

THE LINK

Connecting facts and ideas
for those working to create
an environment in Maine that
supports tobacco-free living.

 **Healthy Maine Partnerships**
Partnership For A Tobacco-Free Maine
Maine Department of Health and Human Services
Maine Center for Disease Control and Prevention

SPRING ISSUE 2007

Raising the Red Flag Again

“Tobacco Never Quits” Campaign Encourages Parents to Renew their Prevention Efforts

The newest counter-marketing campaign from the Partnership For A Tobacco-Free Maine hit the airwaves in May, complete with a statewide launch to the 31 Healthy Maine Partnerships. The aim of the “Tobacco Never Quits” campaign is to alarm parents of tobacco’s insidious efforts to target their children and then spur parents into action. PTM will air both television and radio spots throughout the state.

Designed to be both unnerving and surprising, the campaign features a series of spots that portray the tobacco industry as studying unsuspecting youth and young adults through the lens of a surveillance camera. By capturing data about their young targets, such as their tastes in music and fashion, the tobacco companies are able to determine not only what products these future customers might prefer, but

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Treating Tobacco in the Behavioral Health Population

By Carol Coles, PTM Staff

“I don’t understand why they’re [cigarettes] legal anyway. They just kill people.”

—Focus group participant

Although a dramatic reduction in tobacco use has occurred in the general population during the past 40 years, there has been almost no decrease in the smoking rate among those with serious behavioral health (BH) issues. Even though the BH population consumes 44% of all tobacco used in the United States, this population has been largely excluded from the greater societal movement toward minimizing smoking.

CMBHTTC 
Central Maine
Behavioral Health
Tobacco Treatment
Collaborative

The Central Maine Behavioral Health Tobacco Treatment Collaborative (CMBHTTC) has been working with BH consumers and providers to identify and address barriers to effective tobacco treatment for those who wish to quit, and to increase the capacity of providers to encourage and support tobacco-free living. Some of the funding for the project has been provided through mini-grants from the Partnership For A Tobacco-Free Maine.

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also how to reach them through advertising, online activities, promotions, and other marketing methods. The narrator for each spot reveals alarming statistics about tobacco usage or marketing techniques and closes with a call to action for parents to learn more at www.tobacconeverquits.com.

High School Smoking Rate:

16%

Advocating for Prevention Now, to Prevent Smoking Later

While Maine has made great strides in reducing youth smoking, Maine's research shows that almost one-third of teens will still take up smoking or chewing tobacco between the ages of 18 and 24.

"Something is happening between age 17 in high school and age 18 at work or college. Whether they avoided it because Maine is doing such a great job with its environmental school policies or because they are afraid of parental punishment, there is no way to know precisely," said MaryBeth Welton, Program Manager for PTM.

As youth grow up and leave home, enter the workforce or go off to college, peer and life pressures escalate to a whole new level that they have never experienced before. This age of experimentation is also complicated by the common misconception many young adults have that they are invincible. In other words, they are young and healthy, and there's plenty of time later in life to be healthy and recover from years of fun.

In either case, this campaign encourages parents to talk to their children again about tobacco and how it targets them, and to better prepare them for facing the pressures and environments of young adult life.

Raising the Red Flag for the Next Generation of Parents

Statistical research conducted in Maine on behalf of the Healthy Maine Partnership has revealed that public conviction about the tobacco companies targeting children has declined in recent years. What's more, focus groups conducted for this campaign showed that many parents either believe that tobacco use is a much lower risk than it used to be or that their children are no longer exposed to tobacco advertising and marketing practices.

It has been almost 10 years since PTM launched its first hard-hitting media campaign aimed at parents, and since

Parental Concern about Tobacco Advertising to Kids is Down

10%

then, a new generation of parents has arrived without the same exposure to these important messages. In addition, the tobacco companies' own parent campaigns have given many people a false sense of security that days of "Big Bad Tobacco" are over. The industry is now effectively positioning itself as kind and honest with a legitimate concern for children. Wrong. Studies show that their parent tips can actually do more harm than good.

So this is why PTM is launching its new campaign. The campaign will communicate to parents through multiple ways, such as a revised kit to help parents prevent their child from using tobacco,

web and interactive content, and a variety of tools for the HMPs to use for community outreach. In addition, there are other PTM programs currently running that also work seamlessly to support

this campaign, including: *Got A Minute?, Life Skills*, and the soon-to-be-rolled-out *Billionaire Vanishes*.

