

2017-2018

BREATHE EASY
REDUCING SMOKE EXPOSURE IN MAINE

1-800-207-1230
MAINE TOBACCO HELPLINE

SIDEKICKS

THEQUITLINK

Statewide Tobacco Treatment and Prevention Annual Report

MaineHealth
Center for Tobacco
Independence

A report of statewide tobacco treatment and
prevention initiatives of the MaineHealth
Center for Tobacco Independence

About CTI

MaineHealth
Center for Tobacco
Independence

BREATHE EASY
REDUCING SMOKE EXPOSURE IN MAINE

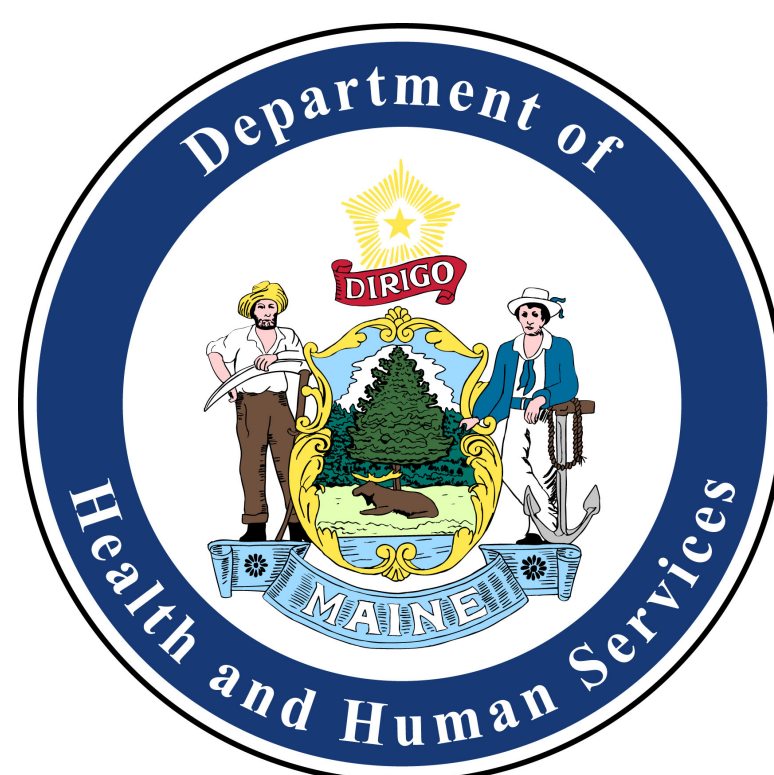
1-800-207-1230
MAINE TOBACCO HELPLINE

SIDEKICKS

THEQUITLINK

Tobacco use remains Maine's leading cause of preventable death and disease. The implementation of evidence-based strategies are critically needed to impact tobacco use and smoke exposure. The MaineHealth Center for Tobacco Independence (CTI) has been funded by the Maine Center for Disease Control and Prevention (Maine CDC) since 2001 to implement the Statewide Tobacco Dependence Treatment Initiative, which includes operating the Maine Tobacco HelpLine. In 2016, CTI's efforts expanded to include prevention strategies when CTI was awarded the Maine Prevention Services - Tobacco Prevention Services grant.

The MaineHealth Center for Tobacco Independence works across the state of Maine to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives. CTI works through a variety of initiatives and brands to address tobacco use and exposure, including the Maine Tobacco HelpLine, Breathe Easy, The QuitLink and Sidekicks. CTI's Tobacco Prevention Services Initiative contracts with 14 District Tobacco Prevention Partners (DTPPs) across the state of Maine to implement objectives. DTPPs cover each community in Maine and can provide technical assistance in addressing tobacco use and exposure in key environments.



Executive Summary

The MaineHealth Center for Tobacco Independence (CTI) works across the state of Maine to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives.

UNDERSTANDING THE CHALLENGE:

Maine has made significant strides in reducing the burden of tobacco use and exposure, but continued efforts are needed to not only maintain this progress but accelerate it. About one in five (17.3%) Maine adults currently smoke, which is commensurate with the national average. Recent data suggests, however, that Maine's successful reduction in youth smoking has had a progressive effect upon adult rates; since 2011, Maine has seen a statistically significant increase in the rate of adults who have never smoked (from 45.6% in 2011 to 51.0% in 2017), but the percentage of former smokers (those who have quit) has not changed over time.

In addition to supporting current users to become tobacco-free, Maine must also reduce the number of youth who begin using tobacco products. The emergence of electronic products has threatened the gains made over the past two decades, as the presence and use of these products has burgeoned throughout the State – and in particular on school grounds. A decline in youth use of these products can be achieved by following best practice strategies for creating smoke-free norms and limiting youth exposure and access to tobacco products.

2017-18 IMPACT:

This report highlights the efforts undertaken by CTI staff and fourteen community-based prevention sub-recipients, or District Tobacco Prevention Partners (DTPP), during the 2017-18 grant fiscal year* to address tobacco dependence and prevention of initiation.

Highlights include:

- The Maine Tobacco HelpLine completed 9,504 counseling interventions with tobacco users interested in quitting.
- Smoke and tobacco-free policies were passed and implemented for 161 environments, reducing exposure to secondhand smoke and creating a tobacco-free social norm for young people. Included within the passed policies are 75 municipal recreation policies in communities with 76,855 residents and 35 K-12 school policies impacting 35,288 students.
- Health care providers from across the state referred a total of 6,434 patients to the Maine Tobacco HelpLine for services.
- The Tobacco Intervention Basic Skills, Intensive Skills and Basic Skills for Students trainings were attended by 502 health professionals and students, increasing their capacity for treating tobacco use and dependence.
- As a result of 17 trainings held across the state, 178 youth were trained as Sidekicks, where they gained skills to hold respectful conversations with peers about tobacco use and other risky behaviors.

Glossary of Brands and Terms

The MaineHealth Center for Tobacco Independence (CTI) implements its work and achieves its success through utilization of brands and programs. Below are brief descriptions of these brands and programs, for additional information about CTI programs visit www.CTIMaine.org.



Breathe Easy is a CTI brand focused on reducing exposure to secondhand smoke through the promotion of strong voluntary policies that lead to reduced tobacco use and increased tobacco-free living throughout Maine.

District Tobacco Prevention Partners

CTI's Tobacco Prevention Services Initiative contracts with 14 community coalitions, known as District Tobacco Prevention Partners (DTPPs), to implement objectives and provide technical assistance in addressing tobacco use and exposure.



Through Breathe Easy, CTI delivers the Gold Star Standards of Excellence (GSEE) - a voluntary recognition program based on ten evidence-based, environment-specific standards which organizations can meet by developing written, sustainable policies and procedures.



The Maine Tobacco Helpline offers telephonic tobacco treatment services. Tobacco Treatment Specialists provide evidence-based services using the Treating Tobacco Use and Dependence Clinical Practice Guideline (U.S. Public Health Service, 2008).



The Sidekicks program gives youth the skills and confidence to have difficult conversations about tobacco use with peers, as well as a providing network of Adult Advisors as a resource for questions and additional support.

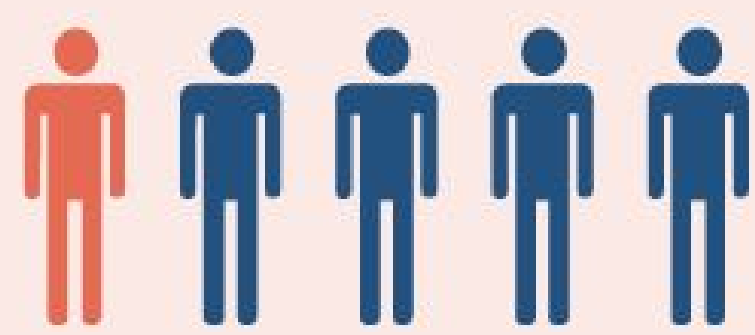


The QuitLink is CTI's online presence where people can learn about the benefits of quitting, and access the resources they need to become tobacco free. In addition to quit tips, individuals are also able to gain access to the Maine Tobacco Helpline via the QuitLink.

*This report provides outcomes from the Statewide Tobacco Treatment Grant (FY: July 1, 2017-June 30, 2018), PPHF QuitLine Capacity Grant (FY: August 1, 2017-July 31, 2018) and the Maine Prevention Services Tobacco Prevention Services Grant (FY: November 1, 2017-September 30, 2018). Unless otherwise noted, all reported data are for these grant periods.

Burden of Tobacco in Maine

Tobacco use remains the leading cause of preventable disease and death.



About 1 in 5
(17.3%) Maine
Adults Smoke.



Almost 60% of
Maine Smokers
Made a Quit Attempt
in the Past Year.

29%

of Cancer Deaths in
Maine each year are
smoking-related.

Adults

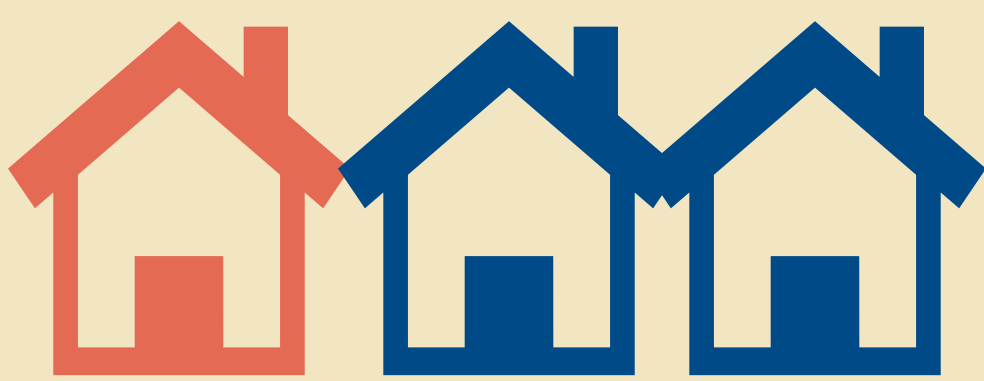
Youth

14%

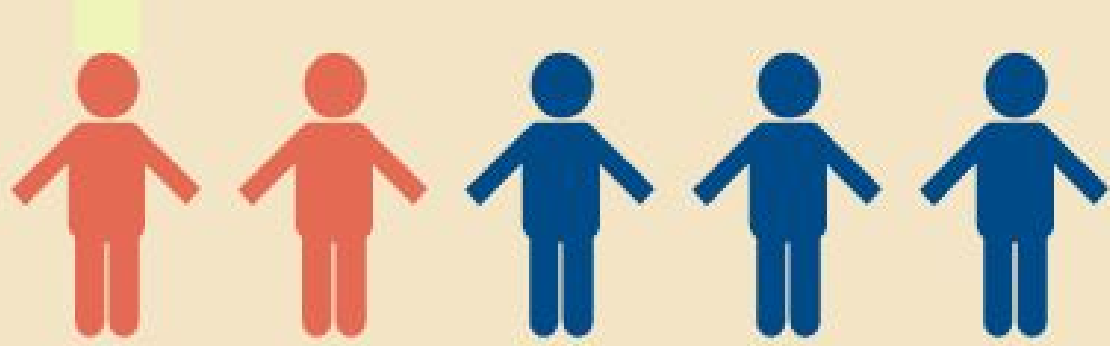
of Maine High
School Students
smoke cigarettes &
cigars or use
smokeless tobacco.

