



## **Behavioral Health & Higher Education**

**June 18, 2019 - Award Presentation**

# **BREATHE EASY**

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**REDUCING SMOKE EXPOSURE IN MAINE**

# 2019 Behavioral Health Awardees

## GOLD LEVEL

County Behavioral Medicine • Discovery House Bangor  
Evergreen Behavioral Health • Life By Design  
Maine Behavioral Healthcare - Rockland  
The Northern Lighthouse • Your Journey

## SILVER LEVEL

Aroostook Mental Health Center • Mid Coast Hospital Addiction  
Resource Center • Pine Tree Recovery Center

## Individual Gold Star Champions

### Behavioral Health

**Randi Bruneau**  
*Pine Tree Recovery Center*

**Mary-Helena McInerney**  
*County Behavioral Medicine*

**April Monahan**  
*Maine Behavioral Healthcare - Rockland*

**Mathew Salch**  
*County Behavioral Medicine*

**Cody Tompkins**  
*The Northern Lighthouse*



## 2019 Behavioral Health Standards

- 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.
- 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.
- 3. Policy Enforcement.** Written policies, procedures or plans detail policy expectations and enforcement, including how non-compliance is addressed.
- 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.
- 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.
- 6. Screening for Clients for Tobacco Use and 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.
- 7. Evidence-Based Tobacco Treatment Incorporated for Clients.** 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.
- 8. Referral to Evidence-Based Tobacco Cessation Treatment for Clients Interested in Quitting.** Clients identified as being tobacco dependent and interested in quitting tobacco are referred to evidence-based tobacco cessation treatment, such as the Maine Tobacco HelpLine.
- 9. Evidence-Based Tobacco Treatment Training 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.
- 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.).



**2019  
Behavioral Health  
Awardees**

**Gold Star**  
Standards of Excellence

**Aroostook Mental Health Center**

**Silver Level**

Caribou

CEO: Ellen Bemis

Submitted by: Ellen Bemis

Past Awards: 2018 Silver, 2017 Silver

**County Behavioral Medicine**

**Gold Level**

Presque Isle

CEO: Mary-Helena McInerney

Submitted by: Mary-Helena McInerney

Past Awards: 2018 Gold, 2017 Gold

**Discovery House Bangor**

**Gold Level**

Bangor

CEO: Peter Morris, Northeast President and Matt Davis, Northeast Regional VP for Acadia Health

Submitted by: Eriko Farnsworth

Past Awards: This is Discovery House Bangor's first year participating in GSSE.

**Evergreen Behavioral Health**

**Gold Level**

Farmington

Executive Director: Dalene Sinskie

Submitted by: Dalene Sinskie

Past Awards: 2018 Gold, 2017 Gold

**Life By Design****Gold Level**

Presque Isle

CEO: Deborah A. Gray, LCSW, LADC, CCS

Submitted by: Meghan O'Berry

Past Awards: This is Life By Design's first year participating in GSSE.

**Maine Behavioral Healthcare—Rockland****Gold Level**

Rockland

CEO: Stephen M. Merz, FACHE

Submitted by: April Monahan

Past Awards: 2018 Gold, 2017 Gold

**Mid Coast Hospital Addiction Resource Center****Silver Level**

Brunswick

Director of Behavioral Health: Thomas Kivler

Submitted by: Catherine McConnell

Past Awards: 2018 Silver, 2017 Silver

**Pine Tree Recovery Center****Silver Level**

Portland

CEO: John Buro

Submitted by: Randi Bruneau

Past Awards: This is Pine Tree Recovery Center's first year participating in GSSE.

**The Northern Lighthouse****Gold Level**

Presque Isle

CEO: Tiffany Faulkner

Submitted by: Cody Tompkins

Past Awards: 2018 Silver

**Your Journey****Gold Level**

Caribou

CEO: Mary White

Submitted by: Mary White

Past Awards: 2018 Silver

# 2019 Higher Education Awardees

## GOLD LEVEL

Central Maine Community College  
Northern Maine Community College • St. Joseph's College  
University of Maine-Orono • University of Maine Presque Isle  
University of New England • University of Southern Maine  
York County Community College

