



Social Service Agency TOOLKIT

Referring Clients to Tobacco Treatment



**MAINE
PREVENTION
SERVICES**

Maine Center for Disease Control & Prevention
Department of Health and Human Services

CONNECTING CLIENTS TO TOBACCO TREATMENT THROUGH THE MAINE QUITLINK

As a social service provider, you are a trusted resource for your clients. Asking about tobacco use increases their odds of successfully quitting tobacco or vaping. Provide a brief intervention and connect clients to evidence-based treatment through the Maine QuitLink.

Talking about tobacco and nicotine then offering help shows you care about your client's health and increases their likelihood of making a quit attempt.

WHAT IS THE MAINE QUITLINK?

A free service providing evidence-based phone and web tobacco treatment options for all Maine residents.



Those who smoke, vape, or use other tobacco products can enroll in phone coaching, web coaching, or individual services to personalize their quitting plan.

Individuals are able to access services by calling [1-800-QUIT-NOW](tel:1-800-QUIT-NOW), visiting MaineQuitLink.com, or through a provider referral.

MAKING A REFERRAL IS EASY

Once the client has agreed, complete the form at CTIMaine.org/ReferralForm. A Maine QuitLink Quit Coach will connect with the individual about enrolling in tobacco treatment services.



TOBACCO TREATMENT AND PREVENTION RESOURCES FOR SOCIAL SERVICE PROVIDERS

DISTRICT TOBACCO PREVENTION PARTNERS

District Tobacco Prevention Partners (DTPPs) cover each community in Maine and provide free education and technical assistance in addressing tobacco use and exposure.

CTIMaine.org/DTPP

MAINE PREVENTION STORE

Order free materials about tobacco use and secondhand smoke exposure, including Maine QuitLink information, for your organization.

MainePreventionStore.org

TOBACCO TREATMENT TRAINING & EDUCATION OPPORTUNITIES

The MaineHealth Center for Tobacco Independence offers multiple training opportunities to support providers in building knowledge and skills to successfully engage clients with evidence-based tobacco treatment and intervention strategies.

CTIMaine.org/Education



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Maine QuitLink Referral Information

**Required fields*

*Client Name: _____

*Address: _____

*Town: _____ *State: _____ *ZIP: _____

*Phone Number: _____

Email (recommended): _____

*What are the best times for the Maine QuitLink to call?:

(Select one only)

____ 8-11am ____ 11am-2pm ____ 2-5pm ____ After 5pm

Is it ok to leave a message at this number? ____ yes ____ no

I give permission to my provider to share the information on this form with the Maine QuitLink. I understand that someone from the Maine QuitLink will contact me with more information.

Client Signature: _____

Printed Name: _____

Date: _____

For Office Use Only:

Enter information at

CTIMaine.org/ReferralForm

When entering information online, remember to select "Someone Else" for the "This referral is for:" question and select the appropriate agency from the drop-down list.

Date referral was entered online: _____

Training Participant Evaluation

ELECTRONIC EVALUATION FORM LINK: <https://forms.gle/V7wtmBBnUongjtXF9>

TRAINING DATE _____

YOUR PROGRAM/ORGANIZATION NAME _____

1. ON A SCALE OF 1- 5, HOW HELPFUL WAS THIS TRAINING?

1 2 3 4 5
Not helpful Somewhat helpful Extremely helpful

2. AS A RESULT OF THIS TRAINING, WOULD YOU CONSIDER YOURSELF MORE LIKELY OR LESS LIKELY TO HAVE ONGOING/MORE FREQUENT DISCUSSIONS WITH CLIENTS/PEOPLE ABOUT THEIR TOBACCO USE AND/OR THEIR TREATMENT OPTIONS?

1 2 3 4 5
Less likely About the same More likely

3. AS A RESULT OF THIS TRAINING, WOULD YOU CONSIDER YOURSELF MORE LIKELY OR LESS LIKELY TO MAKE A DIRECT REFERRAL USING THE MAINE QUITLINK WEBSITE IF YOU ARE WORKING WITH A CLIENT/PERSON WHO IS CONSIDERING QUITTING TOBACCO?