15%

of Maine High
School Students
use electronic
vapor products.



1 in 3 Maine High
School Students
live with at least
one person who
smokes.



More than 1 in 5
(22.8%) Maine
Middle School
Students were in
the same room as
someone smoking
in the last week.

\$811M

Health care costs
in Maine directly
caused by smoking
(\$261.6M in
Medicaid Costs).

\$647M

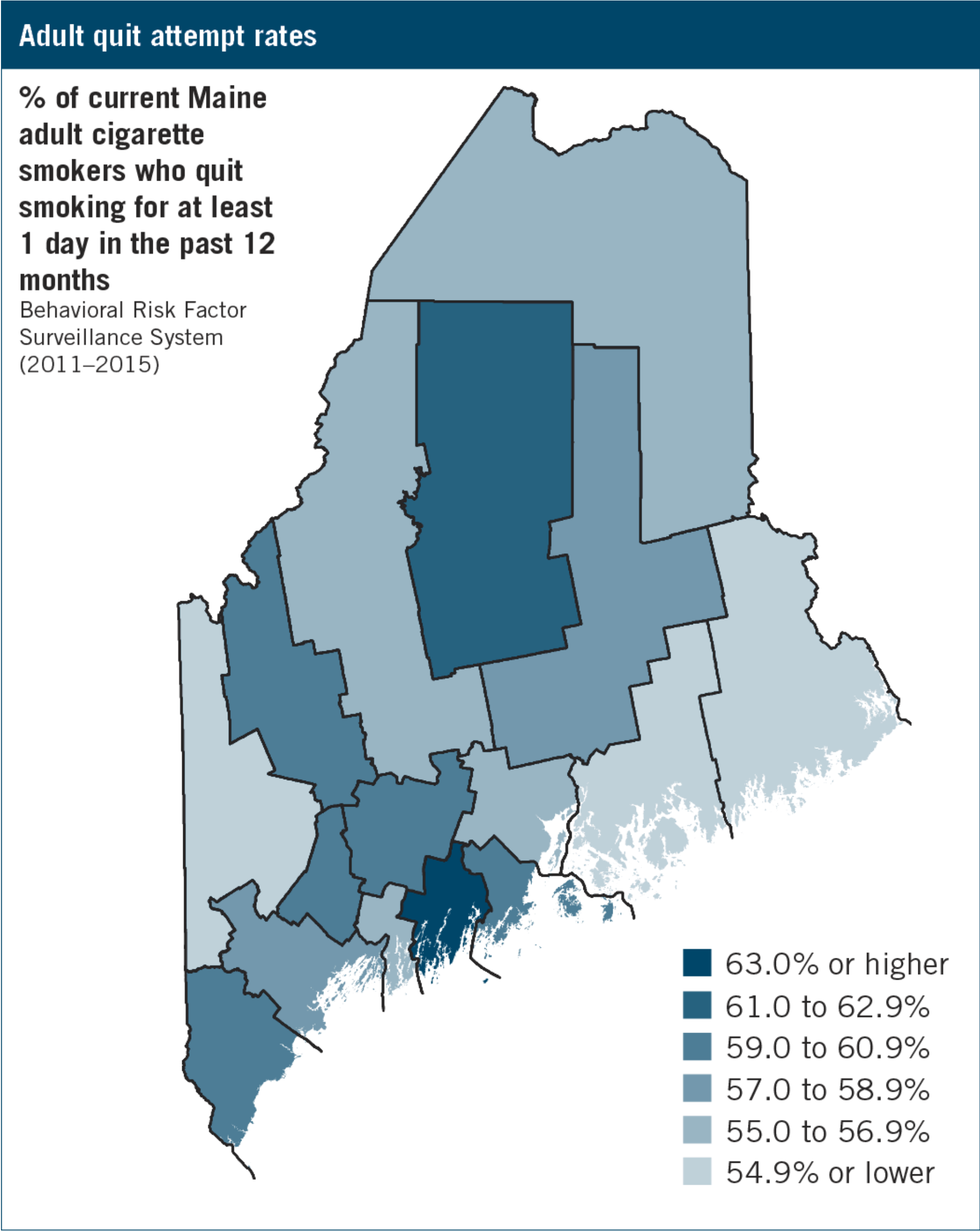
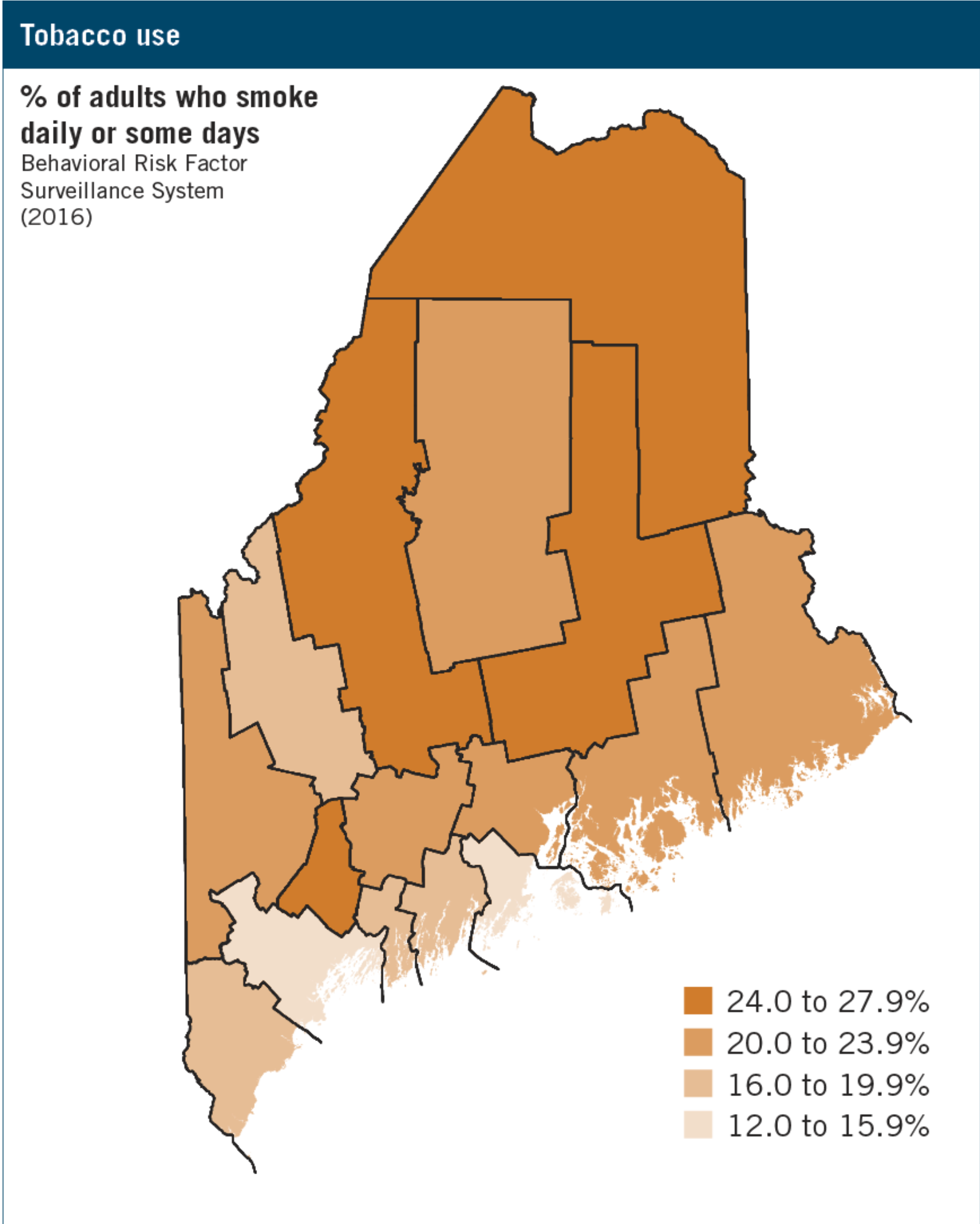
Productivity
losses due to
smoking in
Maine.

\$47M

Annual tobacco
industry marketing
in Maine.

