

Evolution of a Quitline: Modernizing to Increase Quit Attempts in Maine



For nearly 20 years, the Maine Tobacco HelpLine has provided phone counseling, nicotine replacement therapy, and self-help materials through 1-800-207-1230. Since 2001, Maine's QuitLine, now known as the Maine QuitLink, has supported over 150,000 tobacco user registrations.

In 2020, quit service expansions to offer web-based and individual services along with the existing phone-based services provided an opportunity to revise the quit service brand and phone number. The Maine QuitLink brand launch in May 2020 included changing the promoted phone number to 1-800-QUIT-NOW, a redesigned website, and a marketing campaign.

The launch of a trusted statewide tobacco treatment brand requires strategic planning, communication and messaging, stakeholder engagement and proper execution.



Quit Your Way Campaign

The Quit Your Way campaign ran for 5 months across a variety of digital platforms, including Facebook, Instagram, Pinterest, Programmatic Display/Video, Quora and YouTube. The strategy highlights that there are "more ways to quit." This campaign connects Maine tobacco users with the Maine QuitLink for phone coaching, web coaching, and individual digital services. In addition to broad messaging, three audience segments were targeted with tailored messages – pregnant women, veterans and young adults.

Quit Your Way Campaign Metrics: June 17-November 17, 2020

- Ad Impressions (ad views): 15,800,149
- Ad Clicks: 47,210
- MaineQuitLink.com Visits from Ads: 17,012
- Click-to-Call Actions: 280
- Click-to-Web Enrollment Portal Actions: 966

After this initial flight, the Quit Your Way has continued to be a marketing strategy to support Maine tobacco users in quitting.



MaineHealth
Center for Tobacco
Independence



Learn more:
CTIMaine.org
MaineQuitLink.com

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Launching a new Quitline brand and marketing campaign successfully raised awareness of the tobacco treatment options and access points. Between July 2020 and June 2021, the Maine QuitLink received 8,865 in-bound calls and 1,393 web-enrollments for 5,164 tobacco users utilizing tobacco treatment services. Since the rebrand to the Maine QuitLink, calls to 1-800-QUIT-NOW increased by 290%.



Offering innovative, low-barrier, accessible technology-mediated services supports positive outcomes by responding to different quit styles and needs.

Utilization Trends with Rebrand:

	FY19	FY20	FY21	FY22*
Individuals (%) Selecting Digital Services	7.0	20.6	32.9	27.3
Individuals (%) Enrolling via Web	7.9	15.2	27.0	23.5
Individuals (#) Receiving NRT	2,732	3,073	3,271	3,030
Calls (%) to 1-800-QUIT-NOW	14.5	11.1	41.9	64.0

**last month of FY22 estimated based on forecasting*

Participant Quotes:

"I never would have tried without you guys. I couldn't afford patches and nicotine gum. Now I've found the key and I'm free. Thank you to all the coaches for their support."

"The texts that you guys are sending me are marvelous, especially the texts about how much money I am saving. I love it!"

"The medications are a great tool, but you and your colleagues are the skilled hands that utilize the tools in making it possible to succeed at this."

"The coach was helpful, just with different tools and techniques, especially the nicotine gum, it just helped a lot."

