

THE LINK

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

 **Healthy Maine Partnerships**
Maine Department of Health and Human Services
Partnership For A Tobacco-Free Maine

Spring ISSUE 2009

NEW LAW MAKES OUR GREAT OUTDOORS EVEN GREATER

Right in time for summer fun, a new state law, Public Law Chapter 65, LD67, makes common areas in Maine's state parks and state historic sites smoke-free.



If you love the Maine outdoors, this new law is good news for two reasons. First, air without secondhand tobacco smoke is safer for everyone. Second, an environment without cigarette butts is cleaner and reduces the risk of fire. In addition, it will

save us all the cost of cigarette butt cleanup, since the toxic butts and their attached filters are the most common

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The Last of the Tobacco Men Dies of THROAT CANCER

Alan Landers, the Winston Man during the 60s and 70s, died of throat cancer on February 27, 2009. He was diagnosed with lung cancer in 1987 and had just recently been diagnosed with throat cancer. His own case against Big Tobacco was slated to begin in April 2009. The irony is tragic. Many of the advertising icons whose images sold millions of cigarettes in the 1950s, 60s and 70s died of lung cancer from smoking. Among them were three Marlboro Men: David McLean, Wayne McLaren and Dick Hammer.

Deceived by the tobacco companies, and believing that smoking was not harmful, these men smoked cigarette after cigarette in dozens of photo shoots.

McLean and Landers recalled smoking multiple packs of cigarettes for each

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2009 Maine Youth Anti-Tobacco Summit, Another Successful Year

The 5th Annual Anti-Tobacco Youth Summit was held on April 30th and May 1st at the Augusta Civic Center.

With a theme of *It's your C (Choice)—Stop. Quit. Resist!*, the event was sponsored by the Partnership For A Tobacco-Free Maine (PTM) and organized by the Maine Youth Action Network and the 2009 Youth Planning Team (YPT). Nearly 200 youth and adults from

14 counties across Maine came together to join in the fight against Big Tobacco.

PTM continues to fund and support this event. With a mission to reduce tobacco-related death and disability in Maine by creating an environment supportive of a tobacco-free lifestyle, PTM believes in the power of youth in the fight against Big Tobacco.

The event provides an opportunity for Maine youth in grades 7-12 to gain skills, knowledge, and connections through workshops and other special events.

Youth are also given the opportunity to participate in action planning. They can return to their communities with new ideas and methods to further advance tobacco control initiatives.

The Summit began Thursday night with a welcome from Doreen Maines,



Program Manager for the Partnership

For A Tobacco-Free Maine. On Friday morning, Rick Stoddard made the keynote presentation, an emotionally charged and ultimately inspiring story about losing his 46-year-old wife, Marie, to lung cancer caused by cigarette smoking. Rick travels across the country speaking about the dangers of tobacco use.

You can visit his website at www.rickstoddard.com.

The Maine Youth Anti-Tobacco Summit is an annual event that focuses on trying to:

STOP tobacco companies' lies and manipulation.

Help people to **QUIT** smoking and/or support others who want to quit.

RESIST the pressure to smoke and help their peers resist too.

The Last of the Tobacco Men Dies *Continued from page 1*

photographic session, trying to meticulously exemplify the ideals promoted by the tobacco companies: smoking as stylish, pleasurable, and attractive. Every detail had to be perfect, from the look of the cigarette to the smoke twisting from its tip, a wisp required to coil and curl in a particular fashion. The ash at the end of the cigarette could be no longer than a quarter of an inch, and the butt of the cigarette also had length specifications.



Lander admitted his shame in helping the tobacco industry sell an addictive and deadly product. If he had known the truth, he said, he never would have participated in the deception.

Other tobacco models apparently felt the same, becoming anti-tobacco advocates before their eventual deaths from lung cancer. Who would have thought that being a model could kill you?

form of litter in the United States. In fact, cigarette filters contain dangerous chemicals, among them arsenic, nicotine, mercury, lead and many more. These toxins leach into soil, seep into water and are lethal to wildlife. Even worse, the filters take as long as ten years to break down. If eaten by a small child, cigarette butts can cause nicotine poisoning, with symptoms that include nausea, vomiting and breathing problems.