## Individual Gold Star Champions

### Higher Education

**Emily Bauer**  
*University of Southern Maine*

**Linda Mastro**  
*University of Maine Presque Isle/ Northern Maine Community College*

**Penny Remick**  
*York County Community College*



## 2019 Higher Education Standards

- 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 college/university 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 college/university owned or leased vehicles.
- 2. Policy Communication.** Written policies, procedures or plans exist that detail communication about the campus policy, whether or not the policy is 100% smoke and tobacco-free, to all campus community members and visitors.
- 3. Policy Enforcement.** Written policies, procedures or plans exist that detail compliance expectations, enforcement and awareness integration.
- 4. Tobacco Education and 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.
- 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 (i.e. copays, out of pocket costs, yearly limits).
- 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.
- 7. Tobacco Product Promotion and Distribution.** The school has a policy prohibiting the sale, promotion and/or free distribution of all tobacco products, including electronic smoking devices, and paraphernalia, at all times, on campus and at all campus sponsored events, including by any student group or organization.
- 8. Tobacco Funding to Campus-Supported Groups or Organizations.** The school has a policy prohibiting campus supported organizations and events from accepting donations, such as money or goods (i.e. all tobacco products, including electronic smoking devices and paraphernalia), from tobacco companies and retailers.
- 9. Donations to College/University.** The school has a written policy that it refuses all donations from the tobacco industry and divests itself of all tobacco industry stock.
- 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.



**2019  
Higher Education  
Awardees**

**Gold Star**  
Standards of Excellence

**Central Maine Community College**

Auburn

President: Scott E. Knapp

Submitted by: Roger Philippon

Past Awards: 2016-2018 Gold, 2015 Silver

**Gold Level**

**Northern Maine Community College**

Presque Isle

President: Timothy D. Crowley

Submitted by: Linda Mastro

Past Awards: 2018-2012 Gold, 2011 Bronze

**Gold Level**

**St. Joseph's College**

Standish

President: James Dlugos

Submitted by: Jenna Chase

Past Awards: 2017 Gold, 2016 Gold, 2015 Silver

**Gold Level**

**University of Maine-Orono**

Orono

President: Dr. Joan Ferrini-Mundy

Submitted by: James Hiers

Past Awards: 2011-2016 Gold

**Gold Level**



**University of Maine Presque Isle**

Presque Isle

CEO: Raymond J. Rice

Submitted by: Linda Mastro

Past Awards: 2018-2014 Gold, 2012 Silver, 2011 Bronze

**Gold Level**

**University of New England**

Biddeford

CEO: James D. Herbert

Submitted by: Sharen Beaulieu

Past Awards: 2018-2015 Gold, 2012 Silver, 2011 Bronze

**Gold Level**

**University of Southern Maine**

Gorham

President: Glenn Cummings

Submitted by: Malinda Scannell

Past Awards: 2012-2018 Gold

**Gold Level**

**York County Community College**

Wells

President: Barbara Finklestein

Submitted by: Deidre Thompson

Past Awards: 2016-2018 Gold

**Gold Level**

# Individual Gold Star Champion Awards

## **Randi Bruneau, Clinical Supervisor: Pine Tree Recovery Center**

*“Randi has proven herself a tobacco treatment champion. Since our initial contact in fall 2018, Randi has shown great passion and enthusiasm for addressing tobacco use among her clients through staff and client educational programming, clinical interventions, and strong policies. Randi, coming from the pilot IMAT CTI program, came into Pine Tree Recovery Center having witnessed first-hand the positive impact incorporating tobacco treatment into the recovery setting can have on clients and staff. The behavioral healthcare field’s future progress towards adequately addressing tobacco use is one giant step closer with Randi in it.”*

*Nominated by:  
Karlene Hafemann, City of Portland Public Health Division*

## **Cody Tompkins, Human Resource Manager: The Northern Lighthouse**

*“Cody has led his organization in opening a substance abuse disorder program that includes people struggling with tobacco dependence. Cody worked hard to create a 100% Tobacco-Free policy for all of The Northern Lighthouse’s facilities and has been diligent in posting signage provided by MaineHealth at all locations so that clients will have a clear understanding of the policy. Cody reaches out to his local District Tobacco Partners for resources and help when needed and has a passion for helping people get the resources they need to overcome addiction of any kind.”*

*Nominated by:  
Dawn Roberts & Jo-Ellen Kelley, Aroostook County Action Program*

**Mary-Helena McInerney & Mathew Salch, Owners:  
County Behavioral Medicine**

*“Since opening their community mental health clinic in September of 2015, County Behavioral Medicine owners Mary-Helena and Mathew have placed an emphasis on keeping their practice 100% Tobacco-Free. The policy they have in place is very comprehensive and covers all areas of the campus both inside and out. They keep current on tobacco trends and new forms of treatment and provide education to clients on the most up-to-date practices. They are always open to working with District Tobacco Prevention Providers on work with policy, education and awareness. Thank you County Behavioral Medicine for your outstanding commitment to Tobacco-Free environments.”*

