

1-800-207-1230

MAINE TOBACCO HELPLINE

Referring to The Maine Tobacco HelpLine

The Maine Tobacco HelpLine is a FREE service providing evidence-based tobacco treatment for all Maine residents.
Everyday from 8:00 a.m. – Midnight

Once The Maine Tobacco HelpLine receives your referral, we call your patient within 48 hours.

If your patient is reached...

- A HelpLine specialist will explain how the program works and will offer to register your patient.

If your patient chooses to accept services...

- Registration takes about 5 minutes.
- Most patients are eligible for up to 4 counseling calls, but may choose to complete fewer calls. Patients can call in for additional support between calls if needed.
- Self-help materials are mailed to patient.
- A Tobacco Treatment Specialist will provide in-depth, customized quit planning and support.
- A Tobacco Treatment Specialist will determine if a patient is eligible to receive up to 8 weeks of free nicotine replacement therapy as well as offer decisional support around choosing a product to use.
- Patients may be re-enrolled in the multi-call program every 6 months as needed which includes eligibility for the 8 weeks of nicotine replacement therapy (NRT).

Tobacco users are 2-3 times more likely to quit with the support of the HelpLine than when they try alone

If your patient chooses to decline services...

- Self-help materials are mailed to patient.
- Patients are welcome to call The Maine Tobacco HelpLine at 1-800-207-1230 if they change their mind about using this resource.

If your patient is NOT reached after 5 contact attempts

A brief voice message will be left for your patient (unless the referral specifically notes no message should be left or patient has no voicemail).

- Self-help materials specifically geared toward patients who may be unsure or just thinking about making a quit attempt will be mailed to the patient address provided on the referral.

The Maine Tobacco HelpLine Medication Voucher Program

- Eligible participants may receive up to 8 weeks of NRT, such as nicotine patches, gum or lozenges, at the pharmacy of their choice for no charge every 6 months.
- Available to Maine residents who are tobacco users aged 18+.
- Participation in 1-4 counseling calls is required.
- MaineCare provides a benefit for tobacco treatment medications, including over-the-counter NRT. **Members are therefore not eligible to receive NRT from the Maine Tobacco HelpLine.** MaineCare members are welcome to participate in the counseling program and will be encouraged to talk to their provider or pharmacist to receive a prescription for NRT as appropriate. Please direct questions about MaineCare benefits to Provider Services: (866)690-5585 or Member Services (800)977-6740.

The MTHL quit rate (30-day) is 40% for tobacco users that complete at least 4 calls of the multi-call program

Questions about The Maine Tobacco HelpLine Medication Voucher Program?
Call 1-800-207-1230

A Provider Referral feedback letter for every referral received

- Faxed to the referring provider typically within 10 days post-referral.
- Provides your patient's referral status.

All Maine residents who use tobacco are welcome and encouraged to participate in The Maine Tobacco HelpLine Counseling Program



Maine Center for Disease
Control and Prevention
An Office of the
Department of Health and Human Services