The Partnership For A Tobacco-Free Maine, a program of the Maine CDC, within the Department of Health and Human Services, is collaborating with partner agency Department of Conservation's Bureau of Parks and Lands by providing resources to ensure awareness of and compliance with this new law. They agreed

Outdoor areas in Maine's state parks and historic sites include the following:

- Beaches
- Playgrounds
- Snack bars
- Picnic shelters
- Business facilities such as ticket booths at entrances and offices
- Any enclosed public place or public restroom



to provide signage for the sites and to undertake public education initiatives.

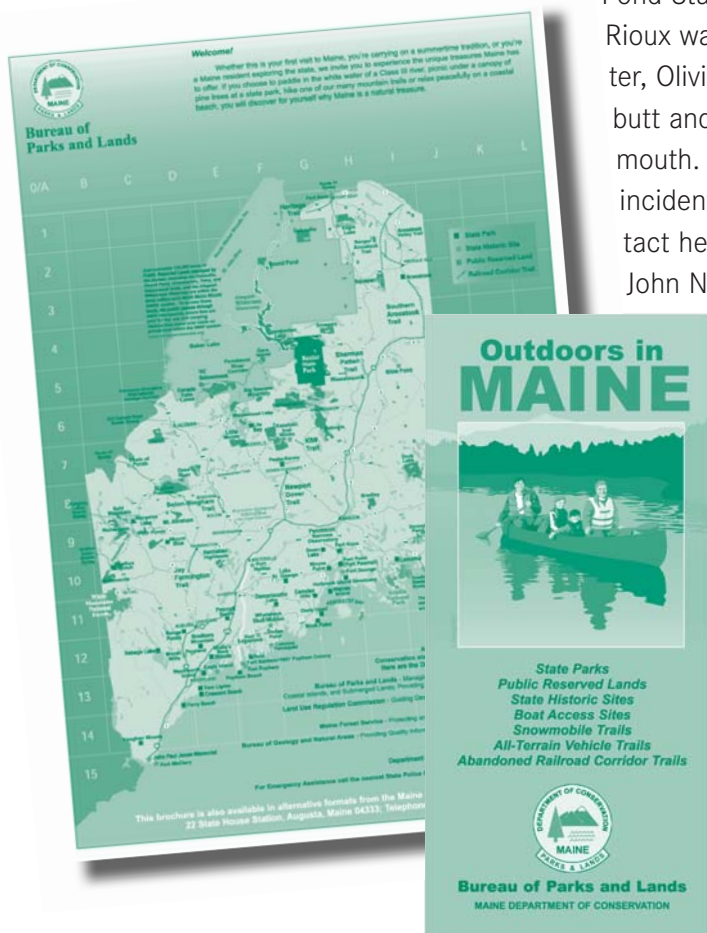
The law had its origins in a day at the beach. Last summer, at Range Pond State Park in Poland, Julie Rioux watched her infant daughter, Olivia, unearth a cigarette butt and put it directly into her mouth. Olivia was fine, but the incident inspired Julie to contact her local state senator, John Nutting, to start legisla-

tion that might help prevent this type of accident. On May 13th, 2009, Governor Baldacci signed LD 67 into Maine law, effective immediately. Smoking is now prohibited within twenty feet of a beach, playground, snack bar, group

picnic shelter, business facility, enclosed area, public place or restroom in all of Maine's state-run parks and historic sites.

A new media campaign, "The Great Outdoors. Now Even Greater.," will support the law. Banner ads will appear on popular websites, and radio spots will air on major Maine radio stations. Signs will be posted in state parks and historic sites, with informational handbills distributed statewide at visitor centers and other locations frequented by tourists and residents. The popular Department of Conservation brochure, "Outdoors in Maine for 2009-2010," will also feature the message.