1 2 3 4 5
Less likely About the same More likely

4. AS A RESULT OF THIS TRAINING, PLEASE LIST ONE THING YOU LEARNED ABOUT TOBACCO USE/AVAILABLE TOBACCO TREATMENT OPTIONS. IN ADDITION, PLEASE SHARE HOW YOU'LL PUT THIS NEW LEARNING INTO PRACTICE.

5. PLEASE SHARE ANY SUGGESTIONS ON HOW WE COULD MAKE THIS TRAINING MORE HELPFUL OR SHARE ANY ADDITIONAL AGENCY/TRAINING NEEDS.

Thank You!



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* This form can be completed electronically; if you complete a paper version, please email or mail it to Tobacco Prevention Services at

110 Free Street, Portland, ME 04101

tobaccopreventionservices@mainehealth.org



Referring Patients for Tobacco Treatment

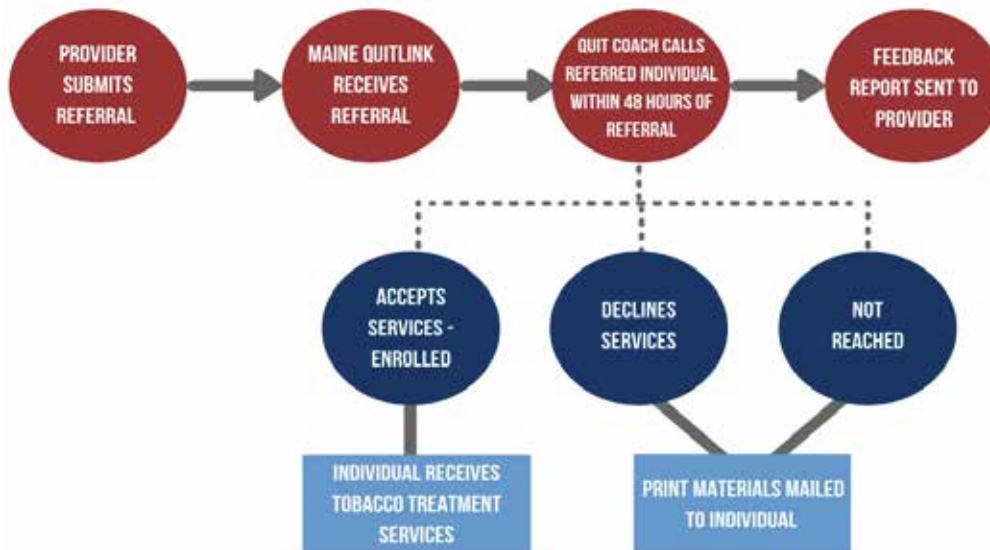
ABOUT THE MAINE QUITLINK

The Maine QuitLink is a free service providing evidence-based phone and web tobacco treatment for all Maine residents.

- The Maine QuitLink offers a variety of programs to meet the needs of your patients or clients. Maine residents who smoke, vape, or use other tobacco products can choose from a variety of digital and phone-based programs to meet them where they are in their quitting process.
- Quit Coaches are experts in tobacco treatment and specifically trained in nicotine addiction.
- Treatment is informed by motivational interviewing and cognitive behavioral therapy.
- Most patients are eligible for medications (patches, gum, and lozenges).
- The Maine QuitLink is available Monday through Sunday from 8:00 a.m. – 12:00 midnight by calling 1-800-QUIT-NOW or online anytime at MaineQuitLink.com.
- The Maine QuitLink offers a full range of treatment services, including coaching, medications, and digital options, to individuals who use electronic products or vape.

MAKING A REFERRAL

Tobacco users are more likely to quit with the support of the Maine QuitLink than when they try alone. It takes less than 60 seconds to make an electronic referral.



