

# MAINE TOBACCO PREVENTION SUCCESS STORY

THE GREAT AMERICAN SMOKEOUT, YOU DON'T HAVE TO STOP SMOKING IN ONE DAY.  
START WITH QUIT YOUR WAY AND WIN.

## Summary

Quit Your Way and Win, a Covid-19 friendly, virtual event on the day of the Great American Smokeout provides a supportive online environment to learn about Maine QuitLink resources that help individuals become smoke-free.



## Need/Issue

Penobscot and Piscataquis counties are rated the 5th and 6th counties in Maine with the highest rate of tobacco use. During the COVID-19 pandemic, The Lancet Public Health highlights the association between tobacco smoking/vaping and potential dangerous COVID-19 outcomes; highlighting the need for individuals to become smoke-free now more than ever before.

## Intervention

Giving up tobacco and/or vaping can be a challenging journey, but with a good quit plan and support, the chances of success in quitting increases. Bangor Public Health & Community Services created a Facebook event page for The Great American Smokeout, designed to promote the Maine Quitlink and support individuals in quitting smoking/vaping in Penobscot and Piscataquis counties. Participants were entered into a raffle once they RSVP'd to the event and took a survey that was geared towards getting individuals to start thinking about creating a quit plan for The Great American Smokeout.

QUIT YOUR WAY AND WIN

THE GREAT AMERICAN SMOKEOUT

November  
19th,  
2020



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



TAKE THE PLEDGE TO QUIT  
SMOKING OR VAPING  
& BE ENTERED INTO A VIRTUAL  
RAFFLE DRAWING

SPONSORED BY BANGOR PUBLIC HEALTH & COMMUNITY SERVICES



"A local friend near my home and I are quitting on Monday, November 16, 2020, and we will be supporting each other"  
-Participant

"I really enjoyed the event, thank you."  
- Participant

Covid- 19 not only provided Bangor Public Health and Community Services an opportunity to create for the first time a virtual event for The Great American Smokeout but the opportunity to create a framework for an annual event that will be implemented in future Great American Smokeout campaigns. The Quit Your Way and Win event was shared across many domain settings and using Facebook performance measures, the event was seen by 402 individuals and 105 individuals clicked and viewed the event page with resources about Maine QuitLink services. The event resulted in 8 individuals completing surveys about their quit plan, 5 individuals signed up for Maine QuitLink services and 4 individuals were able to quit smoking for the day during The Great American Smokeout. Post-event participants were asked to scale their confidence level in the knowledge gained about Maine QuitLink resources. On a scale from 1 to 10; the average answer was 7. Covid- 19 provided Bangor Public Health and Community Services a chance to creatively provide support during a pandemic where virtual is the new norm by sharing the many Maine QuitLink resources and health benefits of becoming smoke/vape-free.

## Contact Information

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CITY OF BANGOR

DEPARTMENT OF  
PUBLIC HEALTH AND  
COMMUNITY SERVICES



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