Financial

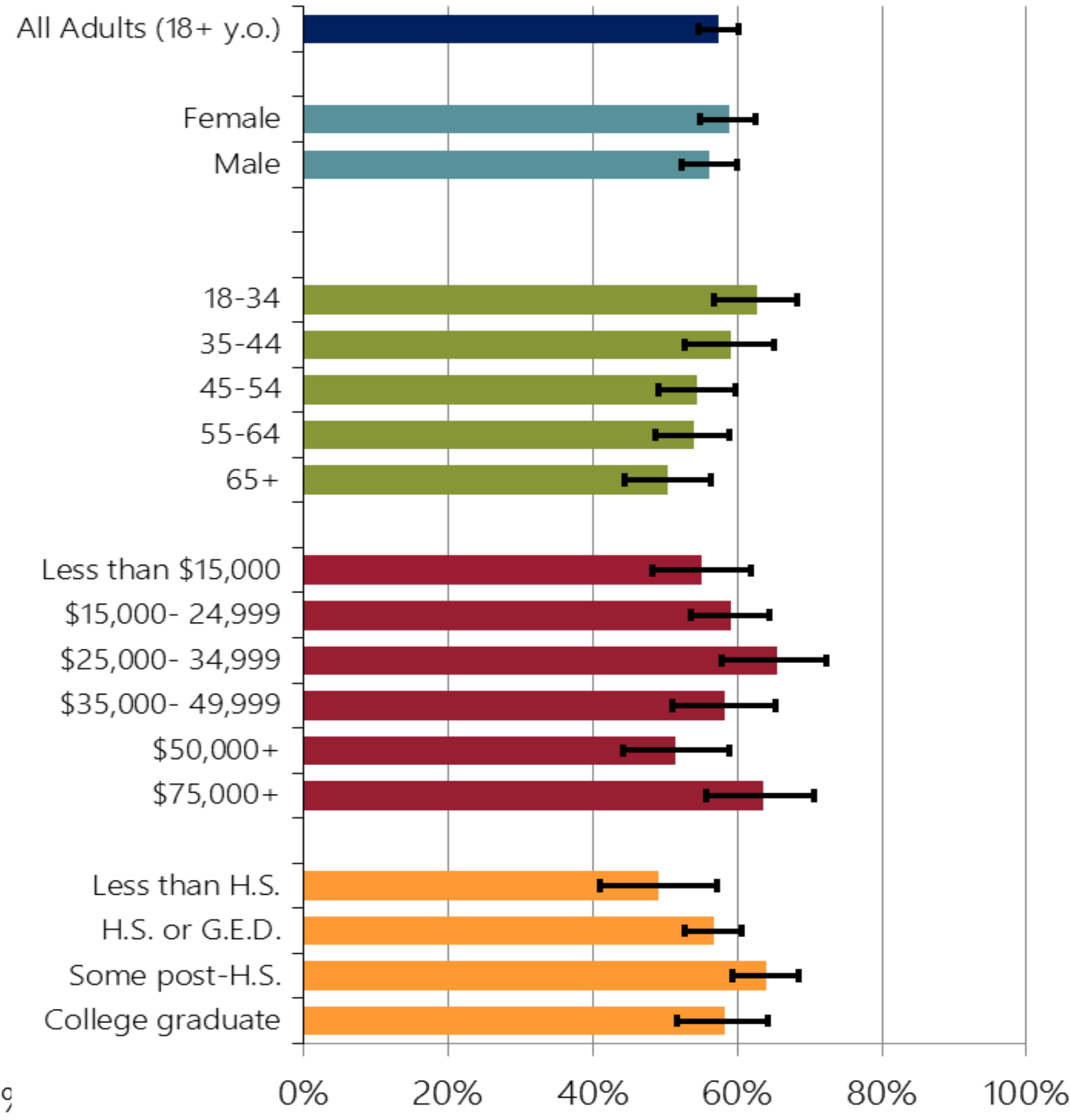
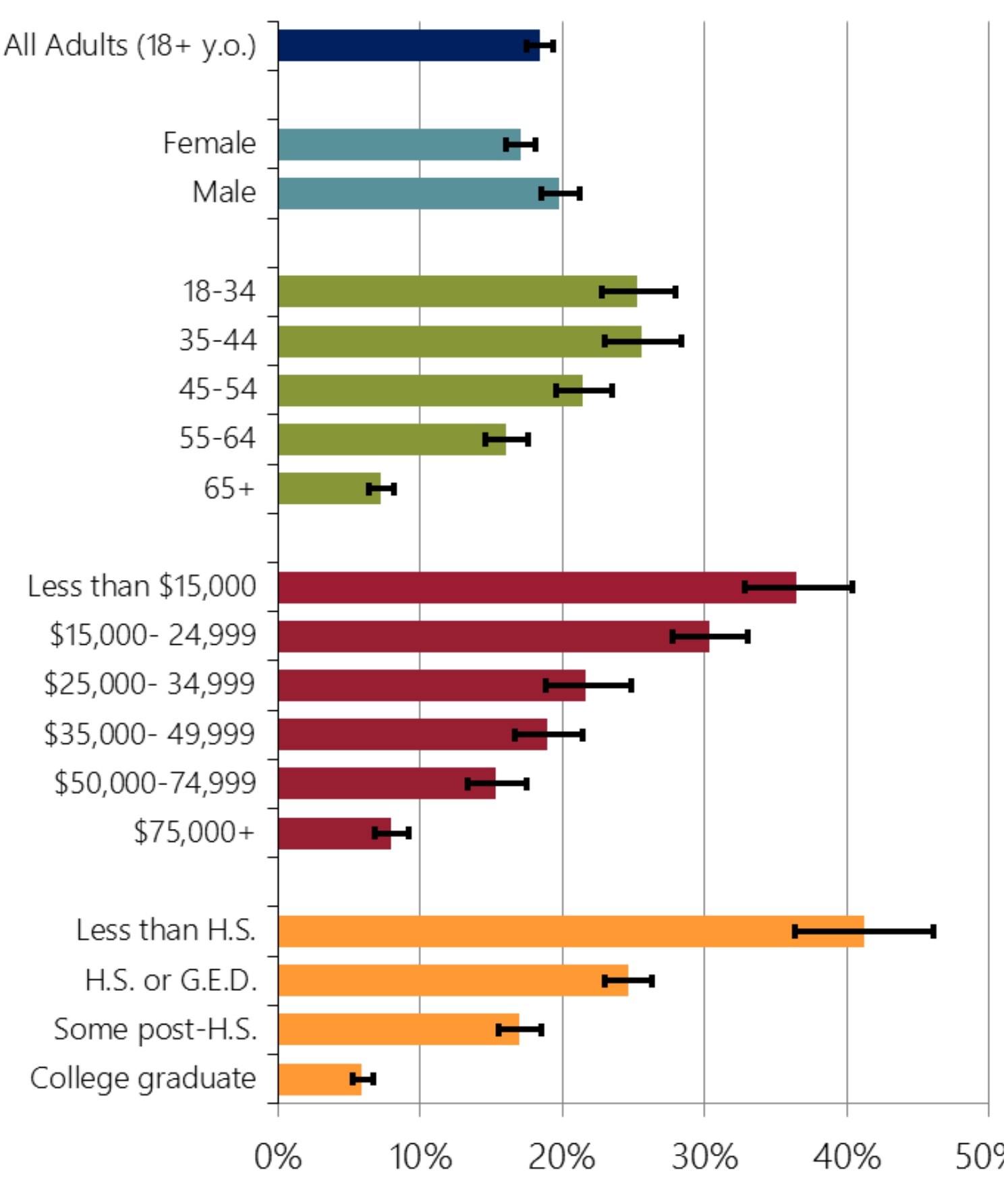
Adult Tobacco Use and Exposure



Adults Who Smoke Daily or Some Days

Adults Who Made a Quit Attempt in Past 12 Months

Tobacco use rates vary based on geography, age, education and income. Even with these disparities, quit attempt rates are fairly consistent across all demographic groups.



MaineHealth Service Area (2014-2016)

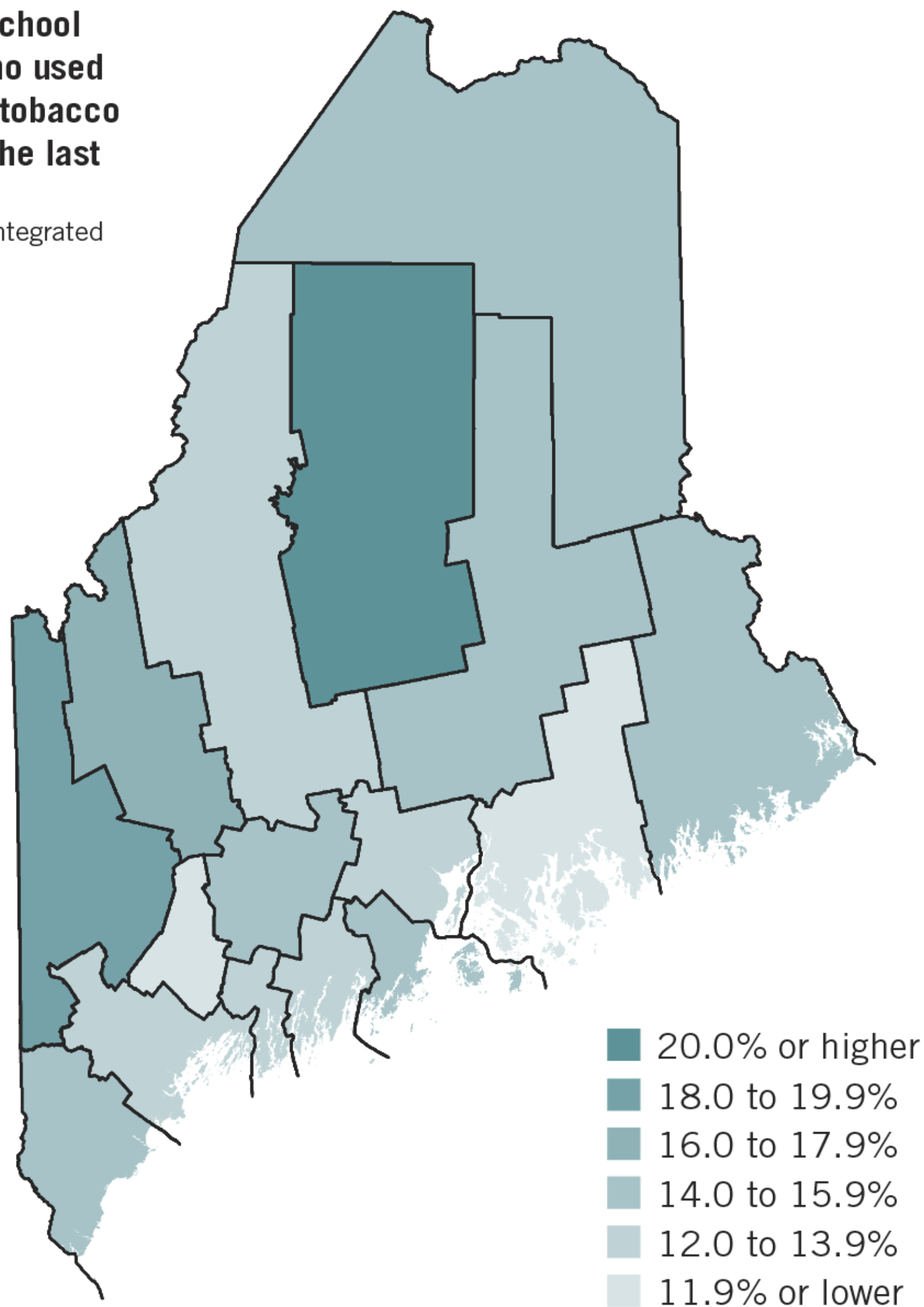
Thank you to the MaineHealth Health Index Initiative for providing data and maps to highlight tobacco use and exposure. Visit Public Health District Level Profiles for regional data details.