With passage of this law, Maine continues its progress as one of the nation's healthiest states. Credit goes to many, but especially Olivia Rioux, perhaps one of the youngest influencers of public policy ever.



Looks Can Be Deceiving and Deadly: the Changing Face of Tobacco

It used to be that cigarettes were bad enough. But recent trends in tobacco marketing prove Big Tobacco will stop at nothing to entice consumers, especially youth, to buy its poisonous products. They are always anticipating new trends and smoking regulations to keep selling tobacco products. Jeffrey Wigand, former VP for the tobacco company Brown and Williamson, said in a 2006 interview, "Tobacco companies don't survive by getting 25-year-olds to smoke. 90% of those people smoking today didn't start after the age of 18 or 19; they started before" (*Absolute Advantage: The Workplace Wellness Magazine*).

R.J. Reynolds came out with "Camel No. 9" in early 2007. The name is intended to emulate a popular fragrance used by many female youth and young adults. The packaging looks feminine, with an all black background and pink accents for the regular cigarettes and

teal accents for the menthol version. They are thinner to fit into a purse better, and to make customers associate smoking with weight loss.

Not to be outdone, Philip Morris USA made its own "purse pack" for their Virginia Slims line, promoted during the first quarter of 2009. Like Camel No. 9, the Virginia Slims purse packs are decked out in pink and teal, labeled as "Super Slims," again to slyly reinforce the idea of smoking as a means of weight control. The cigarettes and packaging are smaller, a better fit for purses.

Another trend is to attract the environmentally conscious smoker. The Santa Fe Natural Tobacco Company (owned by R.J. Reynolds) professes to sell cigarettes that are made with certified organically grown tobacco, considered "natural." The implication that natural tobacco is healthier is wrong. According to the American Lung Association of San Diego and Imperial

Counties, natural tobacco is not healthier and could even be deadlier because of "higher concentrations of tar and nicotine." (http://www.lungsandiego.org/tobacco/adults_hr_cig.asp#nat). In other words, the idea of a cigarette being environmentally friendly is ludicrous—just another marketing ploy.

Philip Morris has introduced a cigarette especially for a smoke break. Only 7.2 cm long, instead of the regular 8.5 cm, it still packs a punch. The smoker gets the same hit in a smaller package, in the timeframe of a regular work break. R.J. Reynolds is busy promoting its Camel Crush, a cigarette with a tiny blue ball in the filter. When the smoker crushes the ball, its menthol flavoring is released, changing a regular cigarette into a menthol cigarette.

As more public places go smoke-free, Big Tobacco has attempted to accommodate its customers. R.J. Reynolds



Alternative Tobacco Use on the Rise Among Maine Youth

Although Maine has achieved significant declines in adolescent cigarette consumption over the past decade, similar declines have not occurred in cigar or chew use. The 2008 Maine Youth Drug and Alcohol Use Survey (www.maine.gov/maineosa/survey/home.php) shows no significant change in use of smokeless tobacco from 2004 to 2008 among youth grades 6-12. (Smokeless tobacco includes chew, snuff, plug, dipping or chewing tobacco). There was also no significant change in cigar use in this group from 2006 to 2008, the only years this question was asked on the survey. (Cigars also include cigarillos and small cigars.) Trends in cigar and chew use by grade and gender also did not vary significantly over time. However, cigarette, cigar, and chew use increase with grade level with older students reporting more use.

A special analysis from the Maine Youth Risk Factor Surveillance System (YRBS) showed that for high school students who use only one tobacco product, there was a significant increase in the use of cigars as that one product, in fact doubling from 2001 to 2007. We can speculate that the increased promotion of small cigars by the tobacco industry and their lower price have been a factor in the increase.

came out with dissolvable Camel Strips, Camel Orbs, and Camel Sticks. Designed to look like toothpicks, mints, or breath freshener strips, they carry between 0.6 to 3.1 milligrams of nicotine, whereas a regular cigarette delivers anywhere from approximately 1.9 up to over 3 milligrams of nicotine depending on the brand and the filter (or lack thereof). These

are not marketed as safe alternatives to smoking; in fact, R.J. Reynolds admits there are no tobacco products that are safe or without risks. Even though there is no risk from secondhand smoke, there is still a risk to the user from the nicotine. And since some of the new products look like breath mints, there's a good chance a child will inadvertently ingest one.

