



Tobacco-Free Hospital Awards Celebration

Thursday, November 14, 2019

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE

2019 Award Recipients

PLATINUM LEVEL

Cary Medical Center • Franklin Memorial Hospital • Houlton Regional Hospital • LincolnHealth • MaineGeneral Medical Center • Maine Medical Center • Mid Coast Hospital • Mount Desert Island Hospital • New England Rehabilitation Hospital • Northern Maine Medical Center • Pen Bay Medical Center • Redington-Fairview General Hospital • Spring Harbor Hospital • Southern Maine Health Care • St. Mary's Regional Medical Center • Waldo County General Hospital

GOLD LEVEL

Bridgton Hospital • Calais Regional Hospital • Central Maine Medical Center • Down East Community Hospital • Millinocket Regional Hospital • Northern Light AR Gould Hospital • Northern Light Blue Hill Hospital • Northern Light Charles A. Dean Memorial Hospital • Northern Light Maine Coast Memorial Hospital • Northern Light Mercy Hospital • Rumford Hospital • Stephens Memorial Hospital • York Hospital

SILVER LEVEL

Northern Light Eastern Maine Medical Center • Northern Light Sebasticook Valley Hospital • St. Joseph's Hospital

Individual Gold Star Champions

Barbara Crowley
Coastal Healthcare Alliance

Dr. Dena Whitesell
Maine Medical Center

Dr. Timothy Goltz
LincolnHealth

Joanne Fortin
Northern Maine Medical Center

2019 Standards

1. Tobacco-Free Policy. The hospital has a 100% tobacco-free campus policy that prohibits the smoking and use of all tobacco products including cigarettes, electronic smoking devices, smokeless tobacco, snuff, chew, snus, cigars, pipes and non-FDA approved electronic nicotine delivery systems. Smoking and tobacco use by employees, patients, visitors and contractors is prohibited at all times on the hospital campus, including in parking lots, in vehicles parked on campus, at all satellite sites and at other properties the hospital owns and/or rents. The policy extends to all off-site meetings, conferences and in all hospital vehicles.

For hospitals to meet the Platinum Level the organization must meet all 10 standards with policies and procedures that explicitly include the following:

A. A definition of smoking

B. Examples of prohibited products that includes electronic smoking devices and/or other vapor products

C. A prohibition of smoking and tobacco use in vehicles, parking lots and in personal vehicles parked on hospital grounds

D. A prohibition of smoking and tobacco use at all locations where hospital employees work

2. Thirdhand Smoke Policy. The hospital has a policy and clearly defined procedures to reduce patient and employee exposure to thirdhand tobacco smoke. Procedures and materials are available for patient and visitor education regarding thirdhand smoke.

3. Policy Communication and Enforcement. Written policies and procedures exist that detail the hospital's policy (whether it is 100% tobacco-free or not) including a plan for enforcement and employee expectations. The tobacco-free policy defines staff members or departments that are responsible for enforcing the policy; including non-compliance.

4. Tobacco Advertising. Advertisement or promotion of tobacco products is prohibited on the hospital's campus and satellite facilities. This includes hospital publications and magazines subscribed to by the hospital for placement in waiting rooms.

5. Tobacco Prevention & Treatment Education for Patients & Visitors. Information about tobacco dependence and treatment, secondhand smoke, thirdhand smoke and local/statewide treatment resources are readily available to patients and visitors. For example, brochures about the Maine Tobacco Helpline are displayed in patient or visitor areas, patients are offered a proactive fax referral to the Maine Tobacco Helpline, hospital discharge paperwork includes treatment options and resources, patients are given information on the harmful effects of tobacco use and secondhand/thirdhand smoke and/or information on tobacco treatment methods and where to find resources are available to patients and families.

6. Evidence-Based Tobacco Treatment Training for Staff. The hospital supports evidence-based tobacco treatment training for staff by offering in-services on tobacco treatment and supports staff financially to attend trainings. Literature and resources are available on-site for staff. Trained staff are available to provide treatment and counseling to tobacco-dependent patients.

E. Promotion and support for tobacco education and/or continuing medical educational (CME) opportunities for hospital staff

7. Patient Screening and Assistance for Tobacco Dependence. All patients admitted to the hospital are screened for tobacco use, tobacco status is documented and patients are offered comprehensive treatment services during their stay, by designated staff. This includes tobacco dependence counseling/education at the bedside, clinical assessment and management for patients experiencing nicotine withdrawal, offering FDA-approved tobacco treatment medications, and referral to counseling post-discharge. Tobacco treatment services are evidence-based, as reflected in the Public Health Service Guideline: Treating Tobacco Use and Dependence, 2008 Update.

8. Tobacco Treatment Benefits. Tobacco treatment services are a covered benefit in the hospital 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. copays, out of pocket costs, limits).

9. Smoke-Free Community Lodging. The hospital provides a list of local 100% smoke-free lodging for visiting patients and families in order to make healthy choices regarding their lodging. The list should be easily accessible and reviewed and updated annually.