Youth Tobacco Use and Exposure

High school use - all tobacco products

% of high school students who used any type of tobacco product in the last 30 days

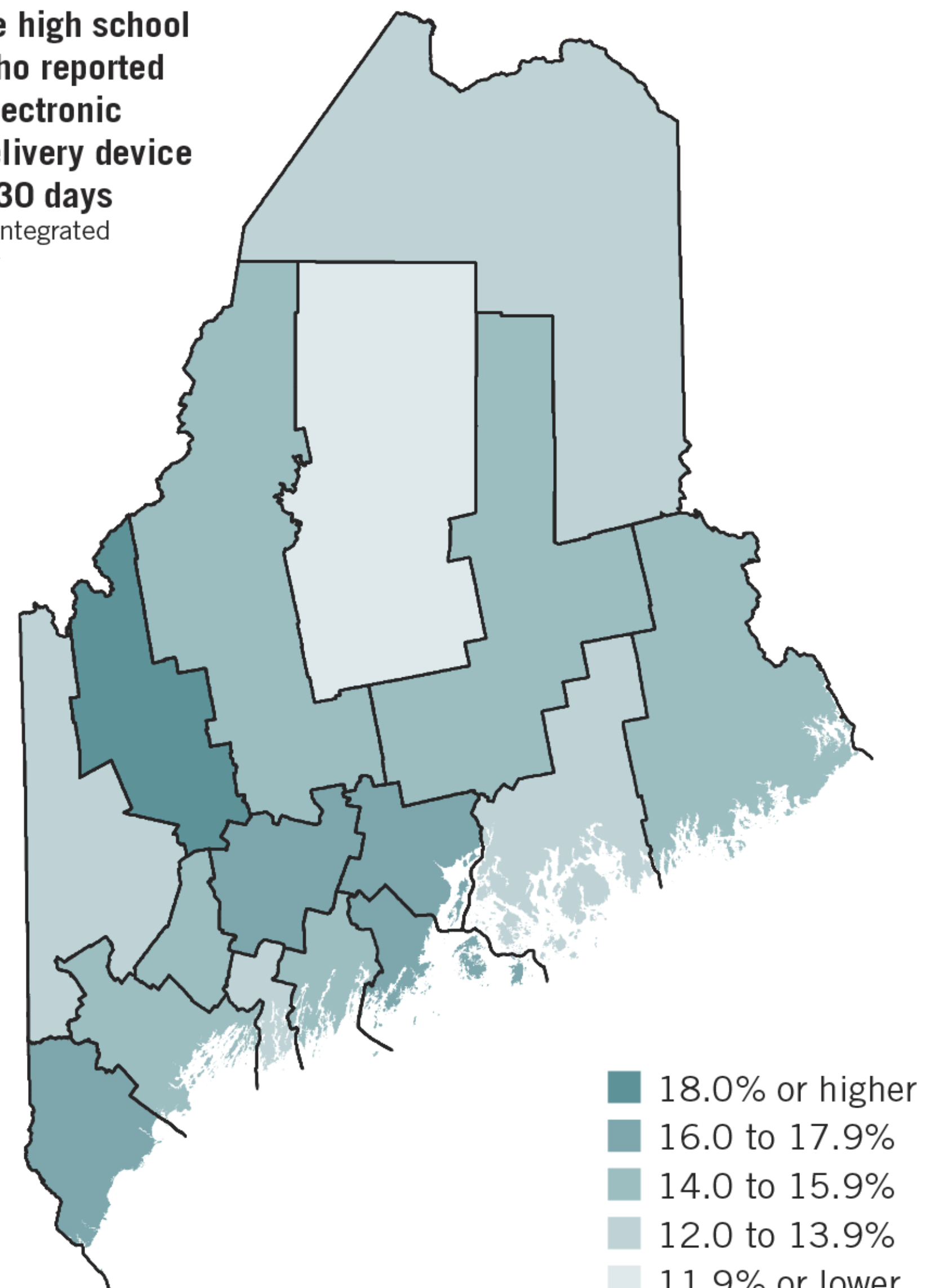
Maine Youth Integrated Health Survey (2017)



High school use - ENDS

% of Maine high school students who reported using an electronic nicotine delivery device in the last 30 days

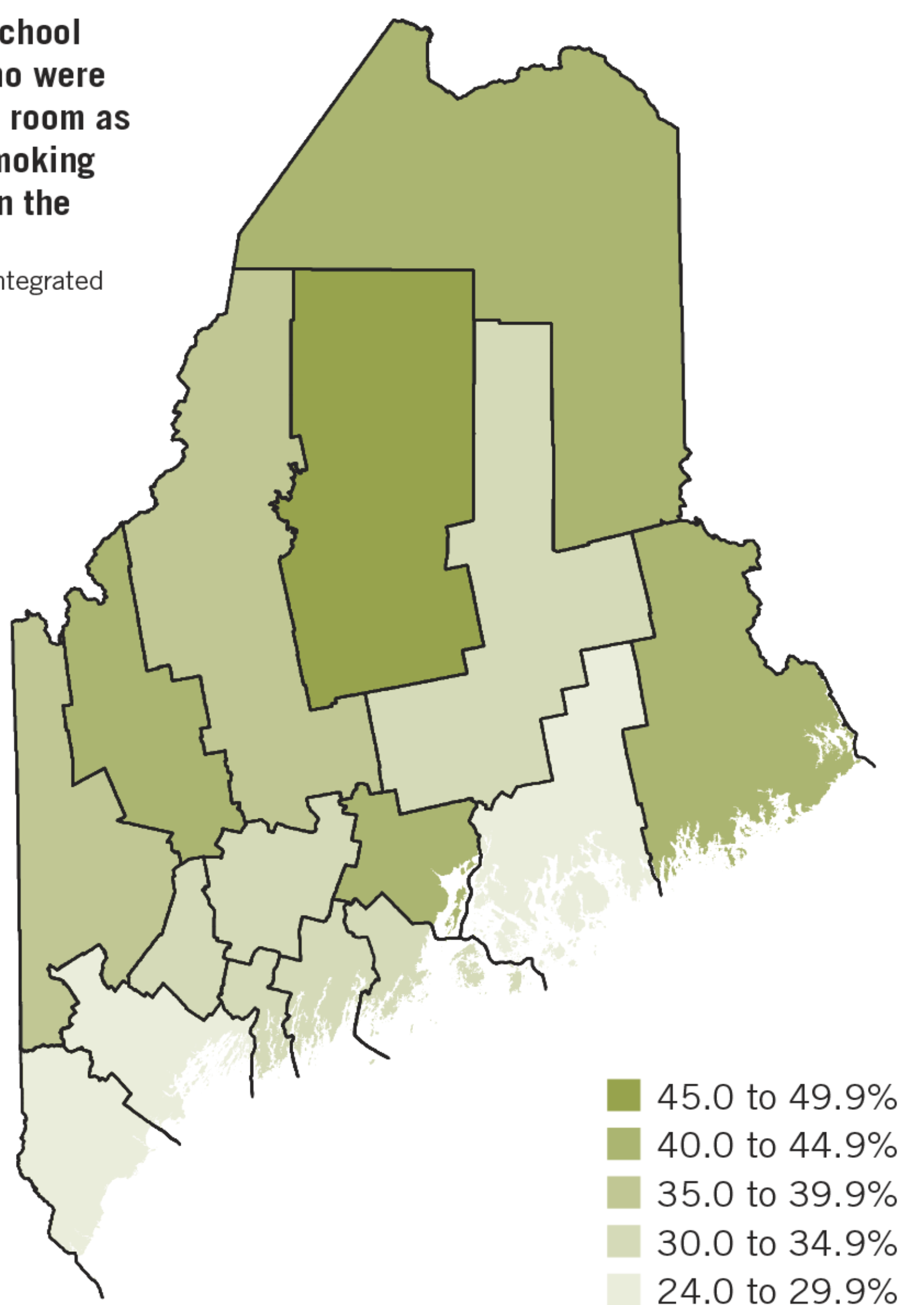
Maine Youth Integrated Health Survey (2017)



High school secondhand smoke exposure

% of high school students who were in the same room as someone smoking cigarettes in the past 7 days

Maine Youth Integrated Health Survey (2017)



While youth use of tobacco products has declined, exposure to secondhand smoke remains high. This exposure can be both harmful to health and a risk factor for future use.

2017-2018 Impact Highlights

Maine Tobacco HelpLine

10,332 Incoming calls to the MTHL
(92.6% answered live)

9,504 Counseling interventions completed

6,434 Provider referrals to the MTHL
(26% accepted services)

5,402 Nicotine Replacement Therapy
Vouchers Authorized

Treatment Training and Education

Participants in Trainings **502**
(including Basic Skills, Intensive Skills and Student Basic Skills)

Attendees at the Annual Tobacco
Treatment and Prevention Conference **161**

Participants in Training and Education
Webinars **306**

Clinical Outreach Sessions Held **16**
(serving 94 provider and staff participants)

Visit individual program pages and district level pages for more information on programmatic outcomes.
Unless otherwise noted, all outcomes for fiscal years described in Executive Summary.

2017-2018 Impact Highlights

Tobacco Prevention Services

Smoke and Tobacco-Free Policies
(across 8 target environments)

161

Social Service Client Referrals to the MTHL
(from 24 Nonclinical Outreach Organizations trained)

216

New Adult Sidekicks Trainers

29

Smoke-Free Homes Pledges Taken

1,345

Communications & Digital Strategies

98,118

Stolen Moment Campaign Messages Clicked by Target Audience
(from 17,978,047 campaign impressions)

10,035

Facebook followers across two pages
(Breathe Easy and the QuitLink)

440

Click-to-Calls to the MTHL
(as a result of the Stolen Moments Campaign)

3

Websites maintained by CTI (including BreatheEasyMaine.org;
theQuitLink.com; WeAreSidekicks.org)

Maine Tobacco HelpLine

The Maine Tobacco HelpLine (MTHL) offers statewide treatment counseling and medication for Maine resident tobacco users. Tobacco Treatment Specialists provide evidence-based services using the Treating Tobacco Use and Dependence Clinical Practice Guideline. Free Nicotine Replacement Therapy is offered to eligible Maine residents, age 18 or older, or e-cigarette-only users who are ready to quit.



