestions for smoke-free lodging in the community; lodging email and phone number is provided.



Additional GSSE Resources & Program Dates



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Nominate an Individual Gold Star Champion

- Special acknowledgment for the champions of smoke and tobacco-free policies and lifestyles for your organization.
- Nominate any individual(s), program or unique approaches that should be publically recognized during the Awards Celebration Event.
- Nomination form is available online as a downloadable word document.



Resources

- **Application:** Download word document version and submit via email to BreatheEasy@MaineHealth.org
- **Guidance Document:** on website
- **Local contacts:** District Tobacco Prevention Partners (DTPPs) can help with application process. Reach out to us for contact info for local partner to provide assistance.
- **Behavioral Health Mini-Grants**

BreatheEasyMaine.org/GSSE



2019 Gold Star Standards of Excellence Recognition Program

The Gold Star Standards of Excellence program recognizes Maine's behavioral health organizations that are addressing smoking and tobacco use by creating and maintaining smoke and tobacco-free policies. 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.

All behavioral health organizations are encouraged to apply. Organizations that meet a minimum of six (6) of the ten (10) standards will be recognized with an award at the Awards Celebration Breakfast at the Annual Tobacco Treatment & Prevention Conference on Tuesday June 18, 2019.

6-7 Standards: Bronze Award
8-9 Standards: Silver Award
10 Standards: Gold Award

How to apply

Complete the application answering all questions applicable; check the box next to the standards met by your organization.

Complete this word document and submit via email with necessary attachments to BreatheEasy@MaineHealth.org

Questions

Please visit our website BreatheEasyMaine.org/GSSE for more information including the Application Guidance Document, which provides model answers for each standard or email BreatheEasy@MaineHealth.org.

Applications are due Friday April 26, 2019.

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Important Program Dates

- Applications due: Friday, April 26th

- Awards Celebration Breakfast

Wednesday, June 18th

7:30-8:30am

DoubleTree Hilton, South Portland

RSVP/registration details will be sent via email with application confirmation



Questions & Follow-Up

- ▶ **Questions.** Please email any questions you have to BreatheEasy@MaineHealth.org
- ▶ **Recording.** The webinar is being recorded and will be posted on the Breathe Easy GSSE website: www.BreatheEasyMaine.org/GSSE



Facebook.com/BreatheEasyMaine

Twitter @BreatheEasyME

YouTube.com/SFHousing

Instagram @BreatheEasyMaine

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