10. Tobacco Funding and Donations. The hospital has a written policy stating it refuses all donations from the tobacco industry, and divests itself of all tobacco company stock.



2019 Award Recipients

Gold Star

Standards of Excellence

Bridgton Hospital

Gold Level

Bridgton

CEO: Peter Wright

Submitted by: Jennifer Holmes, Administrative Assistant

Past Awards: 2018 Gold

Calais Regional Hospital

Gold Level

Calais

CEO: Rod Boula

Submitted by: DeeDee Travis, Vice President Community Relations

Past Awards: 2018, Gold, 2017 Gold, 2016 Silver, 2015 Bronze, 2014 Silver, 2013 Gold, 2012 Gold, 2011 Gold

Cary Medical Center

Platinum Level

Caribou

CEO: Kris Doody, RN

Submitted by: Bethany Zell, Public & Community Relations

Past Awards: Gold: 2012—2018, 2011 Silver

Central Maine Medical Center

Gold Level

Lewiston

CEO: Jeff Brickman

Submitted by: Emily Dooling-Hamilton, Health Promotion Coordinator

Past Awards: 2018 Gold, 2017 Gold 2016 Gold, 2015 Gold, 2013 Silver, 2011 Silver

Down East Community Hospital

Gold Level

Machias

CEO: Steve Lail

Submitted by: Julia Alley, HR Generalist

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Bronze, 2014 Bronze, 2013 Bronze, 2011 Silver

Franklin Memorial Hospital

Platinum Level

Farmington

CEO: Timothy Churchill

Submitted by: Ellen Thorne, Program & Planning Coordinator

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Gold

Houlton Regional Hospital

Platinum Level

Houlton

CEO: Thomas J. Moakler

Submitted by: Ingrid Black, Manager

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Bronze, 2013 Silver, 2012 Gold

LincolnHealth

Platinum Level

Boothbay Harbor, Damariscotta

CEO: James W. Donovan, FACHE

Submitted by: Cathy Cole, Director Education & Community Health

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Silver, 2012 Gold, 2011 Gold

MaineGeneral Medical Center

Platinum Level

Augusta

CEO: Chuck Hays

Submitted by: Emily Mullen, Wellness Program Coordinator

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold

Maine Medical Center

Platinum Level

Portland

CEO: Jeff Sanders

Submitted by: Holly Stewart, PMH-NP, Tobacco Treatment Specialist

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013, Gold, 2012 Bronze

Mid Coast Hospital

Platinum Level

Brunswick

CEO: Lois Skillings

Submitted by: Melissa Fochesato, Director Community Health Promotion

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Silver, 2012 Silver, 2011 Gold

Millinocket Regional Hospital

Gold Level

Millinocket

CEO: Bob Peterson

Submitted by: Jane Danforth, Director of Grants and Community Wellness

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Silver, 2013 Silver, 2012 Silver

Mount Desert Island Hospital

Platinum Level

Bar Harbor

CEO: Art Blank

Submitted by: Mary Parham, Community Health Educator

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold 2014 Silver, 2013 Bronze, 2012 Silver

New England Rehabilitation Hospital

Platinum Level

Portland

CEO: Jeanine Chesley

Submitted by: Kellie Selberg, Marketing Coordinator

Past Awards: 2018 Platinum, 2017 Bronze, 2016 Bronze, 2015 Bronze, 2014 Bronze

Northern Light AR Gould Hospital

Gold Level

Presque Isle

President: Greg LaFrancois

Submitted by: Dawn Roberts, Community Health Specialist

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Gold

Northern Light Blue Hill Hospital

Gold Level

Blue Hill

CEO: John Ronan, FACHE

Submitted by: Kelley Columber, Director of Communications

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2011 Silver

Northern Light Charles A. Dean Memorial Hospital

Gold Level

Greenville

CEO: Terri Vieira

Submitted by: Bre Erickson, Manager of Communications

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold

Northern Light Eastern Maine Medical Center

Silver Level

Bangor

President: Timothy Dentry

Submitted By: Laureen LeBlanc, Practice Manager

Past Awards: 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Silver

Northern Light Maine Coast Memorial Hospital

Gold Level

Ellsworth

CEO: John Ronan, FACHE

Submitted by: Kelley Columber, Director of Communications

Past Awards: 2018 Gold, 2017 Gold, 2016 Bronze, 2011 Gold

Northern Light Mercy Hospital**Gold Level**

Portland

CEO: Charles Therrien

Submitted by: Stephanie Homon, Manager Clinical Nutrition & Wellness

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2011 Gold

Northern Light Seabcooke Valley Health**Silver Level**

Pittsfield

CEO: Terri Vieira

Submitted by: Laurie Alexander, Health and Wellness Education Coordinator

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Silver

Northern Maine Medical Center**Platinum Level**

Fort Kent

CEO: Peter J. Sirois

Submitted by: Jennifer Albert, Director of Quality Improvement

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2012 Silver

Pen Bay Medical Center**Platinum Level**

Rockport

President: Mark Fourre, MD

Submitted by: Rachael McCormick, Director Community Health Improvement

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Gold

Redington-Fairview General Hospital**Platinum Level**

Skowhegan

CEO: Richard Willett

Submitted by: Eric Taylor, Community Health Educator

Past Awards: 2018 Gold, 2017 Silver, 2016 Silver, 2015 Silver, 2014 Silver, 2013 Bronze, 2012 Silver