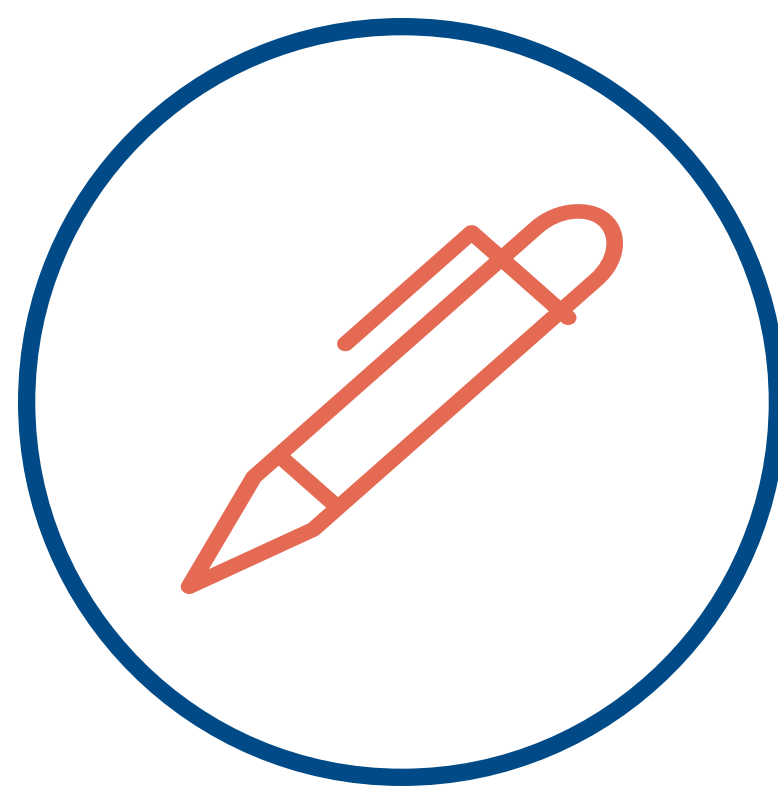
10,332

Incoming calls
to the MTHL



9,504

Counseling
Interventions
Provided



5,084

Tobacco User
Registrations for
MTHL Services



6,434

Provider Referrals
Received

IMPACT:

Of the 9,504 counseling interventions provided, the majority (88.7%) were provided to someone enrolled in the multiple call program. The multiple call program is a service for tobacco users ready to quit, providing up to four scheduled calls, as well as vouchers for free Nicotine Replacement Therapy (NRT) for those eligible.

Referrals from clinical providers increased significantly from FY17 to FY18. In the past year, 6,434 referrals were received compared to 4,413 in the previous year. Of tobacco users referred to the MTHL by their provider, 26% (1,670) agreed to receive counseling services.

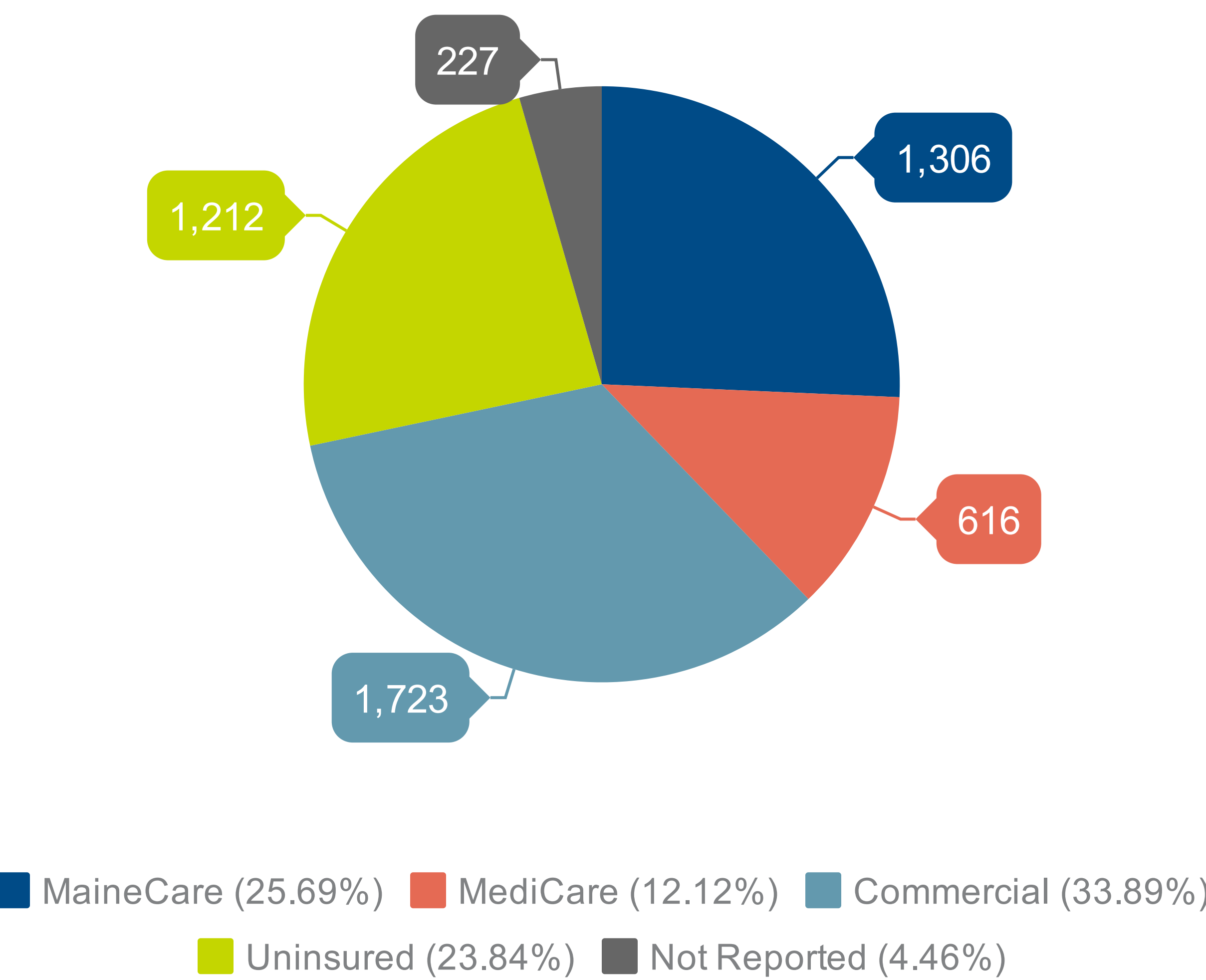
The MTHL Medication Voucher Program authorized 5,402 vouchers for eligible HelpLine participants. The HelpLine can provide up to 8 weeks in a six-month period of Nicotine Replacement Therapy (NRT) for eligible registrants. Of the Medication Vouchers authorized in FY18, 79.9% (4,314) were for the nicotine patch.



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

Tobacco users who receive support from the HelpLine are more likely to successfully quit tobacco long-term than those who try quitting on their own.

MTHL Registrants by Insurance Type



Participation by MaineCare Beneficiaries:

MaineCare (Maine's Medicaid Program) data shows that almost half (49%) of MaineCare members smoke, compared to 18% of non-MaineCare members. The HelpLine seeks to support all tobacco users interested in quitting, and in FY18, 25.7% (1,306) registrants were MaineCare.

Of those 1,306 Registrants:

- 60% requested at least one counseling intervention
- 58.3% used the phone as their method of entry
- 60.9% reported hearing about MTHL from their healthcare provider

The majority were female (61.1%); Caucasian/white (78.5%); between 41-60 years old (45.8%); and reported having at least one chronic condition (56.6%)

OPPORTUNITIES:

The Maine Tobacco HelpLine is committed to serving tobacco users affected disproportionately by tobacco use. Opportunities to further support these populations exist and will be explored by CTI in the coming year. The rate of pregnant women in Maine who smoke during the last three months of their pregnancy is more than double the US rate (21% vs. 10%). In FY18, only 1% (27) of MTHL registrants were pregnant women, making this population a high priority for further efforts. Those with less education, specifically no High School education, smoke at significantly higher rates than those who obtained more education. Currently, 2.7% (149) of registrants reported having no High School education. Increasing their MTHL participation levels will reduce the burden of tobacco use for them and the state of Maine.

Getting Connected: MTHL Promotion & Referral Strategies

Through a variety of initiatives, CTI works to create pathways for tobacco users to connect to the Maine Tobacco HelpLine. These efforts include collaborating with health care providers to leverage the referral mechanisms available in electronic health records to connect more patients to evidence-based tobacco treatment through the Maine Tobacco HelpLine. Other efforts include digital marketing strategies, and training social service providers to complete facilitated self-referrals through theQuitLink.com. Additionally, national efforts can impact the HelpLine, the US CDC's National Tips from Former Smokers campaign ran for 25 weeks in 2018 (end of April through mid-October). Overall, call volume increased some weeks as much as 37%.



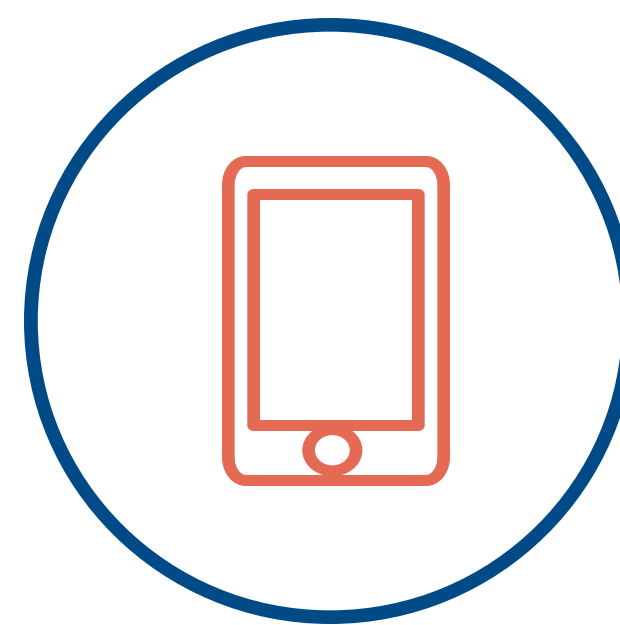
6,874

Maine Tobacco HelpLine Connections through provider referrals, digital strategies and nonclinical outreach referrals.



