



Behavioral Health TOOLKIT

MaineHealth
Center for Tobacco
Independence



Referring Clients to Tobacco Treatment

CONNECTING CLIENTS TO TOBACCO TREATMENT THROUGH THE MAINE QUITLINK

As a Behavioral Health 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.

Quitting smoking can improve mental health and substance use disorder recovery outcomes. Talking about tobacco and nicotine then offering help shows you care about your client's tobacco use and increases their likelihood of making a quit attempt.

WHAT IS THE MAINE QUITLINK?

A free service providing evidence-based phone and digital 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. Based on intake screening, those with behavioral health conditions can enroll in the Intensive Behavioral Health Phone Coaching Program.

Individuals can 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

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 a referral.

Once a referral is received, the Maine QuitLink will connect with the individual about enrolling in tobacco treatment services.



TOBACCO TREATMENT, TRAINING AND POLICY RESOURCES FOR BEHAVIORAL HEALTH PROVIDERS

TOBACCO TREATMENT TRAINING & EDUCATION OPPORTUNITIES

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

CTIMaine.org/Education

POLICY TECHNICAL ASSISTANCE

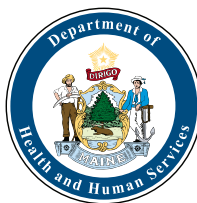
Smoke and tobacco-free policy protect everyone from the dangers of secondhand smoke and promote healthy social norms around tobacco use. District Tobacco Prevention Partners (DTPPs) cover each community in Maine and provide free support on policy adoption and implementation.

CTIMaine.org/DTPP

ACCESS FREE MATERIALS

Order resources about tobacco use and secondhand smoke exposure, including Maine QuitLink information for free through the Maine Prevention Store.

MainePreventionStore.org



UNDERSTANDING AND ADDRESSING TOBACCO USE AND QUITTING

FOR INDIVIDUALS WITH BEHAVIORAL HEALTH CONDITIONS

Individuals with mental health conditions and substance use disorders want to quit smoking and can succeed.

IMPACTS OF SMOKING

- » Smoking is associated with worse symptoms and outcomes among those with behavioral health conditions.
- » Smoking can interact and interfere with some medications and could impact effectiveness.
- » People with behavioral health conditions account nearly half of tobacco related deaths each year.

BENEFITS OF QUITTING

- » Supports behavioral health treatment.
- » Could improve mental health.
- » Could reduce likelihood of relapse.
- » Has immediate physical health benefits.

Quitting can improve mental health and substance use disorder treatment outcomes.



THE MAINE QUITLINK

CAN HELP INDIVIDUALS WITH BEHAVIORAL HEALTH CONDITIONS SUCCEED

The Maine QuitLink provides free evidence-based phone and digital tobacco treatment options for all Maine residents.

In addition to the Phone Coaching, Web Coaching and Individual Services Programs, the Maine QuitLink provides an Intensive Behavioral Health Phone Coaching Program tailored to meet the needs of tobacco users with behavioral health conditions.

THE PROGRAM INCLUDES:

- » 7 proactive calls from a Quit Coach, unlimited inbound call support.
- » 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).
- » Letter sent to the participant's provider.
- » Ability to opt into standard text, email and web portal services.

Tobacco users are two to three times more likely to quit tobacco long-term with the Maine QuitLink than when trying to quit on their own.

Individuals can access services by calling 1-800-QUIT-NOW, visiting MaineQuitLink.com, or through a provider referral.



I AM TRYING TO RECOVER FROM DRUG OR ALCOHOL ADDICTION. WHAT SHOULD I DO ABOUT MY SMOKING?

DO OTHER PEOPLE WORRY ABOUT THIS?

Yes, you are not alone! The smoking rate for those addicted to other substances is 2-3 times higher than the rest of the population. The majority of tobacco users want to quit, over half try to quit each year.

IS IT OK TO TRY TO STOP SMOKING IN EARLY RECOVERY?

Yes, quitting smoking can actually help you with your overall recover. Those in drug treatment who quit using tobacco are more likely to stay substance-free than those who keep smoking.

IS IT OK TO WAIT TO QUIT SMOKING UNTIL I FEEL MORE SOLID IN MY RECOVERY?

Yes, quitting is a personal decision. For some, quitting smoking while stopping other substances can feel overwhelming. Whenever you are ready – go for it! You can succeed even if you have mixed feelings about quitting tobacco.

WHY DOES QUITTING SMOKING MATTER?

Smoking harms nearly every organ in your body and negatively impacts your overall health and well-being.

Addictions can thrive in the company of other addictions. Your success quitting other substances improves your ability to quit smoking.

WHERE CAN I GET HELP QUITTING SMOKING?

Talk to your provider, counselor, or other trusted ally.

The Maine QuitLink provides free, confidential help, connect at **1-800-QUIT-NOW** and **MaineQuitLink.com** for support, including coaching and quit medications.



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.

ADDRESSING TOBACCO USE IN THE BEHAVIORAL HEALTH POPULATION



1 IN 3

adults with a **mental illness** are currently **using tobacco**.



5 Years Earlier

People with mental illness or substance use disorders will die **5 years earlier** than those without these disorders; many of these deaths are caused by smoking cigarettes.



2 IN 5

people who smoke have a **behavioral health disorder**

OVER HALF

of all deaths among people with mental illness or substance use disorders were a result of **tobacco related causes**. This is **2x** the rate found in the general public.



3 IN 5

people with a substance use disorder **smoke**



1 IN 5

adults in the US have some form of **mental illness**

Behavioral health organizations play a key role in supporting those living with mental illness or substance use disorders by:

- Creating a tobacco-free policy
- Referring those who are quitting to evidence-based treatment
- Screening clients for tobacco use

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

LEARN MORE ABOUT WHAT WE OFFER



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

BREATHEEASYMAINE.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

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 QuitLink

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

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

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 QuitLink 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 QuitLink

- Individuals can enroll for services by phone or online.

Call 1-800-QUIT-NOW or visit MaineQuitLink.com

- Discuss how your organization can proactively refer clients.

Contact CTI at 207-662-7154 or visit CTIMaine.org

Beyond the Integrated Phone Coaching 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.

MAINE
QUITLINK.com
1-800-QUIT-NOW



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**



CTIMaine.org/BehavioralHealth