Maine QuitLink Quit Service Options:

- **Phone Coaching:** Free one-on-one coaching with a Quit Coach who will assist in creating a customized Quit Plan. Program includes up to 8 weeks of combination Nicotine Replacement Therapy (patch, gum, or lozenges) for eligible Maine residents, calls with a certified Quit Coach, and access to text, email, and web services.
- **Web Coaching:** Website support with digital tools to help an individual with their quit journey. Program includes 2 weeks of Nicotine Replacement Therapy (patch, gum, or lozenges) for eligible Maine residents, chat with an online Quit Coach, online quit community, and access to text, email, and web services.
- **Digital Individual Services:** Individual services are designed to give someone the flexibility to pick and choose the tools they want to use at any time through an online dashboard. Individuals build a plan by adding or removing the tools that work best for them including 2 weeks of Nicotine Replacement Therapy (patch, gum, or lozenges) for eligible residents, text messaging, email, and educational materials.
- **Intensive Behavioral Health Coaching:** Tailored to meet the needs of tobacco users with a behavioral health condition. The program includes 7 proactive calls from Quit Coaches trained in the specific challenges faced by tobacco users with a behavioral health condition, 12 weeks of combination Nicotine Replacement Therapy (patch + gum or patch + lozenge), a letter sent to the participant's provider outlining the importance of supporting the patient in quitting tobacco, and access to the standard text, email, and web portal services.

Learn more about Maine QuitLink Quit Service Options: CTIMaine.org/Maine-QuitLink.

MAINE QUITLINK QUIT RATE

The Phone Coaching Program quit rate (30-day) is 36% for tobacco users who complete at least 4 calls of the multi-call program.

- Unassisted quit rates are generally reported as approximately 3%.
- Asking your patients and clients about tobacco increased quit rates – and encouraging them to take advantage of the Maine QuitLink increases rates even further.

MAINECARE CONSIDERATIONS

- Individuals with MaineCare have complete coverage for medications, including over-the-counter Nicotine Replacement Therapy (NRT). Access to NRT varies per program but MaineCare recipients are welcome to participate in all treatment services.
- For specific details on MaineCare tobacco treatment medications available for each Quitlink program, please contact the Maine QuitLink at 1-800-QUIT-NOW or visit CTIMaine.org/Maine-QuitLink.
- Direct questions about MaineCare benefits should go to Member Services: (800) 977-6740 and Provider Services: (866) 690-5585.

MaineHealth
Center for Tobacco
Independence

WHAT YOU NEED TO KNOW

The Maine QuitLink Phone Coaching Program

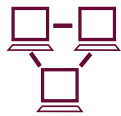


The Maine QuitLink also offers an online-based program, individual digital services, and a behavioral health focused program.



< 60 Seconds

You can help your patients to quit



6,000+

referrals from eHR/Practices



10,000+

calls received in 2018



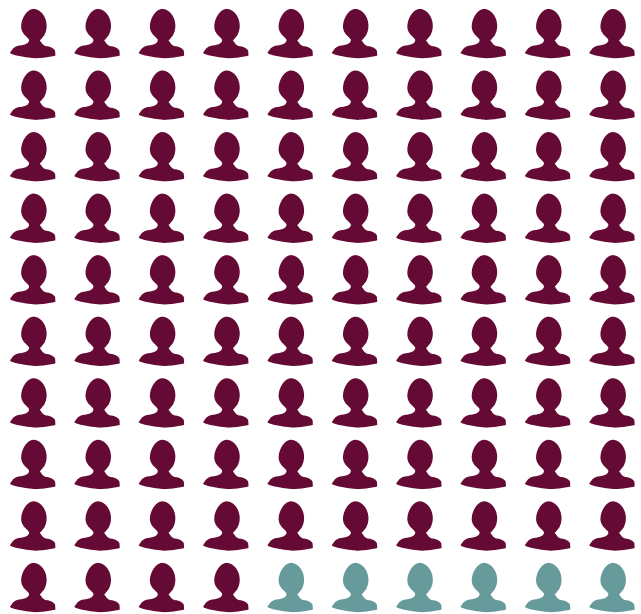
All participants receive **free counseling**

Eligible participants can receive up to **8 weeks of Nicotine Replacement Therapy (NRT)**

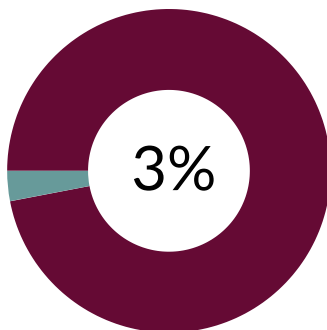
People like it!