87%

Of Referrals were from healthcare sites with Referral Embedded in Electronic Health Records (4,992 of 6,434 referrals)



440

MTHL Click-to-Calls from Stolen Moments Campaign



216

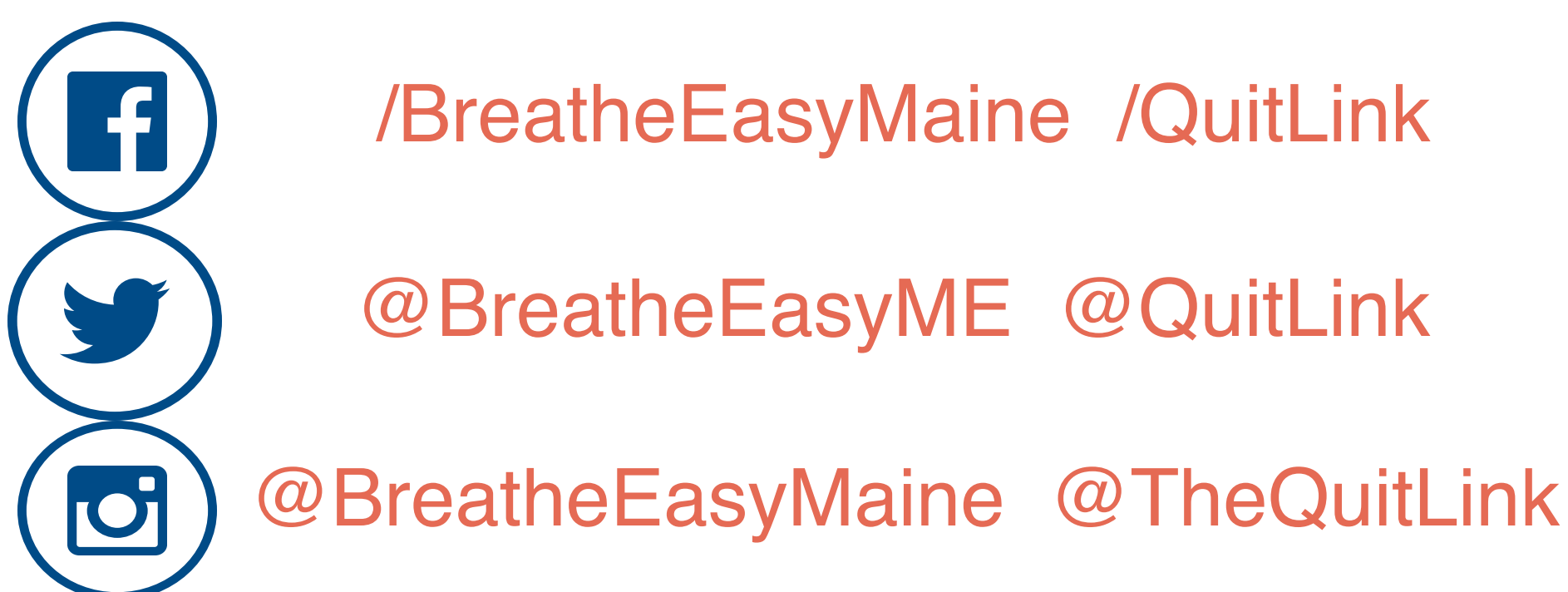
Nonclinical Outreach Referrals through the QuitLink Website

OPPORTUNITIES:

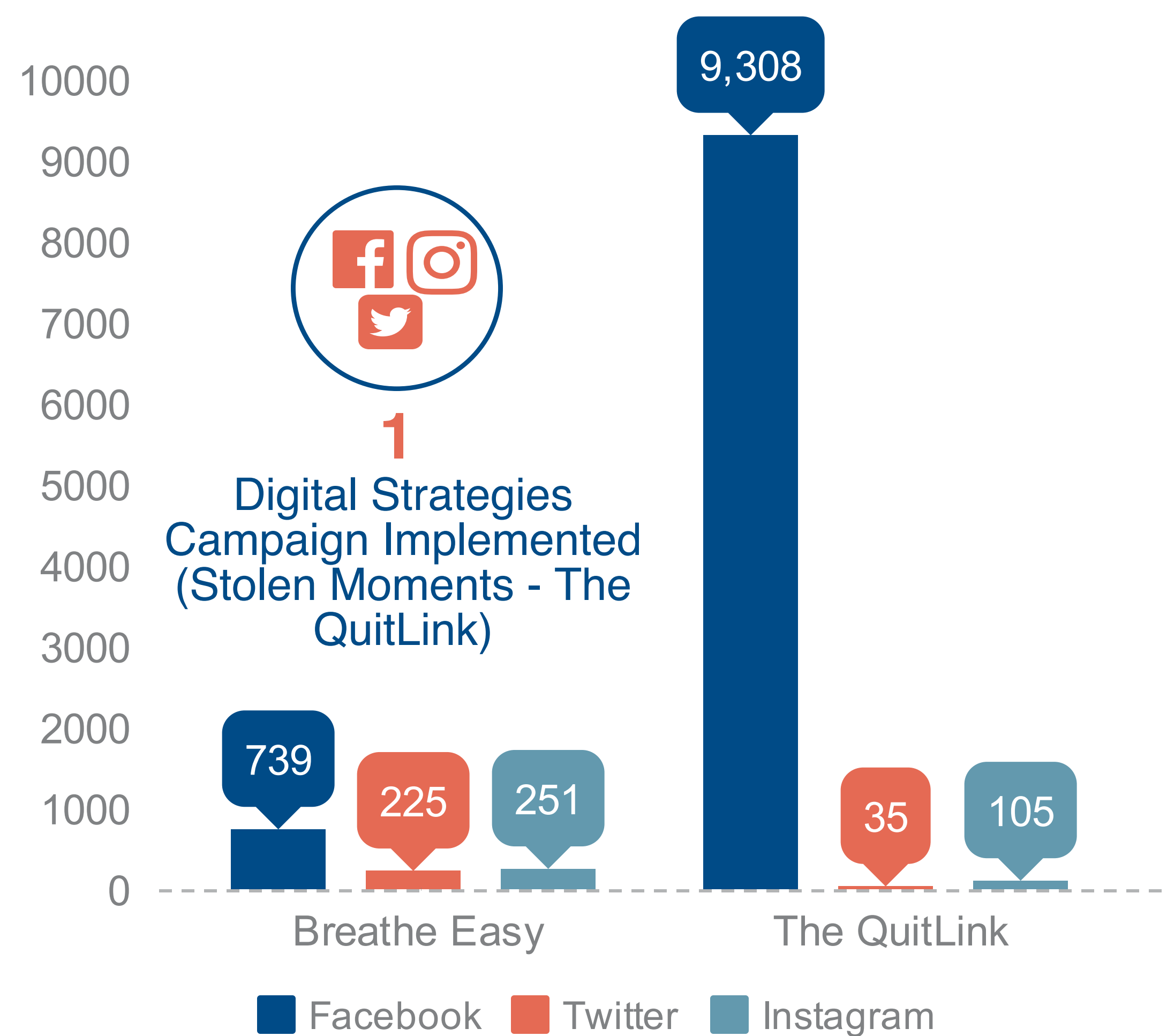
Creating proactive pathways to connect with the Maine Tobacco HelpLine provides opportunities to increase access to treatment for those who are thinking about quitting. Collaborating with clinical and nonclinical providers represents an exceptional opportunity to facilitate and strengthen connections to treatment. Studies have shown that when healthcare providers advise patients to quit tobacco and assist them in accessing treatment services, the percentage of patients who succeed in quitting over the long-term goes up. Continued implementation of training and outreach programming for providers on how to talk to individuals about tobacco use and how to complete referrals will support ongoing utilization of the HelpLine. Additionally, digital strategies that increase awareness and access through online enrollment, click-to-calls and Search Engine Marketing, are opportunities currently being pursued to further connect tobacco users to evidence-based treatment.

Communications & Digital Strategies

The Center for Tobacco Independence Communications team works to connect and amplify tobacco treatment and prevention messages from CTI across the state. These efforts include the implementation of digital campaigns; promotion of the CTI brands; management of CTI websites and social media.



Social Media Followers by Platform



IMPACT AND OPPORTUNITIES:

In the past year, the Center for Tobacco Independence implemented a re-branding initiative to bring awareness of the connected services it provides across tobacco treatment, training and prevention. As a component of this project, CTI updated two websites (theQuitLink.com; BreatheEasyMaine.org) and will continue to expand this updated web-presence in FY19. These communication interventions enable CTI to target large numbers of people and change knowledge, beliefs, attitudes, and behaviors concerning tobacco use. Between January and July, 2018, CTI implemented the Stolen Moments Campaign to increase awareness and connection to the MTHL by tobacco users. Including paid social media and search engine marketing, the campaign had 17,978,047 impressions and 98,118 message clicks - resulting in connecting over 900 new tobacco users to the MTHL (through click-to-calls or QuitLink website form submissions). CTI will continue to expand the digital presence in FY19 to build message and service connections.

Treatment Training & Education

CTI's Tobacco Treatment Training and Education Program delivers training on evidence-based treatment to health professionals across the state, improving access to high quality, best practice tobacco treatment. Multiple training opportunities, including Basic and Intensive Skills Trainings, as well as webinars and ad hoc trainings, are provided throughout the year to support health professionals.



