



Evolution of a quitline: modernizing to increase quit attempts in Maine

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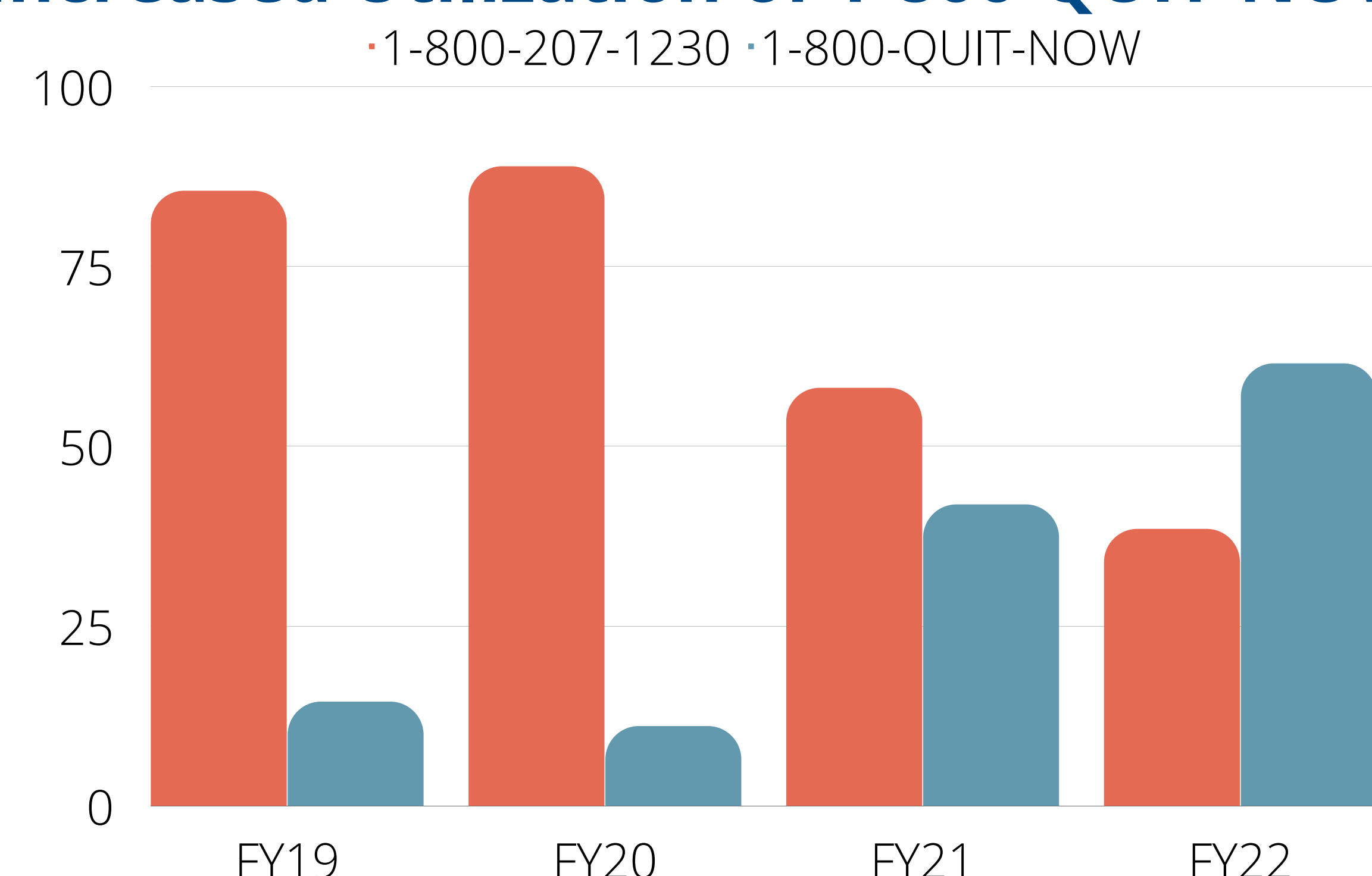


Incorporating technology-mediated services supports different quitting styles and participant needs

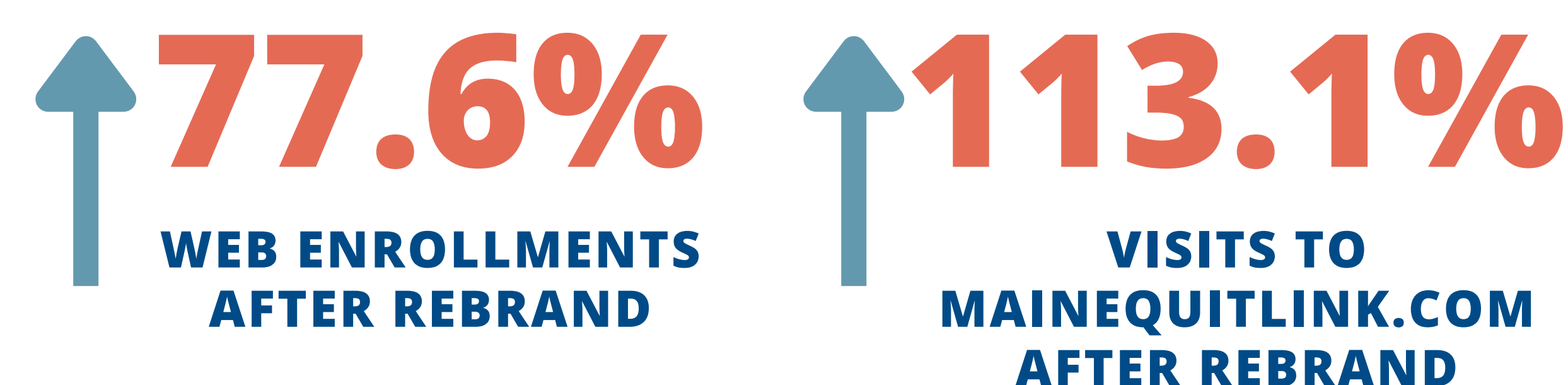
Increased Priority Population Reach

Priority Population	Pre-Rebrand (FY19 & 20)	Post-Rebrand (FY21 & 22)	
Medicaid Insured	25.7%	33.4%	↑
Young Adults	3.9%	4.5%	↑
LGBTQ+	5.9%	8.3%	↑
Pregnant Women	2.2%	4.1%	↑

Increased Utilization of 1-800-QUIT-NOW



Increased Web Engagements



Offering innovative, low-barrier and accessible services can lead to increased reach

Timeline



Benefits of Expanding Tobacco Treatment Service Offerings & Rebranding:

Campaign & Messaging Leverage

Program Sustainability

Increased Quit Attempts

Increased Reach

Participant Flexibility and Choice

Acknowledgements:

The MaineHealth Center for Tobacco Independence 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.

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