

# Addressing Tobacco Use and Exposure

## Resources for Behavioral Health Agencies

As overall smoking rates have declined, the prevalence of smoking among people with behavioral health conditions (mental health and/or substance use disorders) has remained high. Quitting smoking can improve mental health and substance use disorder treatment outcomes.

The MaineHealth Center for Tobacco Independence (CTI) offers a variety of services to assist you, including:

- Treatment Training for Staff
  - Policy Change Support
- Treatment through the Maine Tobacco HelpLine

**TO LEARN MORE, VISIT: [CTIMaine.org](https://CTIMaine.org)**



MaineHealth  
Center for Tobacco  
Independence



## Building Screening and Treatment Capacity

CTI offers multiple training opportunities to support behavioral health professionals in building knowledge and skills to successfully engage clients through evidence-based tobacco treatment and intervention strategies.

### Provider Outreach Education

Training is available to help engage clients who use tobacco through the use of evidence-based interventions. Trainings can be tailored to meet the unique needs of the provider and the practice team through a menu of training options including: instructor-led in-services, webinars, self-directed learning modules, and videos.

### Basic Skills Training

A one-day training to learn more about nicotine addiction and how to integrate brief, evidence-based tobacco treatment interventions into current practice.

### Targeted Behavioral Health Basic Skills Training

A half-day training to learn more about the health burden of tobacco and nicotine on individuals with behavioral health conditions, real and perceived barriers to providing treatment in mental health and substance use settings, and opportunities for treatment.

### Intensive Skills Training

A two-day skills-focused training building on knowledge gained in the Tobacco Intervention: Basic Skills Training and on common counseling skills used in intensive tobacco treatment such as motivational interviewing and cognitive behavioral therapy.

Learn more: [CTIMaine.org/Education](https://CTIMaine.org/Education)



## Creating a Tobacco-Free Environment

**Smoke and tobacco-free policies protect everyone from the dangers of secondhand smoke and promote healthy social norms around tobacco use.**

**Policy Implementation Assistance:** A local community health coalition can provide technical assistance on policy adoption and implementation and provide tips on creating tobacco-free environments.

**Find your local partner:** [CTIMaine.org/DTPP](https://CTIMaine.org/DTPP)

**Be Celebrated for your Tobacco-Free Policy:** Breathe Easy conducts the Gold Star Standards of Excellence recognition program annually to encourage and support Maine's behavioral health organizations in addressing smoking and tobacco use by creating and maintaining smoke and tobacco-free policies. The ten evidence-based standards provide a road map to support behavioral health agencies to create sustainable change through the adoption of written policies and procedures.

**Learn more at** [BreatheEasyMaine.org/GSSE](https://BreatheEasyMaine.org/GSSE)

**BREATHE EASY**  
REDUCING SMOKE EXPOSURE IN MAINE

## Supporting Tobacco-Free Living

**Research shows that counseling tobacco users improves quit rates, and that tobacco counseling provided over the phone is as effective as counseling provided in person. Tobacco users who receive support through the Maine Tobacco Helpline are two to three times more likely to successfully quit long term than those who try to quit on their own.**

### Connect Clients to the Maine Tobacco Helpline

- Individuals can enroll for services by phone or online.

**Call 1-800-207-1230 or visit [theQuitLink.com](https://theQuitLink.com)**

- Discuss how your organization can proactively refer clients to the Helpline.

**Contact CTI at 207-662-7154 or visit [CTIMaine.org](https://CTIMaine.org)**

### Beyond the Integrated Phone Counseling Program, Maine residents with certain behavioral health conditions are eligible for the Intensive Behavioral Health Counseling Program.

- Participants in this program will work with coaches trained in the specific challenges faced by tobacco users with a behavioral health condition.
- The program includes 7 proactive calls from a coach, unlimited inbound support, and 12 weeks of combination nicotine replacement therapy sent directly to the person's home.

**1-800-207-1230**  
MAINE TOBACCO HELPLINE

**THEQUITLINK.COM**