94%

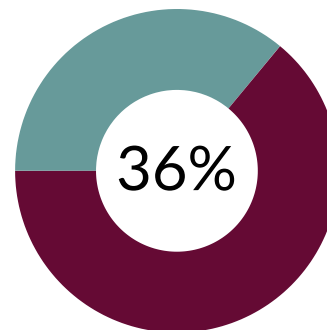
Satisfied with the services and would recommend it to others



It Works!!!



Quit Rate without evidence-based treatment



Quit Rate after completing 4 or more calls and using NRT

LEARN MORE:

✉ CTI_Admin@mainehealth.org

🖥 ctimaine.org/maine-quitlink/

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Independence**

Maine QuitLink Services for MaineCare Recipients

INFORMATION FOR PROVIDERS



About the Maine QuitLink



The Maine QuitLink is a free service providing evidence-based phone and web tobacco treatment for all Maine residents.

Those who smoke, vape, or use other tobacco products can choose from a variety of digital and phone-based programs to meet them where they are in their quitting process.

About Tobacco Treatment Medications

Tobacco treatment medications, including Nicotine Replacement Therapy (NRT), can increase an individual's quit success.

The Maine QuitLink provides tobacco users counseling by phone, digital support, and, when appropriate, provides free combination NRT to eligible residents.

Learn More about the Maine QuitLink:

CTIMaine.org/Maine-QuitLink

MaineQuitLink@MaineHealth.org

1-800-QUIT-NOW (1-800-784-8669)

MaineCare Recipient Eligibility for Nicotine Replacement Therapy (NRT) through the Maine QuitLink

MaineCare Medication Benefit

MaineCare recipients are invited to participate in all phone-based and digital treatment services offered by the Maine QuitLink. Access to NRT varies per program. In addition to the Maine QuitLink services, MaineCare recipients have complete coverage for Nicotine Replacement Therapy through MaineCare with a prescription from their provider.

Maine QuitLink Treatment Program	NRT Provided by Program for MaineCare	NRT Benefit Details
Standard Phone Coaching	No	MaineCare recipients can receive phone coaching, must access NRT through MaineCare benefit and provider prescription.
Intensive Behavioral Health Phone Program*	Yes	Eligible for up to 12 weeks; combination NRT if appropriate, through Maine QuitLink. Shipped to individual.
Web Coaching	Yes	Eligible for 2 week starter pack of NRT; combination NRT if appropriate, through Maine QuitLink. Shipped to individual.
Individual Digital Services	Yes	Eligible for 2 week starter pack of NRT; combination NRT if appropriate, through Maine QuitLink. Shipped to individual.

- *Tailored to meet the needs of tobacco users with a behavioral health condition, the Intensive Behavioral Health Phone Program is available to registrants that meet intake requirements. Contact MaineQuitLink@MaineHealth.org for additional information.
- If a participant upgrades from the Web Coaching or Individual Digital Services programs to the Integrated Phone Coaching Program or Behavioral Health Program, the 2 weeks of NRT do not count against NRT benefit. They can get full NRT benefit associated with the phone program they choose.
- For specific details on MaineCare tobacco treatment medications available for each program, please contact the Maine QuitLink at MaineQuitLink@MaineHealth.org.
- Direct questions about MaineCare benefits should go to Member Services: (800) 977-6740 and Provider Services: (866) 690-5585.

Open-Ended Questions to Use in Discussing Smoking

General Questions:

- How do you feel about your smoking?
- What are your recent thoughts about quitting smoking?
- What do you know about smoking and your family's health?
- What do you think it would be like to stop smoking?
- What are your concerns about quitting?
- What holds you back from trying to stop smoking?
- What do you imagine it would be like if you weren't a smoker anymore?
- What have been your past experiences with quitting smoking?
- What do you think you would need to successfully stop smoking?
- What is it like for you to be talking about this?

