

Maine Tobacco Prevention Success Story

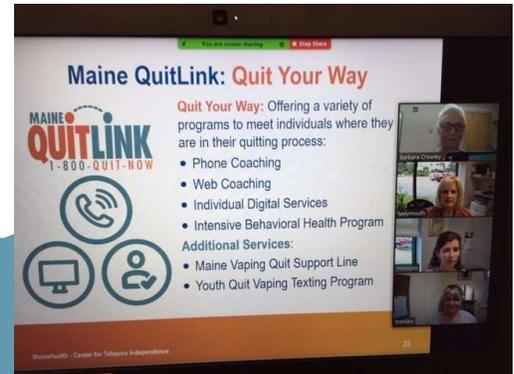
Confident in Advocating Tobacco Treatment

Summary

Care Partners team members gained renewed confidence in talking about tobacco use with clients after participating in Non-Clinical outreach trainings that highlighted the expanded services of Maine Quitlink.

Need/ Issue

Immediate and emerging healthcare needs without insurance is a very challenging situation, add to that a need to quit tobacco and it can be overwhelming. According to Maine Public Health Association more than 20 in 100 adults in Waldo County are cigarette smokers, 20.3%, the 8th highest rate in Maine. The Resource and Referral Specialists with Care Partners help uninsured clients navigate their healthcare needs, and they know about 50% of their clients use tobacco.



“Helped me gain more confidence in my approach to discussing quitting with our clients. It was extremely informative and a great refresher. Thank you!”

Results/ Success

Importantly, all three Care Partners staff said there was real value in having an easy option for making a referral to the phone coaching services offered through the Center for Tobacco Independence. And knowing that many clients would not accept a referral, having the option to share information about easy access to the free, expanded services offered by Maine QuitLink also gave them the sense they had helped to support their clients.

Intervention

As their name states, Care Partners team members really care about supporting the best healthcare outcomes for their clients, and the local District Tobacco Prevention Partner knew the staff at Coastal Healthcare Alliance Care Partners, making the initial contact easy. After establishing that they would be interested in this training, the team supervisor and Tobacco Prevention Partner set up a virtual training using Zoom. The first training was held with 2 team members and a second training held the next month for their newly hired Resource & Referral Specialist. The presentations highlighted why continuing to address tobacco use was important, how to engage clients in a non-judgmental conversation, how to make a direct referral to the phone services and review of the expanded services of Maine QuitLink.

Sustainability

According to the CDC Best Practices 2014, “encouraging and helping tobacco users to quit is the quickest approach to reducing tobacco-related disease, death, and healthcare costs.” Population-based interventions can dramatically increase access to proven cessation treatment and help more people quit for good. Maine Quitlink provides a variety of easily accessible services for providing evidence based tobacco treatment, and the Care Partners Specialists are confident in sharing this free resource.

For More Information Contact Us At:

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