

# BeFree: Mid Coast Hospital Rebrands Tobacco Program

Anyone interested in quitting or preventing tobacco use may contact BeFree for support.

## Summary

Mid Coast Hospital created BeFree, combining their Tobacco Prevention and Treatment programs to promote a comprehensive menu of resources for the southern midcoast region, tailored to different community sectors.

## Issue

Currently 19% of Maine adults and more specifically, 17% of adults in Sagadahoc County, are tobacco users. (2017 BRFSS & 2018 CHNA District Profile)

There are several tools available to prevent and treat tobacco use, but often community confusion on who to contact for assistance. Additionally, providers and community partners requested promotional materials that would appeal to their audiences.



## Intervention

Mid Coast Hospital's communication team worked with our prevention and treatment staff to rebrand our program and tailor outreach to appeal to our demographics. Using the BeFree logo, several campaigns were developed and included materials such as posters, rack cards, and a quit kit for providers and treatment specialists to distribute. Promotion included one on one provider office visits and meetings with all local schools to advocate for policy and practices focused on treating and not punishing tobacco use. This new outreach allows us to bundle all best practice resources under one campaign, streamlining promotion and increasing community recognition.

## Results

Since BeFree's launch in November 2019:

- 85 referrals from physicians
- 4 campaigns launched (pregnant women, behavioral health, teens, general)
- Monthly drop-in group for expectant mothers
- Prevention & Treatment planning meetings held with all middle and high schools



## Spotlight on Success

A male in his 40s who smoked from the time he was 15 was motivated to quit tobacco by his chronic bronchitis. He contacted BeFree and set up one-on-one appointments with a tobacco treatment specialist. They found texting to be very helpful between appointments when anxiety was high. He was able to successfully quit just short of his 50th birthday and he continued to come to appointments after he quit. He said he felt so great, he looked great, and was really proud of himself.

*"My family never thought I could do it and I proved them wrong."*

For More Information Contact Us At:

Mid Coast Hospital  
District Tobacco Prevention Partner  
207-373-6957  
[www.midcoasthealth.com/be-free](http://www.midcoasthealth.com/be-free)



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