

ABOUT MAINEHEALTH CENTER FOR TOBACCO INDEPENDENCE

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. Our mission is to make our communities the healthiest in America through reduction of tobacco use through the provision of evidence based treatment, education, policy development and research.

CTI is housed within MaineHealth, the largest nonprofit integrated healthcare system in northern New England, providing services to 11 out of 16 Maine counties containing over three-fourths of the Maine population (as well as to one NH county). MaineHealth provides a continuum of care from prevention and health maintenance through tertiary services, rehabilitation, chronic care and long-term care.

CTI administers statewide tobacco treatment and prevention contracts for the Maine CDC, including the Maine Tobacco HelpLine, Tobacco Treatment Training Initiative and Tobacco Prevention Services. CTI also supports tobacco use and exposure prevention services at the state-and local-level as part of the Maine Prevention Services initiative. CTI contracts with District Tobacco Prevention Partners (DTPP) for local-level implementation of tobacco prevention objectives. Maine Prevention Services is an initiative through the Maine Center for Disease Control and Prevention working across the state to impact tobacco, substance use, and obesity.

For more information, contact the [Center for Tobacco Independence](#) at (207) 662-7154 or email Tobacco Prevention Services at tobaccopreventionservices@mainehealth.org

ABOUT NON-CLINICAL OUTREACH

Tobacco use continues to be the leading cause of preventable disease and death. This initiative strives to reduce the burden of tobacco use and exposure in Maine through a variety of programs. The Non-Clinical Outreach (NCO) program aims to increase social service agency capacity to ask about tobacco use and connect clients with evidence-based tobacco treatment through the Maine Tobacco HelpLine (MTHL). The MTHL is a free, confidential program that offers tobacco treatment and nicotine replacement therapy medication over the phone available to all Maine residents and is a resource for providers. The MTHL does not discriminate on the basis of race, color, national origin, age, disability, gender identity or sexual orientation. This support includes qualified interpreters for people whose primary language is not English, and services to assist individuals who are deaf or hard of hearing.

ADDRESSING TOBACCO IN THIS ENVIRONMENT

- The majority (nearly 7 out of 10) of smokers report that they would like to quit, with more than 50% making a quit attempt each year.
- As trusted providers, social service agency staff can support clients by asking about their tobacco use, providing brief tobacco interventions, and assisting them with accessing evidence-based treatment options.
- Comprehensive support through counseling and medication, such as can be accessed through the Maine Tobacco HelpLine, are proven to be effective for treating tobacco use and dependence.

CLIENT INTERVENTION COMPONENTS

- District Tobacco Prevention Partners provide outreach support to Social Service Agencies on addressing tobacco use and dependence with clients.
- Social Service Agencies implement practice changes to address tobacco use with clients.
- Clients interested in making a quit attempt are referred to the Maine Tobacco HelpLine by the referral form on www.theQuitLink.com.

- If clients are not ready to receive the direct referral, they will be given a “*Thinking About Quitting*” booklet and will be asked about their tobacco use at future meetings.
- If they are ready to receive the referral, they will be given a “*QuitLink Kit*” with materials to support their quit (stress ball, mints, Smoke-Free Home Pledge, local resources, magnet, etc.).
- Clients receive a call from the Maine Tobacco HelpLine staff inviting them to register and receive tobacco treatment counseling.
- MaineHealth provides information on the number of referrals made by each agency through www.theQuitLink.com monthly to District Tobacco Prevention Partners who provide feedback to Social Service Agencies.

POSTER ABSTRACT

The inequities tied to socioeconomic status continue to drive much of the ongoing burden of tobacco use and subsequent disease and death across the US. In Maine, adults with an annual income of less than \$15,000 are more than 3x as likely to be a current smoker as those earning more than \$50,000 (38.6% vs 11.1%). Amongst adults with less than a high school diploma the smoking rate is almost 7x higher (44.8% vs 6.5%) compared to adults with a minimum of a bachelor’s degree (2016 BRFSS). As a state that has seen multiple delays and blocks to Medicaid expansion this has continued to limit access to preventive care and services. The Maine Tobacco Help Line, the state’s free quit line sees the majority of its enrollees come from referrals from medical practices and to lesser extent self-referrals. Starting in 2017, MaineHealth’s Center for Tobacco Independence expanded this model to bring the capacity to address tobacco use within social service agencies that serve low-income individuals and families across our state. The project recruits partners from settings that address basic needs of many low-income Mainers: food security/nutrition, addiction and behavioral health supports/referrals, housing, insurance/free care eligibility. The initiative provides participating programs with the tools to screen for tobacco use and to make referrals through a web-based platform. More importantly, the initiative connects low-income tobacco users to evidence-based treatment- telephone based counseling and FDA approved medications (USPSTF, 2015).

Disparities in health can often be linked to unequal treatment/access. Through this initiative unusual partnerships are forged, and the normalization of addressing tobacco use has begun to take place. One of the over-arching goals is to support social service providers to continuously and consistently talk to their clients about tobacco use as an expression of genuine concern about their clients’ overall health and well-being. The project also has grown the capacity of social service agencies as a trusted resource for treatment information and assistance with referrals. This session is intended for individuals working in tobacco prevention who are interested in learning how to create more equity in access to quit lines and treatment, while building referral capacity in social service entities.

NCO PARTNERS

WIC, MaineFamilies, Access to Care, Portland Recovery Community Center (PRCC), Aroostook County Action Program (ACAP), City of Bangor Public Health, Community Concepts, FEDCAP, Community Partnerships for Protecting Children (CPPC), Care Partners, USM Nursing Students, Kennebec Behavioral Health, 82 High Street Management (landlord), SPCA Hancock County, Recovery Coaches, Food Pantry staff, Portland Police Department Cadets & Friends of Congress Square, Turner Veterinary Service, York Community Service Association (YSCA), New Hope Domestic Violence Resource Center, Friendship House (recovery residence), Woodbrook Animal Clinic, Homeless Services of Aroostook, Irving Saw Mill, Pine Tree Recovery Center.

POSTER REFERENCES

<https://www.census.gov/quickfacts/fact/table/ME/INT100217#INT100217>
<https://www.census.gov/data/tables/time-series/demo/health-insurance/acs-hi.2017.html>
<http://www.truthinitiative.org/research-resources/smoking-region/tobacco-use-maine-2019>
[Maine Natality Database, Vital Statistics, Maine CDC](#)
<https://ctimaine.org/maine-tobacco-helpline/>
<https://nccd.cdc.gov/BRFSSPrevalence/>