

School Treatment Project Kickoff Meeting

September 12, 2024

School Treatment Initiative Partners



- Bangor High School
- Calais High School
- Dirigo High School
- Gardiner High School
- Houlton High School
- Lake Region High School
- Maranacook High School
- Medomak Valley High School
- Noble High School
- Oxford Hills Comprehensive High School
- Sanford High School
- Skowhegan Area High School
- South Portland High School
- Waterville High School
- Westbrook High School

School Tobacco Treatment Project Kickoff Meeting Agenda September 12, 2024 8-11 am

The first part of the agenda is geared towards both school administrators and treatment providers. Administrators may leave at the break, if they would like, as we will then focus on the role of the treatment providers.



- Welcome and Introductions
- Center for Tobacco Independence Overview
- School Treatment Project Overview
- Tobacco Treatment Considerations
- My Life, My Quit Overview
- Tobacco Treatment Specialist Training Overview & Benefits
- Questions and Discussion
- Break and Transition
- Introductions and Icebreaker
- Program Logistics and Reporting
- A Day in the Life: Working with Teens and Incorporating My Life, My Quit
- Discussion, Next Steps and Questions

Center for Tobacco Independence

As we gather in this place, we want to acknowledge that we are occupying the traditional territory and ancestral lands of the Wabanaki people, who for thousands of years have called this place home. We acknowledge their continued connection to this land, give thanks for allowing us to do this good work on their homeland, and remember their ancestors who were here before us.

References to tobacco in this presentation refer to commercial tobacco use, not the sacred and traditional tobacco used by Indigenous communities.




Welcome & Introductions

Please type your Name, School & Role in the chat

We are:

- **Sarah Rines - Senior Program Manager**
- **Elizabeth Pratt - Program Manager**
- **Celena Ranger - Treatment and Prevention Educator**
- **Ciara Sablock - Training and Education Project Manager**
- **Ally Quinn - Communications Project Manager**
- **Lindsay Ginsberg - Program Management Specialist**



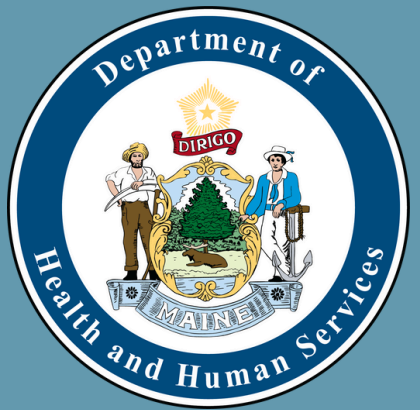
Center for Tobacco Independence Overview

About Center for Tobacco Independence

The MaineHealth Center for Tobacco Independence (CTI) works across the state of Maine to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives.



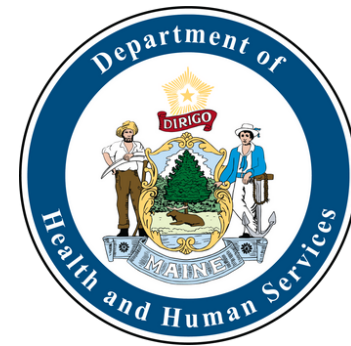
CTI administers statewide tobacco treatment contract on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services.



Learn More:
CTIMaine.org

Statewide Tobacco Treatment Initiative Programming

CTI administers statewide tobacco treatment contract on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services. The initiative includes several key initiatives and innovative strategies.



QuitLink Treatment Services

The Maine QuitLink offers multiple program options and tools that provide flexibility and choice for individuals to quit smoking, vaping, or other tobacco products their own way.



Practice Integration

Integrating screening, brief intervention, and referrals for tobacco use and dependence into usual care for practices including:

- Clinical provider practices
- Behavioral health organizations
- Federally Qualified Health Centers
- Ethnic Community-based Organizations

Training & Education

Offering an array of training opportunities for providers, health professionals, and others including:

- Tobacco Treatment Specialist Training
- Essential and Intensive Skills
- Webinars
- Tobacco Treatment & Prevention Conference

Innovative Strategies

- School-Based Tobacco Treatment
- Gold Star Standards of Excellence Recognition
- Communications supports including materials, social media, and websites



School Treatment Project Overview

A Tailored Approach to Supporting Teens Who Vape & Use Other Tobacco Products

School-Based Tobacco Treatment

Partnering with High Schools across Maine to support students who use tobacco products to reduce or stop their use by offering treatment services within the school setting.



Teens are provided with an evidence-based tobacco treatment intervention in-person and provided with optional 24/7 support through My Life, My Quit to address their nicotine dependence.

