



Tobacco Settlement
Revenue –
Investments in Youth

YOUTH SMOKING PREVENTION PROMISING PRACTICE PROFILES

Healthy Maine Partnerships

SUMMARY

Healthy Maine Partnerships is a network of communities, schools, hospitals, businesses, and volunteers working together at the State and local level to make Maine a healthier place to live and work. The partnerships work together to establish policies and environments that reduce tobacco use and tobacco-related chronic disease. By forming successful coalitions, leveraging funding, and adjusting program strategies and interventions based on independent evaluation results, Healthy Maine Partnerships have been able to implement over 250 local and statewide policy and environmental changes. Significant achievements include the implementation of the first smoke-free ski resort policy in the country and tobacco-free policies in over 74 schools and 58 community recreation fields across the state.

For youth programs to be successful, policymakers, program leaders and intermediary organizations need access to flexible and sustainable sources of funding. State payments from the tobacco Master Settlement Agreement (MSA) currently fund a range of health, education, prevention, and other initiatives serving young people. This series of promising practice profiles focuses on the use of MSA funds to support smoking prevention programs and services for youth.

BACKGROUND

Maine receives approximately \$50 million per year from the tobacco industry as a result of the Master Settlement Agreement in FY 2000. Through the development of a trust fund known as the Fund for a Healthy Maine, the Maine State Legislature dedicated all of the state tobacco settlement funds to health promotion programs such as anti-smoking programs, child care, health care, prescription assistance, dental care and substance abuse prevention and treatment. Annual appropriations are made through the regular budget process.

Maine dedicates approximately \$15.4 million or 25 percent of tobacco settlement revenues each year to support tobacco prevention and control efforts. These funds are allocated to the Partnership for a Tobacco-Free Maine to develop and implement statewide tobacco prevention, control, and treatment programs. As a result of this investment, Maine ranks first among the states that funds tobacco prevention programs at the minimum level recommended by the U.S. Centers for Disease Control and Prevention (CDC) to effectively reduce the personal and societal burden of tobacco-related death and illness. In addition, the American Lung Association recently recognized Maine as the first and only state to receive a perfect score in the American Lung Association's State of Tobacco Control report.

The Partnership for a Tobacco-Free Maine focuses its efforts primarily on population-based initiatives and environmental change, and supports a variety of programs and activities, including Healthy Maine Partnerships, an innovative community/school grant initiative.

Established in early 2001, Healthy Maine Partnerships work together at the State and local level to reduce tobacco use, physical inactivity, and poor nutrition. The 28 local partnerships are funded to implement comprehensive community-level interventions focused on policy and environmental change. The partnerships are supported by variety of state partners focused on health promotion, school health and public health who provide training, technical assistance, evaluation, program development and media support. They collaborate with local school administrative units, community organizations, hospitals, health care providers, businesses, municipalities and local volunteers to make Maine a healthier place to live.

Funding for the Healthy Maine Partnerships is provided by tobacco settlement funds from the Master Settlement Agreement (MSA) as well as the Preventive Health and Health Services Block Grant, and the Center for Disease Control and Prevention categorical grants.

IMPLEMENTATION

In January 2001, thirty-one community/school grants were awarded to local health care delivery systems, such as a hospital or health center, and community coalitions to implement comprehensive services at the local level designed to reduce tobacco use and tobacco-related chronic disease. These grants, called the Healthy Maine Partnerships (HMP), included a subcontract to fund a full or part-time School Health Coordinator in at least one school district in the community and to provide support for the coordination of State and local intervention activities. Grants were awarded through a request for proposals (RFP) process managed by the Maine Department of Health and Human Services and Maine Center for Disease Control and Prevention. The grant cycle for the initial thirty-one partnerships ended in 2007.

Twenty-eight community/school grants were awarded in 2007, through an RFP process, to a second cohort of partnerships to continue, revise and expand the work of the Healthy Maine Partnerships initiative. This second cohort includes many of the initial grantees. A third grant cycle is expected to begin in 2010/2011.

HMPs have received over \$54 million in tobacco settlement funds and leveraged over \$5 million in additional funding to support their efforts at the local level, including matching federal Medicaid dollars to provide additional funds for services through the Office of MaineCare Services.

HMP grantees serve 96 percent of the population across the state, including individuals, groups, schools, agencies and organizations. Examples of HMP youth smoking prevention activities include supporting and promoting prevention programs, making tobacco treatment services available and accessible throughout the community, and increasing the number of smoke-free and tobacco-free environments across the state.

EVALUATION

An independent evaluation is funded by the Fund for a Healthy Maine trust fund for all tobacco-related activities, including the Healthy Maine Partnerships. Evaluation results are used to adjust program strategies and interventions to improve effectiveness of programs.