*Nominated by:  
Dawn Roberts & Jo-Ellen Kelley, Aroostook County Action Program*

**April Monahan, LCSW, Clinical Director:  
Maine Behavioral Healthcare—Rockland**

*“April has worked diligently at this mission since taking the helm at Maine Behavioral Health in Rockland. She has asked important questions such as ‘How do we talk to visitors/clients about their tobacco use while on break here? Where can they go, how can we support them in quitting?’” Directing these important questions to CTI has strengthened the connection with the CTI treatment team, bringing Fred Wolff and Martha Seabury in to talk with staff about how to approach these issues. They have made several systemic changes within the organization that ultimately will encourage clients to quit and meanwhile support them in a way that does not create secondhand and thirdhand smoke impacting others visiting.”*

*Nominated by:  
Molly Stone, Knox County Community Health Coalition*



# Individual Gold Star Champion Awards

**Penny Remick, Director of Counseling & Wellness:  
York County Community College**

*“Penny is new to YCCC this year and since she arrived she has had boots on the ground ready to assist in so many ways. She had been helpful with getting programming together and making sure the college resources/brochures are available to our community. She meets with a variety of our student population assisting them with life struggles and implementing a plan to help them conquer their barriers. She has created so many community partnerships to ensure our students are taken care of. Our smoke and tobacco-free policy continues to stay strong with the countless efforts of Penny and the Office of Student Involvement and Security Office. We are so lucky to have Penny. She’s a great addition to our college and for our students.”*

*Nominated by:  
Deirdre Thompson, York County Community College*

**Emily Bauer, Substance Use Prevention Graduate Assistant:  
University of Southern Maine**

*“Emily has been instrumental in working with Malinda Scannell in championing efforts this academic year to communicate the University of Southern Maine’s Tobacco Free Policy. As the Substance Use Prevention Graduate Assistant (GA), Emily conducted two weeks of tabling on the Portland and Gorham campus on prevention, education and messaging around electronic cigarettes.*

*Emily also assisted in the convening of a stakeholder group of campus practitioners, administrators, faculty, staff and students in the early spring of 2019 to learn about the history of tobacco policy at USM and the need to strengthen policy language. This group of stakeholders are now engaged in working with systems towards a UMaine system Tobacco-Free, Smoke-Free and Vape-Free Policy, as well as more specific language to address individual campus implementation and enforcement.*

*Her dedication to health and wellness is attested by not only her pursuit of a Master’s in Public Health, but also as a candidate for the accelerated nursing program at USM to achieve her degree as a nurse, and finally a nurse practitioner. Emily graduates in May 2019 with a master’s in Public Health prior to starting further educational pursuits..*

*Nominated by:  
Malinda Scannell, BSN, MS, ARNP-C, University of Southern Maine*

**Linda Mastro, Director of Health Services:  
University of Maine at Presque Isle & Northern Maine Community College**

*“Linda has been involved with college health for 25 years with a passion for reducing tobacco initiation and bringing tobacco prevention to the forefront at the college level. For the past 20 years, she has been involved with Maine College Health and is currently the President of the Board for this organization. Linda is on the Aroostook County District Health Council and served 5 years on the board of the American Cancer Society in Presque Isle.*

*Linda has applied for the GSSE and been awarded the GSSE for both colleges since its inception in 2011. Linda has attended many trainings through the Center of Tobacco Independence (CTI) and many of the Annual Tobacco Conferences to ensure she is up-to-date on tobacco laws, prevention and treatment. She provides counseling, referral and treatment to students and faculty and has been instrumental in making sure signage, student handbooks and other materials have the campus tobacco free status statement. Linda works with the DTTPs to promote tobacco prevention events including The Great American Smoke-out and Leave the Pack Behind and provides space and audience opportunity for presentations and education of youth 18-24 years old.”*

*Nominated by:  
Dawn Roberts & Jo-Ellen Kelley, Aroostook County Action Program*



# BREATHE EASY

## REDUCING SMOKE EXPOSURE IN MAINE

The Breathe Easy initiative has a mission is to reduce exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and increased tobacco-free living throughout Maine. Breathe Easy is a program of MaineHealth Center for Tobacco Independence.

The program is funded by Maine Prevention Services. Maine Prevention Services is an initiative through the Maine Center for Disease Control and Prevention working across the state to impact tobacco, substance use, and obesity.



**MAINE  
PREVENTION  
SERVICES**

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

**[BreatheEasyMaine.org](https://www.breathesaymaine.org)**

[BreatheEasy@MaineHealth.org](mailto:BreatheEasy@MaineHealth.org)

(207) 662-7154

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