

**Summary of Partnership for a Tobacco-Free Maine: Maine CDC  
Commission to Study the Incidence of and Mortality Related to Cancer**  
Friday, November 8, 2013

**Program Description:**

The Maine CDC Partnership for a Tobacco-Free Maine (PTM) program was established in statute in 1997 to prevent youth from ever using tobacco, assist youth and adults who currently smoke and use other tobacco products to discontinue use, and to protect people from the dangers of exposure to second hand smoke. The purpose is to eliminate the health and economic burden of tobacco use using a mix of educational, clinical, regulatory, and social strategies.

Program activities are intended to reach all Maine residents, with a particular focus on youth and persons with health disparities. This is a comprehensive program that educates and motivates youth and adults to not use tobacco by using a full range of communications, as well as educating people on dangers of secondhand smoke.

- Provides tobacco cessation counseling and medication for those who use tobacco.
- Provides cessation training to multiple types of providers, offering academic detailing and continuing education credits.
- Assists retailers to comply with state and federal laws prohibiting sales of tobacco products to youth.
- Increases awareness of the dangers of secondhand smoke, supports the development of policies to create smoke-free and tobacco-free areas and compliance with smoke-free laws.

**Funding Description:**

**I. State Funds: Fund for a Healthy Maine (FHM) Tobacco Prevention and Control (014330)**

FHM funds major portions of the tobacco prevention and control program that are carried out by staff and through contracts. Initiatives include youth prevention, tobacco cessation and treatment, and preventing exposure to secondhand smoke (which includes enforcement of state laws related to workplace, public place and retail sales laws).

	<b>SFY10 Actual</b>	<b>SFY11 Actual</b>	<b>SFY12 Actual</b>	<b>SFY13 Actual</b>	<b>SFY14 Budget</b>
<b>Total</b>	7,012,981	4,950,635	5,903,781	6,063,586	6,396,872

**SFY' 14 Contracted Services:**

- a) Public Education, Communication, and Media: \$1,550,000  
Research-driven and tested messages to counter the Tobacco Industry advertising efforts. Messages and materials raise awareness about the availability and effectiveness of tobacco treatment through the Maine Tobacco HelpLine, educate about the health effects of second-hand smoke exposure, and discourage tobacco initiation by adolescents.
- b) Tobacco Treatment and Medications (HelpLine & provider outreach): \$2,600,000  
The Maine Tobacco HelpLine provides outreach and support for Mainers who want to quit tobacco; trained counselors work with callers by phone and can help individuals to access cessation medication. The contract also provides training for healthcare providers on how to assist those that want to quit.

- c) Evaluation: \$ 500,000  
Contractors monitor program activities, assess efforts and provide performance data to make efforts more effective and data-driven.
- d) Youth Engagement: \$ 225,000  
Supports outreach to and engagement of youth in local tobacco prevention efforts.
- e) Enforcement and Compliance: \$ 225,000  
Enforces workplace, public place and tobacco retail laws. Supports training for retailers and their personnel to better meet compliance.

**II. Federal Funds: CDC Grant #5U58DP001971 – Healthy Communities Tobacco Control**

	<b>FFY10 Actuals</b>	<b>FFY11 Actuals</b>	<b>FFY12 Actuals</b>	<b>FFY13 Actuals</b>	<b>FFY14 Budget</b>
<b>Total</b>	\$724,356	\$973,035	\$875,971	\$753,779	\$964,561

FFY14 Contracted Services:

- a) Grant to City of Portland (Breathe Easy Coalition): \$143,755  
Promotes the prevention of secondhand smoke exposure in public housing, colleges and hospitals; includes provision of technical assistance and supporting materials.
- b) Grant to American Lung Association: \$82,400  
Research, analysis, and dissemination of information regarding tobacco prevention, control and treatment to inform state and local efforts.

**Goals & Outcomes:**

1. Goals of the program:
  - a. Prevent initiation among youth and young adults
  - b. Promote quitting among adults and youth
  - c. Eliminate exposure to secondhand smoke
  - d. Identify and eliminate tobacco related disparities among population groups
2. Measurable outcomes:
  - a. Reducing the high school youth smoking rate from 39% in 1997 to the most recent figure of 15% (YRBS).
  - b. Reducing adult smoking rates in Maine from 24% in 2001 to the most recent figure of 18% (BRFSS).

These outcomes are supported by the following strategies:

- A statewide, coordinated system of tobacco treatment services, including the state’s toll-free quitline (the Maine Tobacco HelpLine) and the medication voucher program that helps tobacco users gain access to nicotine replacement therapy when their insurance doesn’t cover it. Since 2001, the quitline has assisted over 74,000 Maine tobacco users and trained over 2,000 health care providers in tobacco treatment methods.
  - In FY11, 3.2% of Maine’s adult tobacco users were counseled, ranking #5 among the 51 US State quitlines.
  - In FY11, 28% of callers to the quitline were able to quit tobacco, which is considered a good rate.
- Media campaigns to: promote the quitline as well as THEQUITLINK.COM, which is Maine’s online community providing support to quit tobacco; and encourage youth to stay tobacco free.
- Enforcement activities to prevent youth access to tobacco, including a retailer training program to assist store clerks in complying with youth access laws.
- Community-based health promotion efforts of the Healthy Maine Partnerships, local coalitions supported by the Fund for a Healthy Maine.