For more information, visit www.tobacconeverquits.com, or call a member of the PTM staff.

When asked how often they see tobacco industry advertisements on signs or posters when they go to a grocery store, convenience store or gas station, about half of Maine youth say "a lot." Another 25% say they see these ads "sometimes." There is little difference in the youth who notices these signs; the rates are the same for middle and high school, boys and girls, even smoker and nonsmoker— although the smoker is slightly more apt to report seeing the signs.

Annual tobacco industry spending is \$15.4 billion nationwide; in Maine it is \$73.9 million annually.

Exposure to tobacco marketing, which includes advertising, promotions and cigarette samples, and pro-tobacco depictions in films, television, and videos more than doubles the odds that children under 18 will become tobacco users.¹

Pro-tobacco marketing and media depictions lead children who already smoke to smoke more heavily, increasing the odds of progression to heavier use by 42%.²

A survey in 2006 showed that kids were more than twice as likely as adults to recall tobacco advertising. While only 28% of all adults recalled seeing tobacco ads in the two weeks prior to the surveys, 53% of kids aged 12-17 reported seeing tobacco ads.³

¹December 2006 *Archives of Pediatrics and Adolescent Medicine*.

²Ibid.

³National telephone survey of 500 teens and 1,011 adults conducted by International Communications Research (ICR), March 2006.

Behavioral Health Continued from Page 1

CMBHTTC held a series of focus groups, with both BH consumers and providers, to address the challenges faced by the BH population with regard to successful tobacco treatment. Several key points were identified:

- Need to acknowledge how difficult it is to quit
- Need more resources for consumers and providers
- Okay for providers to be proactive
- Need to address their environments
- Focus on increasing self-esteem
- Messaging should use people who don't look "perfect"
- Focus on the stages of change
- Provide strategies to re-purpose time spent smoking
- Focus on secondhand smoke dangers
- Be straightforward about dangers
- Develop peer-to-peer support
- Develop support of day-to-day care providers
- Work on statewide policy issues

SMOKING AND BEHAVIORAL HEALTH

- Psychiatric patients are two to three times more likely to smoke than the general population; 44% of cigarettes smoked are by those who will at some time have a psychiatric disorder:

PREVALENCE OF SMOKING

- Schizophrenia 80%
- Bipolar 80%
- Depression 60%
- Anxiety 45%
- Substance Abuse 75 to 100%
- General Population 25%

- People who quit smoking during alcohol treatment are more likely to stay sober. Continued smoking is a risk factor for relapse on alcohol.
- Successful treatment of underlying mental illness increases quit rates.
- Smoking reduces the effectiveness of antipsychotic medications in the body. People may need less of these medications when they quit.

MEETING THE CHALLENGE

The CMBHTTC recently developed posters and companion handbills for behavioral health consumers based on the stages of change model. Designed with help from CD&M Communications, the materials are being piloted at several locations in Central Maine. Staff members at each location received training, technical assistance and resources, including a tool kit for tobacco treatment.

The CMBHTTC is also working with the Phoenix House, a residential substance abuse treatment program for adolescents. The plan of the CMBHTTC is to integrate tobacco treatment into the overall case management for its residents; discuss policy to become a tobacco-free

The focus group process revealed some MYTHS:

Myth 1— Clients don't really want to quit.

Myth 2— They don't want to be bothered (by staff) about their smoking.

Myth 3— If the client tries to quit, he or she should quit all at once.

Myth 4— Quitting smoking is not as important as quitting other substances.

Myth 5— A smoking relapse is better than an alcohol or drug relapse.

Myth 6— Clients are incapable of quitting.

Myth 7— If one of the staff smokes, he or she can't support the client going tobacco-free.

Myth 8— Clients feel the only good thing they do for themselves is smoke.



Home Dad Radio Show Helps Promote Got A Minute?

By Rick Fortier, Healthy Portland



“Spend time with your kids, it’s a one shot deal!” Sound familiar? You’re probably thinking it sounds a lot like *Got A Minute? Give It To Your Kid*, a social marketing campaign encouraging parents to spend quality time with their preteens. If so, you’re close. The slogan is the sign-off phrase for a Portland radio program on WMPG called *Home Dad*. For Healthy Portland the similar messages provided a great opportunity to partner

with *Home Dad* and promote the *Got A Minute?* campaign to local listeners.