Also designed for smoke-free spaces is the "electronic" or "e" cigarette, featuring a replaceable cartridge containing a combination of propylene glycol and nicotine. As the smoker inhales, a sensor activates an atomizer that releases the chemical mix into the airflow. As the smoker exhales, what looks like smoke appears. The e-cigarette looks, feels, and tastes like a real cigarette, and its manufacturers believe that it can be used as a cessation product. Some sources even cite the World Health Organization (WHO) as condoning the product as a nicotine replacement therapy, but a press release on the



WHO website states otherwise. "If the marketers of the electronic cigarette want to help smokers quit, then they need to conduct clinical studies and toxicity analyses, and operate within the proper regulatory framework," said Douglas Bettcher, Director of WHO's Tobacco Free Initiative. "Until they do that, WHO cannot consider the electronic cigarette to be an appropriate nicotine replacement therapy, and it certainly cannot accept false suggestions that it has approved and endorsed the product."

These trends in tobacco products show we need to become more critical consumers, exposing these tactics for what they are: scams to take people's money and addict them to tobacco. If a claim made by a tobacco company seems too good to be true, remember the old adage: If it looks like a duck, walks like a duck, and quacks like a duck, then it probably is a duck.

Acting on an ALF Grant

The award of an American Legacy Foundation Grant to the Partnership For A Tobacco-Free Maine (PTM) has produced two successful plays. The first, "Accepting The Fact," a drama about teens, tobacco and turmoil, in two acts, was written and performed by the Drama Experience Teen Representatives (D.Ex.Te.R.) under the direction of Alyson Saunders. Performances were held on May 10th at Dexter Regional High School and May 13th at Center Theatre in Dover-Foxcroft.

In addition, F.R.E.S.H. Productions, a group of teenagers from the Rumford area, wrote and performed "Lucky or Dead" under the direction of Nancy Demings. The plot centered on a game show featuring contestants (smokers) whose answers to questions about smoking were matters of life and death. The lively production included appearances by Death himself and the dancing "Ciggies." Performances were held at several different venues including the 5th Annual Anti-Tobacco Youth Summit.



Gorham Youth Create Policy Change

Gorham is now the 72nd town to adopt a 100% tobacco-free recreation policy. This was made possible thanks to a group of Gorham High School students and the local Healthy Maine Partnership, Communities Promoting Health Coalition (CPHC), a program of the Peoples Regional Opportunity Program. The issue was denied in 2005 during CPHC's first attempt to propose a tobacco-free recreation policy to the Gorham Town Council. In the fall of 2008, CPHC's Youth Advocacy Program Manager, Ashley Bracy, approached this issue from a new angle. She met with a teacher at Gorham High School, Sarah Drury, and together they came up with a plan involving students.



Bracy visited Drury's classroom to discuss with students the history of Healthy Maine Partnerships and youth involvement with HMPs, particularly around the topic of tobacco. Part of her presentation included a video from the 2005 town council meeting in which the issue was denied. This had an immediate

emotional effect on many students, prompting their ideas to flow. Students formed a group called C.I.G (Change in Gorham) and met weekly to plan. Drury also allowed the students to substitute their C.I.G efforts in exchange for community service hours, a graduation requirement.

The presentation was led by sophomores, Moira Keahon, Colleen Ward, Theresa Kozloff and Shannon Wilcox. After hearing their proposal, the town council voted 6 to 1 in favor of the policy, remarking how impressed they were to see students involved in local policy change. Tobacco-free signs are now posted at recreation sites throughout Gorham. Way to go, Gorham youth!