For someone you've already spoken with regarding their smoking:

- How has it been going with your smoking since we talked last?
- What have you been thinking about your smoking since the last time we spoke?

Questions to Evoke Self-Motivational Statements:

Problem Recognition and Concern

- What things make you think this could be a problem?
- What difficulties have you had in relation to your smoking?
- What worries you about your smoking?
- What do you think will happen if you don't make a change?

Intention to Change

- What are you thinking about your smoking at this point?
- What are the reasons you see for making a change?
- What makes you think you need to make a change?
- What makes you think you should keep on smoking the way you have been?...and what about the other side?
- What makes you think it's time for a change?
- What would be the advantage of a change? The disadvantages?

Optimism

- What encourages you to think that you could change if you want to?
- What are some past changes you have made about which you feel proud?
- What do you think would work for you, if you decided to change?

Adapted from Miller, W. & Rollnick, S. (2013) *Motivational Interviewing: Helping People Change*, New York, Guilford Press.

WHAT HAPPENS WHEN YOU QUIT?

No matter how old you are or how long you've smoked, quitting can help you live longer and be healthier. It will be one of the best decisions you make for your health.



You'll live a longer life.

Nonsmokers live at least 10 years longer than smokers. With cigarette smoking being the leading cause of preventable death in the U.S., putting off quitting is not worth the risk. Quitting at any age can give back years of life that would be lost by continuing to smoke. **Start today.**

+10 YEARS

Avg. U.S. Smoker

Avg. U.S. Nonsmoker

You'll save money.

\$12,775 PER YEAR

Smoking costs a lot more than what you pay for a pack of cigarettes. The average price per pack of cigarettes in the U.S. is \$6.28, but the health-related costs per pack are \$35, according to the American Cancer Society. Over a year, those added costs can amount to \$12,775 for a pack-a-day smoker. That's a big incentive to quit.

Find it tough to quit? You're not alone.

88%

WISH THEY HAD NEVER STARTED SMOKING.

78%

SAY THEY WOULD LIKE TO GIVE IT UP.

You'll help others to live longer.



41,000

The number of people, on average, that die each year as a result of secondhand smoke exposure.

WHEN YOU ARE READY TO
TALK ABOUT TOBACCO

we can help.

QUIT YOUR WAY

WHEN YOU'RE READY TO
QUIT SMOKING, VAPING, OR OTHER TOBACCO USE,
CHOOSE THE OPTION THAT'S RIGHT FOR YOU.



PHONE COACHING

A Quit Coach is just a phone call away. Free 1-on-1 coaching with a Quit Coach who will work with you to create a customized Quit Plan. People who call are twice as likely to quit and using free nicotine replacement therapy triples your chances.



WEB COACHING

Website support with the digital tools you need to help you with your quit journey. Get quitting information, create a customized quit plan, join an online community, and track your progress.



INDIVIDUAL SERVICES

Individual services are designed to give you the flexibility to pick and choose the tools you want to use at any time through an online dashboard. Build your plan by adding or removing the tools that work best for you when you need them.



FREE SUPPORT & SERVICES FOR ALL MAINERS.
INTERPRETERS AVAILABLE.

WHEN YOU'RE READY TO
QUIT SMOKING, VAPING, OR OTHER TOBACCO USE,
CHOOSE THE OPTION THAT'S RIGHT FOR YOU.



**PHONE
COACHING**



**WEB
COACHING**



**INDIVIDUAL
SERVICES**

SECONDHAND SMOKE

is the tobacco smoke exhaled by a smoker
or from a burning tobacco product.



Secondhand smoke
contains thousands of
chemicals, at least 69 are
known to cause **cancer**.



There is no safe
level of **exposure** to
secondhand smoke.



Brief exposure to
secondhand smoke causes
damage that is known to
cause illness and **cancer**.



Using ventilation systems,
or opening a window does not
eliminate the **harmful effects**
of secondhand smoke.



Children exposed to
secondhand smoke are a
higher risk for **health issues**.



Pets that breathe
secondhand smoke are more
likely to develop **cancer**.