176

Attendees at 10
Basic Skills Trainings



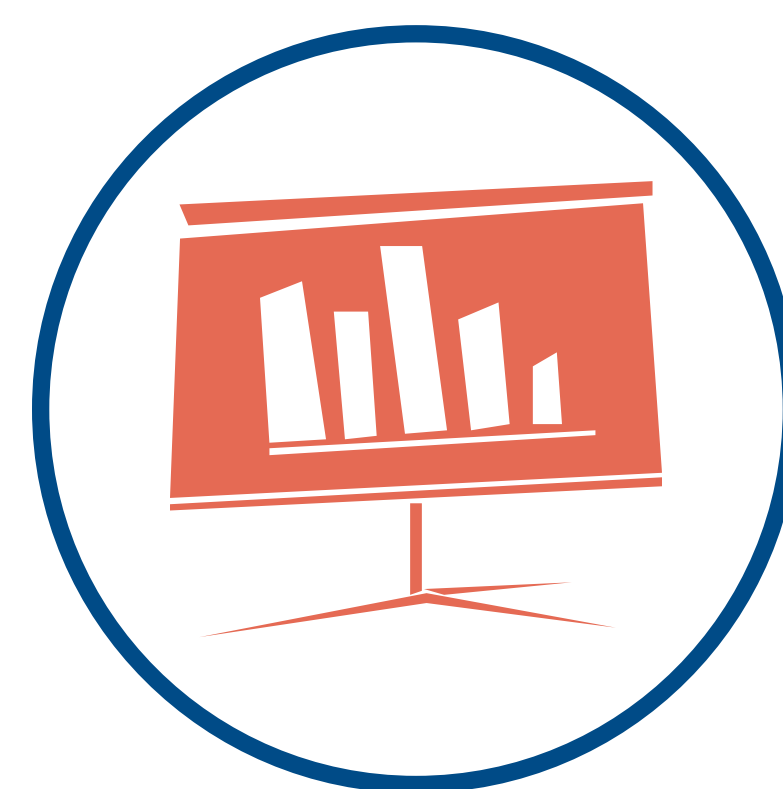
14

Webinars
conducted for
306 attendees



276

Attendees at 11
Basic Skills for
Students Trainings



161

Participants in
the Annual
Conference

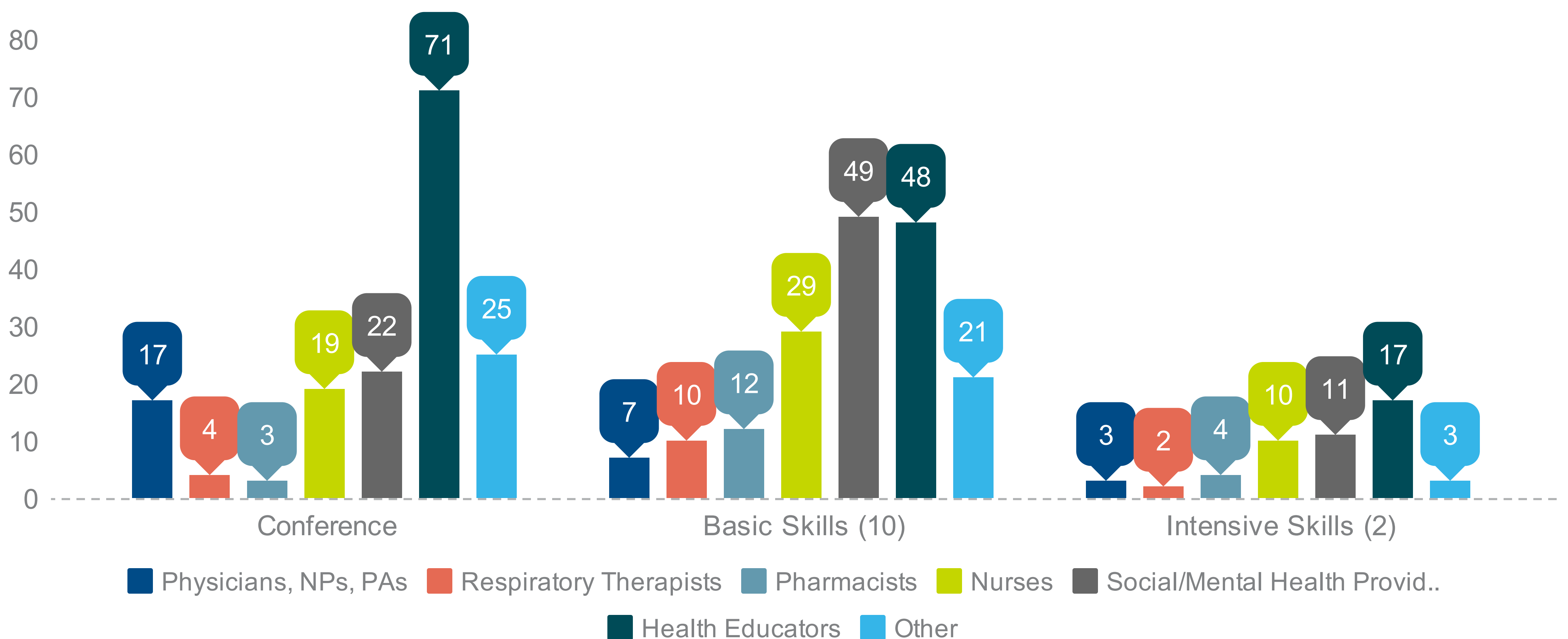
IMPACT:

The CTI Tobacco Treatment Training and Education team conducted trainings and presentations across the state of Maine in FY18 to increase health professional's knowledge and skills. A total of 176 people attended the Tobacco Intervention: Basic Skills Training, a 23% increase from FY17. Attendance also increased by 43% at the two-day Tobacco Intervention: Intensive Skills Training, with 50 attendees at two offered sessions compared to 35 in FY17.

In addition to trainings and webinars, the Training and Education team offers evidence-based tobacco treatment trainings onsite at clinical offices, including hospitals and behavioral health practices. Tobacco Treatment Educators (TTE) present on tobacco use dependence and treatment as outlined in the Treating Tobacco Use and Dependence (Clinical Practice Guideline, 2008 Update), and emphasize the value of the MTHL through assistance with the referral process. A total of 38 presentations, including clinical outreach and other presentations, were conducted in FY18 for a total of 586 attendees.

Over 98% of FY18 Basic Skills Training Participants reported an increase in understanding of tobacco dependence and treatment.

Training Participation by Professional Role



2

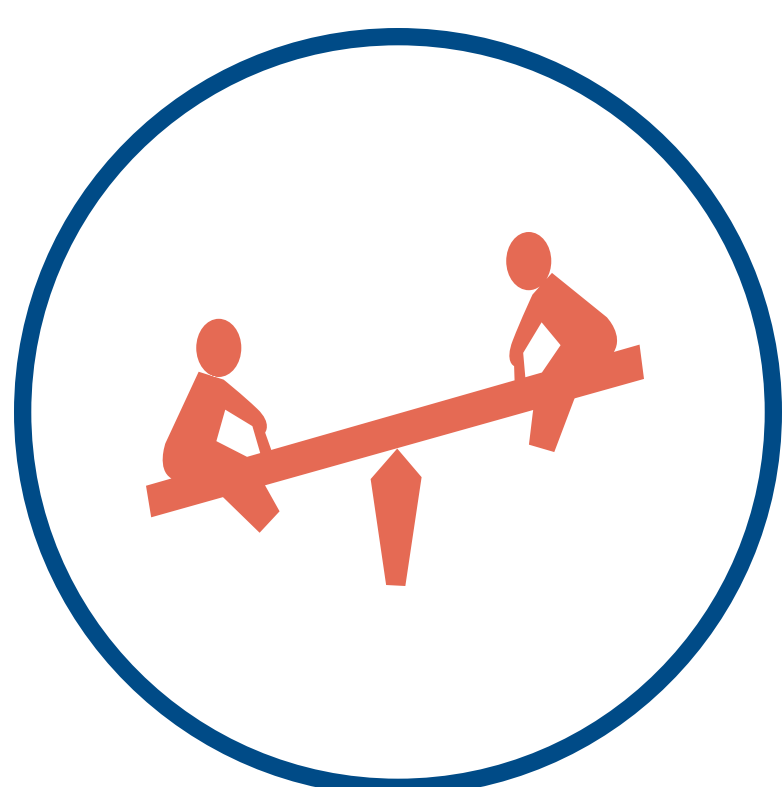
Ad hoc trainings were held in FY18: "Practical Counseling & Quit Management" and "Principles of Motivational Interviewing: An Introductory Workshop"

OPPORTUNITIES:

The MaineHealth Center for Tobacco Independence Treatment Education and Training Program is a nationally accredited provider of the core training requirements necessary to apply for a National Certificate in Tobacco Treatment Practice (NCTTP), one of only 18 training programs across North America. The Training and Education team will continue to look for opportunities to strategically expand the reach of their professional development offerings by holding FY19 trainings in different locations and modifying the topics of webinars and ad hoc trainings. Tracking of training participant types and geographic locations served will continue to aid in capacity building for treating tobacco use and dependence across Maine.

Tobacco Prevention Services

The statewide Tobacco Prevention Services initiative includes strategies implemented by the Center for Tobacco Independence and fourteen community-based sub-recipients, District Tobacco Prevention Partners (DTPP), across three focus areas: prevention of youth initiation; reducing exposure to secondhand smoke; and promotion of tobacco treatment through the Maine Tobacco HelpLine (MTHL).



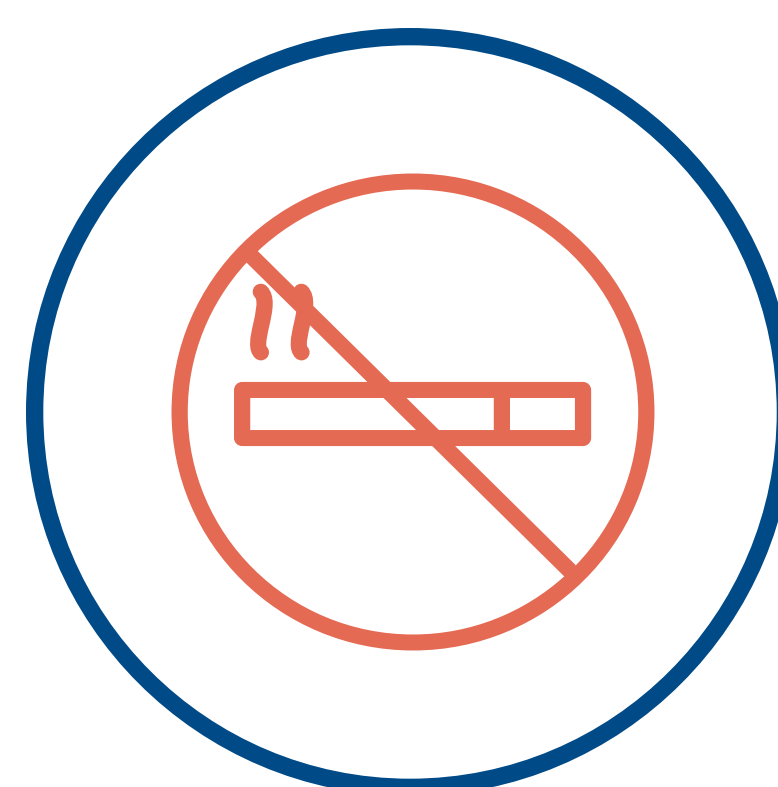
83

School & Youth-Serving Entity Policies Passed



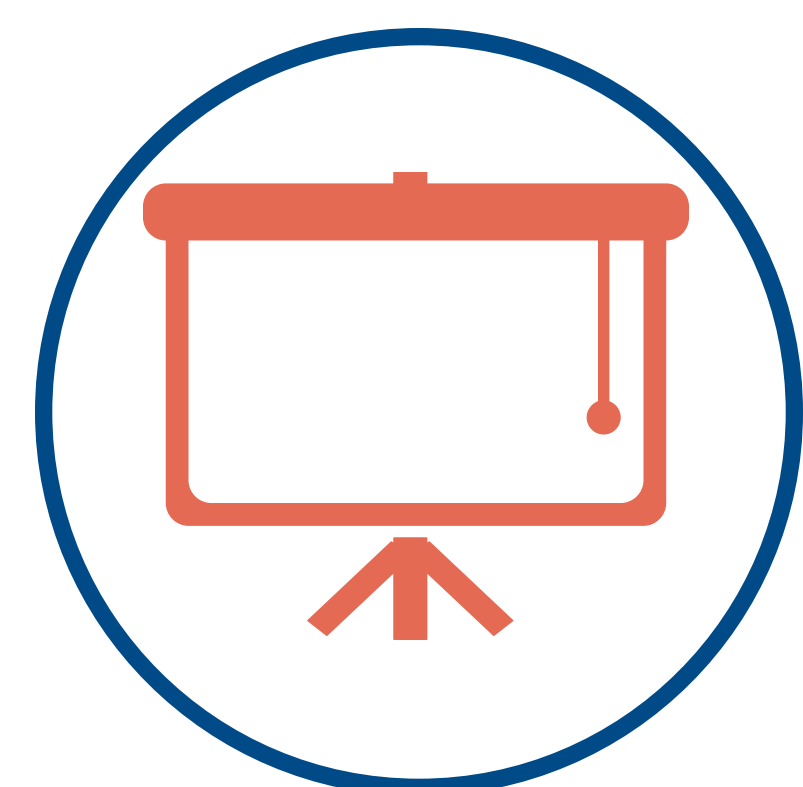
1,345

Smoke-Free Home Pledges Taken



52

Policies created address to secondhand smoke exposure



149

Nonclinical providers trained to address tobacco use and referrals with clients

IMPACT:

The Tobacco Prevention Services initiative had broad impact in FY18, including the passage of 161 smoke and tobacco-free policies across eight priority environments, and 48 trainings in Sidekicks and Nonclinical Outreach initiatives. The reach of this work is extensive, supporting prevention of youth initiation, reducing exposure to secondhand smoke, and promoting tobacco treatment through the MTHL.