The evaluation uses a goal-based approach and establishes performance indicators and milestones of success for each program initiative. Evaluators track changes in knowledge, attitudes, and practices, among Maine's adult and youth populations, as a result of program initiatives. In addition, evaluators monitor changes in state and local policies and environments that support improved health. Following practices approved by the Center for Disease Control and Prevention, the Maine-based evaluation team is able to compare evaluation findings to other states with similar programs.

A portion of the evaluation budget also funds demonstration projects and studies to evaluate the development of new tobacco prevention and control initiatives including new pilot projects that enhance the local HMPs capacity to partner in the delivery of clinical outreach to office practices.

HMP's work has been credited with bringing about the following policy changes with regard to tobacco use:

- The first smoke-free ski resort policy, in the US, was passed and implemented at Black Mountain in Rumford, ME.
- A statewide committee of state and local level HMP's was formed to work on smoke-free public housing.
- Fifty-eight communities, including several HMP towns, have passed policies to make their community recreation fields tobacco-free.
- More than 74 schools throughout Maine, 53 of which are HMP funded, have adopted a Partnership for Tobacco-Free Maine approved school policy to prohibit tobacco use on campus and at any school functions attended by students, parents, or staff.
- Youth affiliated with Healthy Portland's TREK (Tobacco Resistance Education for Kids) group demonstrated both leadership and creativity when they created a commercial that aired statewide, and later won the American Lung Association of Maine Distinguished Service Award for its support for a tobacco-free lifestyle.

KEYS TO SUCCESS

- ✓ Healthy Maine Partnerships work in **collaboration with key partners** including schools, hospitals, businesses, community organizations, and volunteers to achieve results.
- ✓ Healthy Maine Partnerships is a **State and local initiative**, working together to combine talents, streamline efforts, and share resources.
- ✓ Healthy Maine Partnerships has **leveraged over \$5 million in additional federal, state and local funding** to support their efforts at the local level
- ✓ Healthy Maine Partnerships is evaluated independently. **Evaluation results are used to adjust program strategies and interventions** to improve effectiveness of programs and follows US Center for Disease Control (CDC) guidelines, allowing for the comparison of evaluation findings to other states with similar programs.

RESOURCES

Websites

- American Lung Association State of Tobacco Control: 2007, <http://www.stateoftobaccocontrol.org>
- American Lung Association, <http://www.lungusa.org>
- Black Mountain of Maine, <http://www.skiblackmountain.org>
- Fund for a Healthy Maine, <http://maine.gov/legis/ofpr/fhm.htm>
- Healthy Maine Partnerships, <http://www.healthymainepartnerships.org>
- Healthy Portland, <http://www.healthyportland.org/index.php>
- Maine Center for Disease Control and Prevention, <http://maine.gov/dhhs/boh>
- Maine Department of Health and Human Services, <http://www.maine.gov/dhhs/index.shtml>

- Office on Smoking and Health, Center for Disease Control and Prevention, <http://www.cdc.gov/tobacco/osh>
- Partnership for a Tobacco Free Maine, <http://www.tobaccofreemaine.org>
- The Finance Project's Tobacco Settlement Revenue - Investments in Youth Initiative, <http://www.financeproject.org/tobacco>

Publications

- Center for Disease Control and Prevention *Best Practices for Comprehensive Tobacco Control Programs—2007*. Available online at: http://www.cdc.gov/tobacco/tobacco_control_programs/stateandcommunity/best_practices/00_pdfs/2007/BestPractices_Complete.pdf
- Maine Department of Health and Human Services, *An Overview of Maine Department of Health and Human Services Tobacco Settlement Fund (Fund for a Healthy Maine) Allocations SFY07* (January 2007). Available online at: <http://www.maine.gov/legis/ofpr/fhm.htm>
- The Finance Project, *Tobacco Settlement Agreement State Profile-Maine* (2008). Available online at: <http://www.financeproject.org/tobacco/factsheet.cfm?abbr=ME>
- Tobacco Master Settlement Agreement, Available online at: http://www.naag.org/backpages/naag/tobacco/msa/msa-pdf/1109185724_1032468605_cigmsa.pdf

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This Profile is part of a series of resources developed by The Finance Project intended to provide key state decision makers and opinion leaders with the information and tools necessary to consider how tobacco Master Settlement Agreement revenues can support initiatives that promote positive youth development, including the prevention of smoking and the adoption of healthy behaviors. The Finance Project has not conducted program evaluations of the initiatives profiled and does not endorse particular policies, practices, or programs. This Profile was developed under a grant from Underage Tobacco Prevention: Philip Morris USA, an Altria Company. For more information, visit www.financeproject.org/tobacco or email tobacco@financeproject.org.