**IF YOU SMOKE: Protect your family, friends and
coworkers by keeping your home and car smoke-free.**

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE



MAINE
PREVENTION
SERVICES

Maine Center for Disease Control & Prevention
Department of Health and Human Services

Learn more at: BreatheEasyMaine.org

THIRDHAND SMOKE

is the tobacco smoke residue that remains after a tobacco product has been put out.



After smoke clears, **toxins linger**, which may leave an odor.



Thirdhand smoke **contains chemicals** known to cause **cancer**.



Smoke **residue sticks** to clothing, hair and skin.



Lingering toxins resist normal household cleaning.



Thirdhand smoke **builds up** over time on carpets, walls, furniture, plastic toys and stuffed animals.



Infants and children are **more exposed** to thirdhand smoke because they crawl on the floor and put things in their mouths.

IF YOU SMOKE: Protect your family, friends and coworkers, wash your hands and hair and change your clothes before coming into contact with others, especially infants and children.

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE



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E-CIGARETTES

These battery powered products heat a liquid that contains nicotine and other chemicals.



E-Cigarettes are also known as **Electronic Nicotine Delivery Systems (ENDS)**. Other types of ENDS can include vaporizers, vape pens, hookah pens and e-pipes.



Nicotine liquids for ENDS are **flavored**, which may increase use by youth.



The **long term health effects** of these products are not known.



Nicotine is **addictive** in any form and **poisonous** in high doses.



ENDS are made to **look like cigarettes**, cigars, pipes, pens and flashlights.



The vapor can release nicotine and **cancer causing chemicals**.

ENDS are NOT APPROVED as a quit aid by the U.S. Food & Drug Administration (FDA).

BREATHE EASY

REDUCING SMOKE EXPOSURE IN MAINE



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Learn more at: BreatheEasyMaine.org

LEARN MORE ABOUT WHAT WE OFFER



Tools for creating smoke- and tobacco-free policies that reduce exposure to secondhand smoke.

BREATHEEASYPOLICYMAINE.ORG



Personalized support geared to your life whether you're ready to quit smoking or vaping, or are trying to help someone else quit.

MAINEQUITLINK.COM



Resources to help teens have conversations with peers about tobacco use and vaping.

WEARESIDEKICKS.ORG

MaineHealth Center for Tobacco Independence

CONNECT WITH US

TOBACCO TREATMENT, TRAINING, AND PREVENTION

The MaineHealth Center for Tobacco Independence (CTI) is committed to supporting a tobacco-free Maine through education, prevention, policy, treatment, and training initiatives.

CTIMaine.ORG OFFERS:

- Information about CTI programs
- Data on initiatives & outcomes
- Free downloadable resources
- Calendar of educational offerings & webinars

STAY CONNECTED

Sign up for our e-newsletters and receive up-to-date information directly to your inbox.

CTIMaine.org/newsletter-sign-up

[LEARN MORE AT CTIMaine.ORG](http://CTIMaine.org)

CTI administers statewide tobacco treatment and prevention contracts on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services. These Maine CDC contracts support the Maine QuitLink, Tobacco Treatment Training Initiative, and Tobacco Prevention Services – the latter of which is part of the broader Maine Prevention Services.

MaineHealth
Center for Tobacco
Independence

NAME _____

ORGANIZATION _____

EMAIL ADDRESS _____

PLEASE CHECK THE AREAS YOU WOULD LIKE TO RECEIVE NEWSLETTERS OR PERIODIC UPDATES FROM:

- | | |
|--|---|
| <input type="checkbox"/> Breathe Easy: Smoke-Free Housing News | <input type="checkbox"/> Breathe Easy: Tobacco-Free Higher Education News |
| <input type="checkbox"/> Breathe Easy: Smoke-Free Lodging News | <input type="checkbox"/> CTI-Tobacco Control News and Updates |
| <input type="checkbox"/> Breathe Easy: Tobacco-Free Behavioral Health News | <input type="checkbox"/> Sidekicks |
| <input type="checkbox"/> Breathe Easy: Tobacco-Free Health Care News | <input type="checkbox"/> Tobacco Treatment Training & Education News |

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Printed material includes free postage to CTI



CTIMaine.org/ReferralForm