Home Dad is a Portland radio program hosted by Chip Edgar, a stay-at-home dad. The program’s focus is to help families, as Chip puts it, “stay healthy in America in spite of an institutionalized barrage of corporate manipulation to maximize quarterly earnings.” On this particular day in January, the radio program helped Healthy Portland connect listeners with *Got A Minute?* and its resources both locally and online. Here are a few highlights that Chip and his listeners found most useful:

- *Got A Minute?* tips were created by actual parents sharing what they found worked best.
- Quality time with your preteen doesn’t have to take forever. It can be quick and easy, and gets better as you go.
- Every day our preteens are flooded with messages from tobacco companies and other sources that promote harmful behavior. Spending time with your preteens helps them to stay positive and healthy.



In addition to sharing a wonderful message, Chip not only talks the talk, he walks the walk. If you’ve ever listened to his show, you can hear his toddler Warren playing and gabbing in the background. Here’s a dad who believes so strongly in his message of quality time that he brings his children along to work. To see it in action is even more inspirational. In front of you sits a toddler, headphones on, snacks in one hand, toy in the other, spending time with dad, watching him do his thing, and getting to be a part of it all. While this may not be an option for all parents, the messages of *Home Dad* and *Got A Minute?* are similar: Take any opportunity to spend time with your children—it’s worth every minute.

It’s Now Clear that Mental Health and Physical Health Go Hand in Hand

Community mental health centers are “full service” places. Since their creation back in the 60s, they’ve advocated for one simple idea: Mental health is a community concern. This means taking a holistic approach to the client and the communities in which they live. Not too long ago, cigarettes were seen as an unfortunate necessity of life for people with severe and persistent mental illness. It was thought they couldn’t change and didn’t want to change this habit. In the past few years, Kennebec Valley Mental Health Center has begun to help consumers who smoke to quit. Why? It’s now clear that mental health and physical health go hand in hand. And because our clients smoke at much higher rates, they get more physical illnesses and have an even harder time coping with their mental illnesses. It’s hard to recover from depression when you have a life-threatening cancer. It’s hard to recover from anxiety when you’re facing an imminent heart attack. So now KVMHC is not only going smoke-free but also educating clients about the risks of smoking and helping them to stop. It’s a modern example of the adage, “A healthy mind is a healthy body.”

Dave Doreau is a Licensed Clinical Professional Counselor and a Licensed Alcohol and Drug Counselor at Kennebec Valley Mental Health Center.

Get to Know the Tobacco Technical Assistance Consortium

The Tobacco Technical Assistance Consortium is dedicated to assisting organizations in developing highly effective tobacco control programs. Their informative web site, www.ttac.org, also includes the Tobacco Control Network, which publishes a particularly helpful newsletter called the *Tobacco Free Press*. It’s worth a visit!

By Carol Coles, PTM Staff

The Tobacco Technical Assistance Consortium (TTAC) is dedicated to assisting organizations in developing highly effective tobacco control programs.

Established in 2001 through grants from the American Cancer Society, the American Legacy Foundation, and The Robert Wood Johnson Foundation, the TTAC provides technical assistance, information resources, and training for state and local tobacco control programs. Its mission is to build capacity within the field to achieve effective tobacco prevention and

control programs and policies. Their web site, www.ttac.org, also includes the Tobacco Control Network, which publishes a particularly helpful newsletter called the *Tobacco Free Press*.

The TTAC is located in the Rollins School of Public Health at Emory University in Atlanta, conveniently close to the national offices of the American Cancer Society and the Centers for Disease Control and Prevention. Its financial support currently comes from the American Legacy Foundation, as well as a variety of clients and partners.