Rumford Hospital

Gold Level

Rumford

CEO: Peter Wright, FACHE

Submitted by: Jennifer Holmes, Administrative Assistant

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold

Southern Maine Health Care

Platinum Level

Biddeford, Sanford

CEO: Nathan Howell

Submitted by: Alexa Bando, York County Tobacco Prevention Coordinator

Past Awards: 2018 Platinum, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Gold, 2012 Gold, 2011 Silver

Spring Harbor Hospital

Platinum Level

Westbrook

President: Mary Jane Krebs

Submitted by: Claudia Henry, RN, Director of Clinical Programming

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Gold, 2013 Silver, 2012 Gold, 2011 Gold

St. Joseph's Hospital

Silver Level

Bangor

CEO: Mary Prybylo

Submitted by: Sarah Loman, Human Resources

This is St. Joseph's first year participating in GSSE.

St. Mary's Regional Medical Center

Platinum Level

Lewiston

CEO: Steve Jorgensen

Submitted by: Maria Pete, Wellness Promotion Coordinator

Past Awards: 2018 Platinum, 2017 Gold, 2015 Bronze, 2013 Silver, 2012 Silver, 2011 Bronze

Stephens Memorial Hospital

Gold Level

Norway

CEO: Timothy Churchill

Submitted by: Kristin Linindoll, RN

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Silver, 2013 Gold, 2012 Gold, 2011 Silver

Waldo County General Hospital

Platinum Level

Belfast

CEO: Mark Fourre, MD

Submitted by: Rachael McCormick, Director of Community Health Improvement

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Gold, 2014 Silver, 2013 Gold, 2012 Gold

York Hospital

Gold Level

York

CEO: Jud Knox

Submitted by: Michelle Mason, Project Manager, Choose to Be Healthy

Past Awards: 2018 Gold, 2017 Gold, 2016 Gold, 2015 Silver, 2014 Silver, 2012 Silver, 2011 Bronze



Individual Gold Star Champion Awards

Barbara Crowley—Waldo County General Hospital

As soon as Barbara started working in tobacco prevention, it was clear she was in the right role. She is patient in building relationships and willing to go the extra mile to assure her community partners that they are making the right choice in adopting or updating tobacco-free policies. Since January, Barbara has worked with nine partners to adopt or update new tobacco-free policies, two towns working on tobacco-free resolutions, six educational presentations on e-cigarettes and vaping, sixteen mentors to become trained in SideKicks and five early childhood family services providers to become trained in the Quitlink. Barbara is steadfast in her belief in tobacco prevention, health and wellness and brings her true sense of kindness and care to every interaction in her work. She is innovative in how she engages with organizations, people and other community partners and is determined to make sure that our community is tobacco-free.

Dr. Timothy Goltz—LincolnHealth

Dr. Goltz has been a true champion for health and wellness programs in our community. For many years he has volunteered his time to present “Tar Wars,” a tobacco-free education program from the American Academy of Family Physicians (AAFP) to our local elementary school students. This past year, his comments to the Town of Damariscotta Selectboard about the importance of tobacco-free policies for public spaces led to the successful passage of an updated town smoke and tobacco-free resolution. He is a strong advocate for tobacco prevention with his patients and believes in bringing that message to the greater community which is why we would like to acknowledge him as a Gold Star Champion.

Dr. Dena Whitesell—MMC

Dena has taken over the tobacco program and has directed the program toward new goals. She plans new trainings for nursing staff, process improvement for the tobacco program and continued education for the entire organization. She is supportive in every way ensuring the tobacco program at MMC flourishes and helps as many patients as possible. She is also focusing her attention on assisting staff maintain the policies at MMC ensuring our campus remains smoke-free. She is an amazing support for the team and we couldn't do it without her!

Joanne Fortin—NMMC

Joanne Fortin has been instrumental in creating a tobacco-free campus for NMMC. She began work at NMMC in 1975. She has held many positions within the organization, including but not limited to a successful tenure of Director of Nursing, Quality Improvement and Infection Prevention. Joanne's voice is well recognized and respected throughout the community of Fort Kent. Her ability to collaborate, support and hold her peers to high standards has led NMMC to success. Joanne's passion on a tobacco-free environment is palpable through her public announcements. Joanne has created policies, hardwired tobacco free processes and continues to validate the work that she initiated. She understands the struggles and impact that smoking cessation has on individuals. She is compassionate, sincere and leads wellness by example.

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About the Tobacco-Free Hospital Initiative

The Breathe Easy Tobacco-Free Hospital initiative at the MaineHealth Center for Tobacco Independence is dedicated to providing Maine's hospitals with the information and resources needed to support the adoption, implementation and ongoing enforcement of 100% smoke and tobacco-free campus policies.

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

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