

MODERNIZING TOBACCO TREATMENT SERVICES: INNOVATIVE STRATEGIES TO INCREASE ENGAGEMENT AND REACH OF THE MAINE QUITLINK

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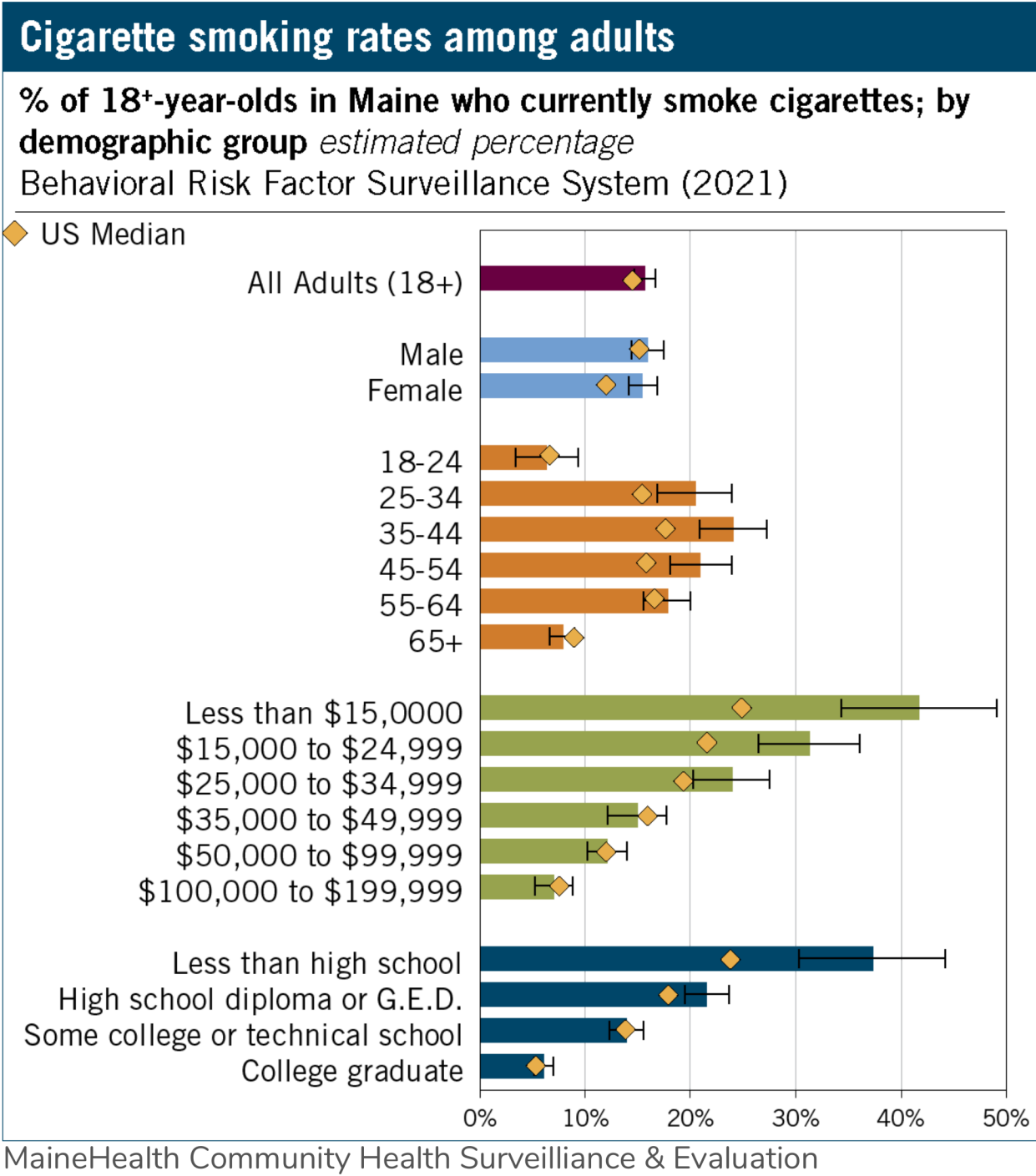
Significant disparities exist among those who continue to use tobacco products and who access treatment interventions



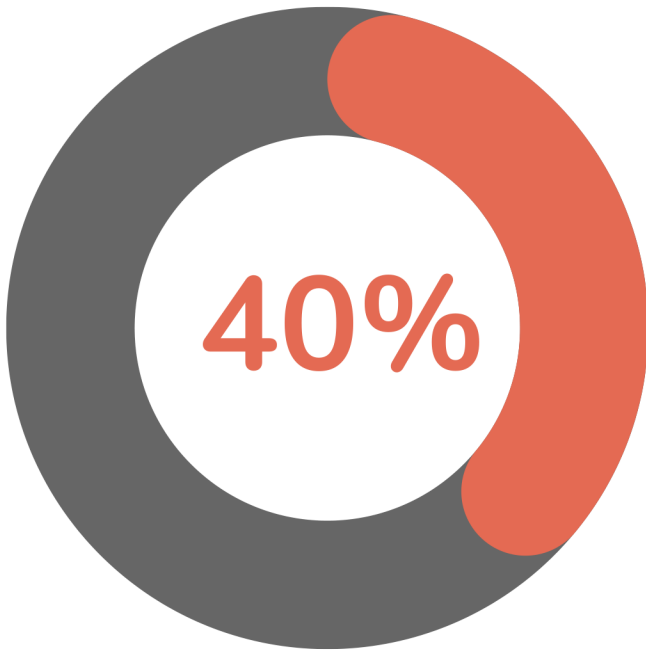
48% Maine adults made a series quit attempt (2020)



17.5% of Maine teens use e-cigarettes (2021)



Maine QuitLink is free, confidential, and it really works



MQL quit rate compared to 3% unassisted quit rate (2022)



95% of MQL Participants would recommend the service to family or friends (2022)

Innovative approaches, culturally tailored programming, and engaging messaging supports individuals to access services

Quit Medication Access

Self-Scheduled Appointments

Interpreter Services

Supportive Website

Text Outreach

Inclusivity Statements

New Program Options

MQL reaches more Mainers with expanded service options



25% increase in adult coaching connections



Quit medications increased from 8 to 12 weeks



Increased youth enrollments with 57 teens in FY23

Comprehensive Suite of Services

MAINE
QUITLINK.com
1-800-QUIT-NOW



Adult Phone Coaching



Adult Digital Services



AMERICAN INDIAN
Commercial Tobacco Program



Teen (13-17) Services

MY LIFE
MY QUIT™

MaineHealth
Center for Tobacco
Independence



CTIMaine.org



The MaineHealth Center for Tobacco Independence administers the statewide tobacco treatment contract on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services.