**MARK YOUR
CALENDAR**

HMP Annual Meeting

October 6, 2009

Black Bear Inn
Orono, Maine

HelpLine Calls *Increase 100%*



This spring has been a busy season for the Maine Tobacco HelpLine. The recent increase in the federal tobacco tax, coupled with a challenging economy, has Maine smokers looking for help with quitting. In early March, when lawmakers began discussions about the increase in the federal tax, calls began to steadily climb and ultimately resulted in a 100% increase. Simultaneously, the Partnership For A Tobacco-Free Maine began airing a statewide media and direct mail campaign aimed at raising awareness about the HelpLine. Over the past few months, the HelpLine has assisted thousands of Maine residents who are trying to quit using tobacco.

1-800-207-1230

THE MAINE TOBACCO HELPLINE

A Tale of Two States

*From an editorial in the Boston Globe
appearing April 20, 2009:*

“The use of billions in payments from the 1998 tobacco settlement to bring down the incidence of smoking, especially among young people, is a tale of two states. Maine...has consistently spent a larger share of its settlement on smoking prevention and cessation programs—last year it was 62% of the recommendation of the federal CDC. Massachusetts,

by contrast, spent 15%...Maine now has a lower percentage of high school students who smoke or use smokeless tobacco products...the incidence of high school smoking declined 64% in Maine over the past 10 years.”

**Incidence of
High School
Smoking in
Maine**

64%
over past
10 years

Congratulations, Maine!

Kudos!

Kudos to Dawn Littlefield of the Sebecook Valley Healthy Communities and Sandi Delano, Director of the Sebecook Valley Hospital Women’s Center, for their collaboration during National Women’s Health Week and beyond. Extending their program throughout the entire month of May, they helped women quit tobacco and raised awareness about the Tobacco Industry, especially its targeting of girls and women.

healthySV
Sebecook Valley Healthy Communities Coalition
A Healthy Maine Partnership



Searching for the latest data?

Check out these helpful links:

For the toll of the cost in lives and medical costs from tobacco use in Maine:
<http://tobaccofreekids.org/reports/settlements/toll.php?StateID=ME>
See also section on research and facts.

For county or regional youth data: <http://www.maine.gov/maineosa/survey>

For other Maine and national data from YRBSS: <http://apps.nccd.cdc.gov/yrbss>

For other Maine and national data from BRFSS: <http://apps.nccd.cdc.gov/brfss>

For the most recent facts on tobacco use in the state of Maine, visit
http://www.tobaccofreemaine.org/explore_facts/Maine_facts_and_stats.php

Partnership For A Tobacco-Free Maine (PTM) Staff:

Dorean Maines
Program Manager
Email: dorean.e.maines@maine.gov
Phone: (207) 287-3268

Carol Coles
Public Health Educator
Secondhand Smoke: All Settings, Including Public
Places and Worksites; Tobacco-Related Disparities:
Analysis, Capacity Enhancement, Programming
Email: carol.r.coles@maine.gov
Phone: (207) 287-4626

Ellie Sparks
Office Associate
Email: ellie.sparks@maine.gov
Phone: (207) 287-9634

Catherine Ramaika
Public Health Educator
Women and Smoking, Tobacco Industry Tactics, and
Cessation/Treatment
Email: catherine.a.ramaika@maine.gov
Phone: (207) 287-4628

Michelle C. Ross
Public Health Educator
Prevention: Youth Prevention, Tobacco-Free Policies,
and Star Store
Email: michelle.ross@maine.gov
Phone: (207) 287-5762

Becky Pearce
Public Health Educator
Email: rebecca.pearce@maine.gov
Phone: (207) 287-6027



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The Link is published by the Partnership For A Tobacco-Free Maine (PTM).

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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11 State House Station
Augusta, ME 04333-0011
Phone: 207-287-4627
www.tobaccofreemaine.org

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