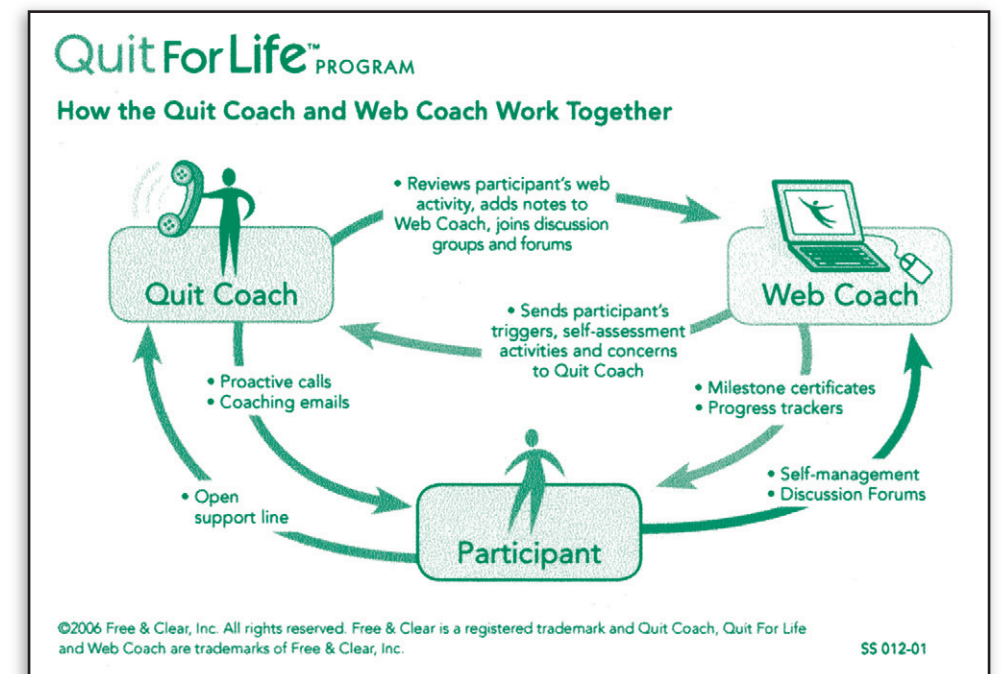
NEW Program Helps Maine Quit Tobacco

By Ken Lewis, CTI Staff

Quitting smoking just got a little easier. Last November, the Partnership For A Tobacco-Free Maine launched Web Coach™, the Free & Clear interactive web site designed to complement the phone-based counseling offered by the Maine Tobacco HelpLine.

Web Coach offers a suite of interactive features, evidence-based content, and social forums to support smokers throughout the entire quitting process. Users can design personalized quit plans and track their progress, as well as receive motivational and educational e-mails. Answers to a self-assessment exercise are shared in real time with a Quit Coach, who uses the information to prepare for a phone-based counseling session. In the Web Coach discussion forums, participants can interact among themselves and with Quit Coaches to learn and share behavioral tips for successful quitting.

As one satisfied participant noted, “It’s nice to have a Quit Coach and to be able to chat online with the others who are also quitting.”



**MARK YOUR
CALENDAR**

Behavioral Health
Leaders and Providers
2007 Summit
June 19, 2007
9:00-2:30
Maple Hill Farm-Hallowell

Tobacco Expert Fiore Addresses Tobacco Treatment Conference

For many Maine tobacco treatment professionals, it was considered the event of the year. The **Intensive Tobacco Treatment Training & Conference**, organized by Center for Tobacco Independence on April 25th and 26th in Auburn, featured an internationally recognized panel of speakers. The Keynote Speaker, Michael Fiore, MD, is a leading researcher of tobacco treatment techniques and Professor of Medicine at the University of Wisconsin. He is the author of numerous articles, chapters, and books on quitting smoking. The event marked the first time that the Intensive Tobacco Treatment Training was combined with a statewide conference that brought together professionals from around the state involved in providing tobacco treatment services.

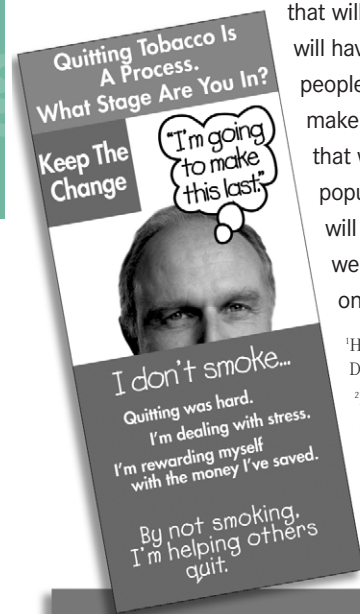
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campus; provide support for staff; and increase tobacco education for youth. The teens are expected to be tobacco-free at the treatment facility, with smoking optional and with no consequences, while on pass. Additionally, the family will be engaged. Once every three months, a half-hour session will be conducted with parents who come for Saturday family days.