FY18 achievements including:

- Policies were passed for nine behavioral health agencies that serve over 4,200 clients.
- A total of 1,345 households took the smoke-free homes pledges, and about 1 in 10 of those pledges were for a home where smoking was previously allowed.
- Nonclinical outreach trainings were held for 24 agencies, training 149 people on how to talk to clients about tobacco use and the MTHL. As a result of these training efforts, 216 referrals were made by social service providers (primarily WIC) to the MTHL for their clients.
- A total of 26 policies were passed in multi-unit housing environments, 21 of these policies included marijuana and 15 included Electronic Nicotine Delivery Systems (ENDS). Of the policies passed, 14 of the 26 were for entities that are classified as either mixed-rate or subsidized housing. These policies had a reach of 217 buildings with 4,216 units, serving approximately 6,800 residents.

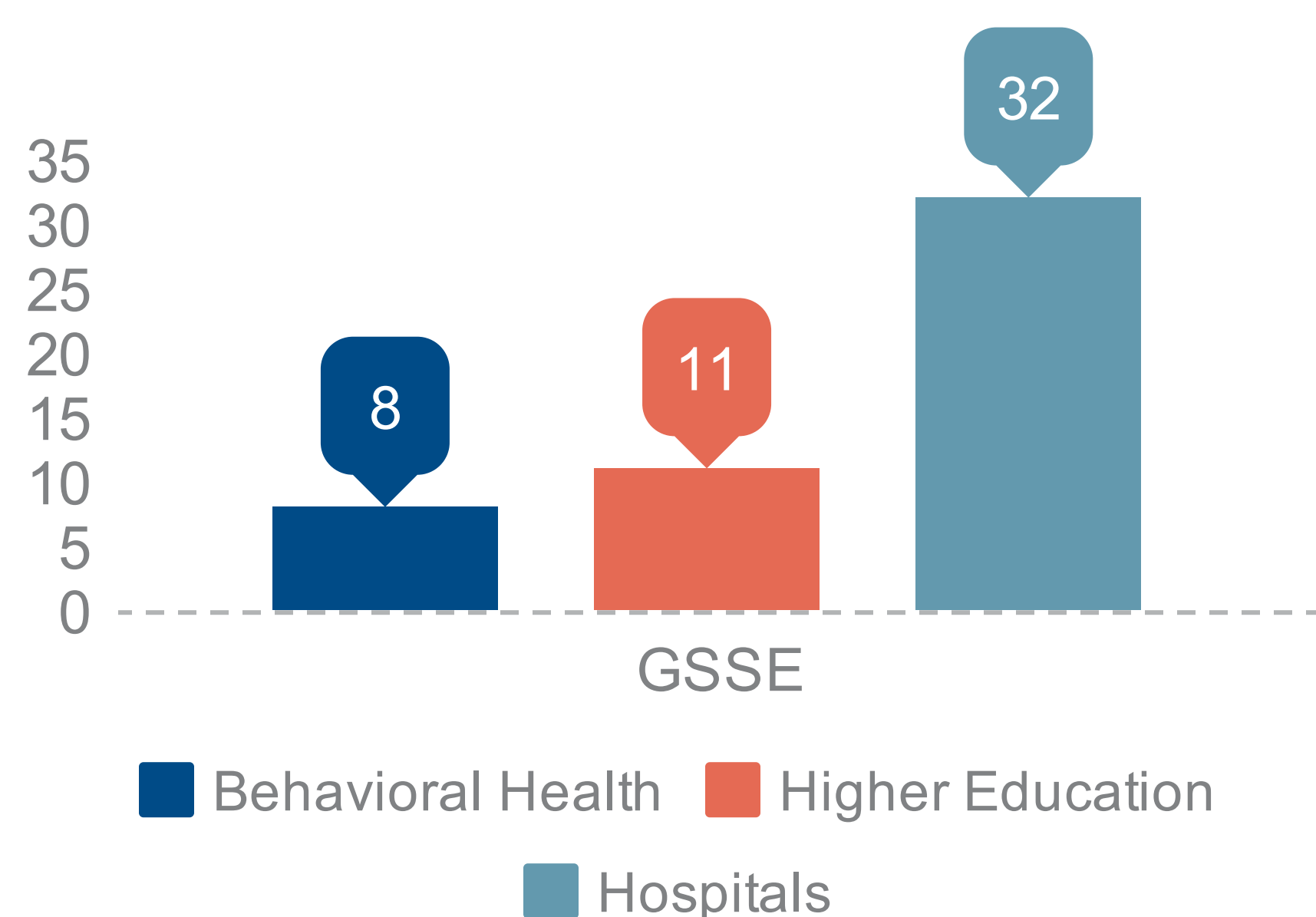
GSSE Platinum Level

28% of Maine Hospitals participating in the 2018 Gold Star Standards of Excellence achieved the Platinum level.

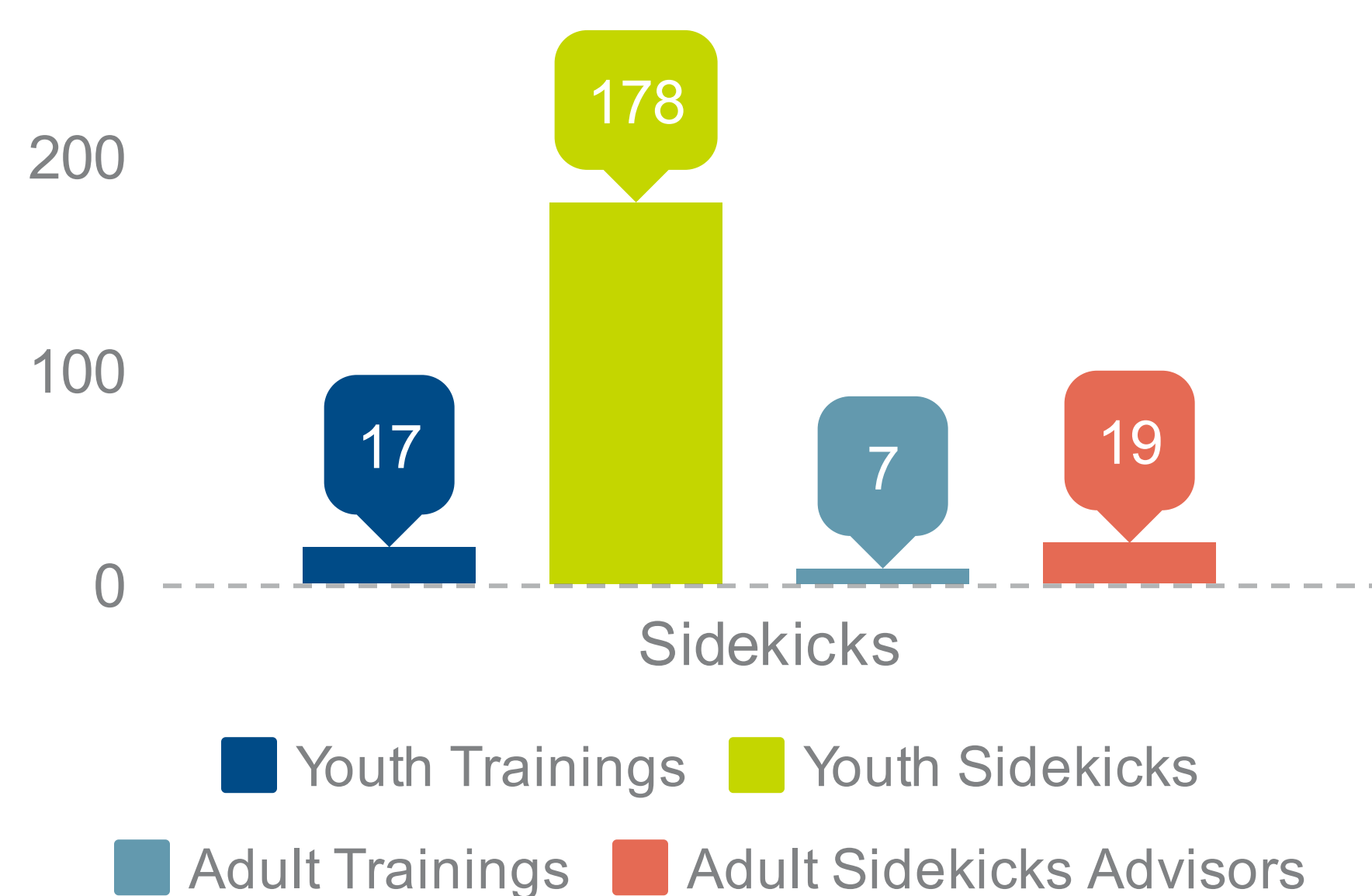
To continue engagement and further the reach of hospital policy and treatment efforts, a new level (Platinum) was added to the Hospital program, requiring added strategies under the ten evidence-based standards.



2018 GSSE Participation by Setting



FY18 Sidekicks Training and Participation



OPPORTUNITIES:

With the large number of policies passed in Year 2, the CTI staff and the 14 DTPPs have had broad impact in addressing tobacco prevention. In Year 3 of the initiative, efforts will continue to expand, including broader reach for Sidekicks, implementing Young Adult (18-24 year old) programming and animal care and welfare outreach. These expanded efforts will continue to support the existing policy and capacity building efforts, including opportunities to address emerging products through the development of ENDS resources for educating youth, parents and school personnel.

MH Center for Tobacco Independence Resources:

CTIMaine.org

BreatheEasyMaine.org

TheQuitLink.org

WeAreSidekicks.org

Additional Resources:

MaineHealth

MaineHealth.org

MaineHealth Health Index Initiative

mainehealth.org/about/health-index-initiative

Maine CDC/Maine Prevention Services

PreventionforME.org

MainePreventionServices.org

Campaign for Tobacco-Free Kids

TobaccoFreeKids.org

Maine Community Health Needs Assessment

MaineCHNA.org

110 Free Street
Portland, Maine 04101

(207)662-7154

www.CTIMaine.org

Stay Connected:
@BreatheEasyMaine
@QuitLink



MaineHealth
Center for Tobacco
Independence