Our challenge is to fully integrate effective tobacco treatment and relapse prevention. We are creating a library of materials and working with staff to personalize treatment for each individual. Since we did not find materials or best practice for this population, we will continue to create supports and track changes of both staff practice and youth behavior.

SUMMIT PLANNED TUESDAY, JUNE 19TH

The CMBHTTC will host a day-long summit on June 19th at Maple Hill Farm in Hallowell. The summit will showcase the initiative as well as the materials, tool kits, and a provider training DVD that will be made available to organizations across the state. Participants will have an opportunity to learn how to address tobacco treatment with people with behavioral health issues. Key stakeholders and decision-makers will be brought together to look at statewide policy changes that would have an impact on successful tobacco treatment for this population. We are pleased that Brenda Harvey, DHHS Commissioner, will be joining us and providing the morning's keynote address. We welcome anyone interested in the topic to join us—and help address one of the major issues still remaining in tobacco treatment.



¹Hughes, John, *The Etiology and Implications of Tobacco Dependence*, page 12; U.S. Dept. of Health and Human Services, *Treating Tobacco Use and Dependence*, page 7
²<http://alcoholism.about.com/cs/nicotine/l/aa000222a.htm>

³Piasecki, Melissa and Newhouse, Paul, Editors, *Nicotine in Psychiatry*, page 122-3, American Psychiatric Press, Inc., Washington, DC, 2000

⁴Smeltz, Janet, *Working with Clients with Substance Abuse and Mental Health Conditions*, page 6 of the training materials from the Tobacco Treatment Specialist Training presented by Healthy Maine Partnerships, April 14-15, 2003

Central Maine Behavioral Health Tobacco Treatment Collaborative

Kennebec Valley Mental Health Center, MaineGeneral Health, Inland Hospital, Partnership For A Tobacco-Free Maine, Healthy Communities of the Capital Area, and Healthy Maine Partnership of Greater Waterville.

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3rd Annual Maine Anti-Tobacco Youth Summit

April 26th and 27th marked the 3rd Annual Maine Anti-Tobacco Youth Summit gathering over 150 youth from across the state at the Augusta Civic Center. The Summit was sponsored by the Partnership For A Tobacco-Free Maine (PTM) in the Maine CDC, DHHS. A Youth Planning Team, PTM staff, and the Maine Youth Action Network organized the Summit's program, which helped participants gain resources, connections, and build skills from various workshops, ultimately providing them with tools to make their communities healthier.

The event kicked off with featured keynote speaker, Dr. Victor DeNoble, who presented an inside look at the science of nicotine addiction. Dr. DeNoble is a former scientist for Phillip Morris who now

devotes his time to educating people on the realities of nicotine addiction and Big Tobacco. Governor Baldacci addressed the Summit on Friday morning, showing his support for participating youth, and what their involvement means to Maine.

teach youth who do not smoke how to support people who are trying to quit," a member of the Youth Planning Team said. "The last goal of the Summit is to help youth to resist the pressure to smoke and to help others do the same."



In addition to a variety of workshops, the participants also had the opportunity to connect with other Maine youth who are striving to make positive change. The Summit featured an action-planning event in which every participant was given the tools to begin to set their goals into motion. "The

Summit shows that youth can get involved and adults will really listen to us," said a member of the Youth Planning Team. The 'Stop. Quit. RESIST! Summit' has three main goals. The first is to stop the tobacco companies' lies and manipulation by exposing the truth. The second goal is, "to help people who smoke to quit and to

Summit shows that youth can get involved and adults will really listen to us," said a member of the Youth Planning Team.



First Lady Launches Healthy Schools, Healthy Kids

Healthy Schools, Healthy Kids, a new TV series hosted by Maine's First Lady, Karen Baldacci, takes a look at school health programs that are improving the health of Maine's children and adolescents. The show airs each week on Fridays at 11:00 am and Sundays at 11:00 am and 8:00 pm on Time Warner/Channel 9 cable stations across Maine.

Visit www.maineecshp.com for series schedule details.



www.tobacconeversquits.com
www.ttac.org
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Maine Center for Disease Control and Prevention
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This notice is available in alternate formats, upon request.

The Link is published by the Partnership For A Tobacco-Free Maine (PTM), MaryBeth T. Welton, Program Manager, 287-4627.

The mission of PTM is to reduce death and disability from tobacco use among Maine residents by creating an environment supportive of a tobacco-free life.

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