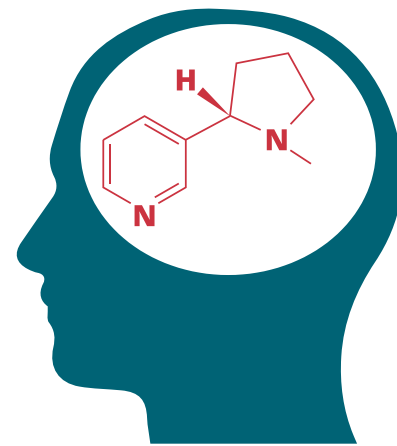
Young brains are still developing until the age of 25 and substance use can negatively impact the development and maturation of adolescent brains.

It interferes with working memory and attention

It increases the risk of cognitive impairment and decline into adulthood

It increases the risks of developing depression and other mental health disorders

The use of nicotine at a young age means young people are more likely to become addicted at a higher rate and at a higher level than those over the age of 25.



Nicotine affects the adolescent brain.

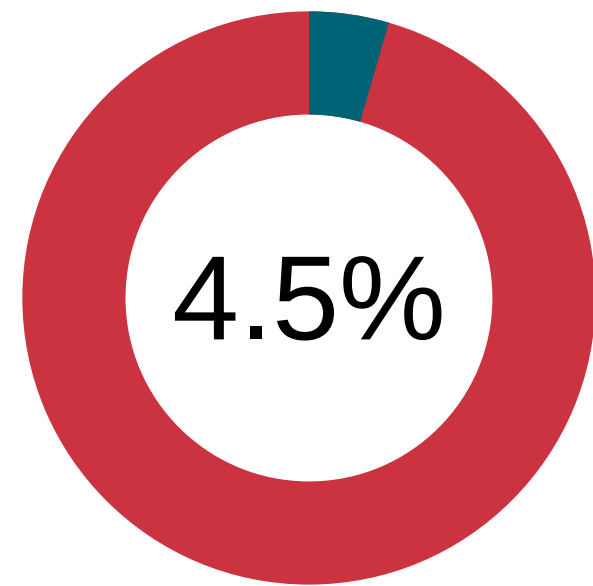
We know it's important.

Most adults try to quit
an average of
30 times
before they are
successful

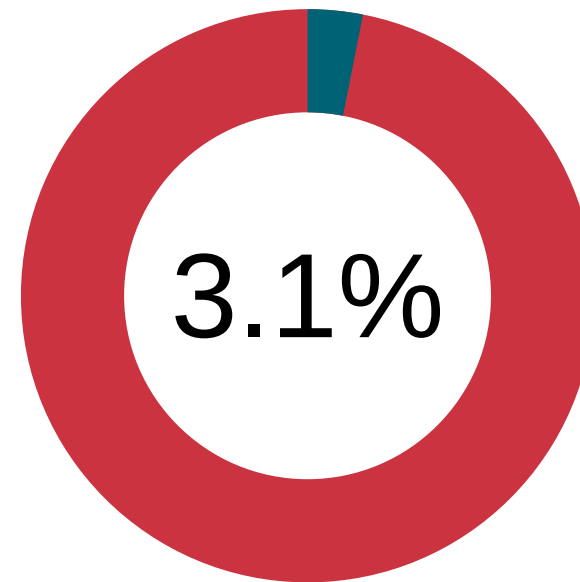
Consider This: Adolescents who are currently using nicotine and tobacco products likely **don't realize just how hard** it will be to successfully quit OR they have **previously made a quit attempt** that has been unsuccessful.

CURRENT TOBACCO USE AMONG HIGH SCHOOL STUDENTS IN MAINE

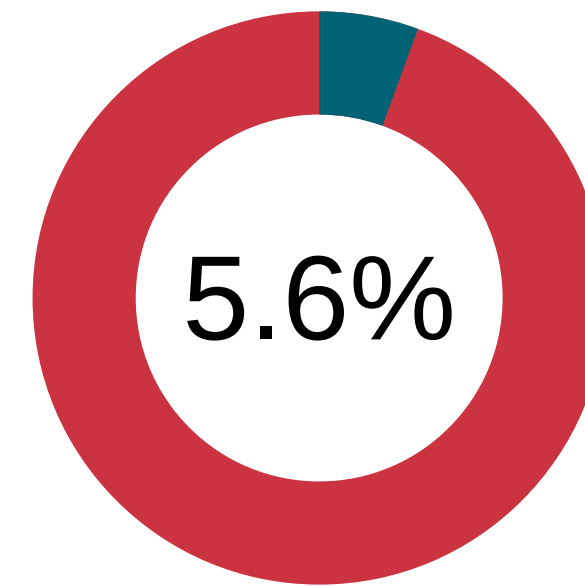
2023 Maine Integrated Youth Health Survey Results



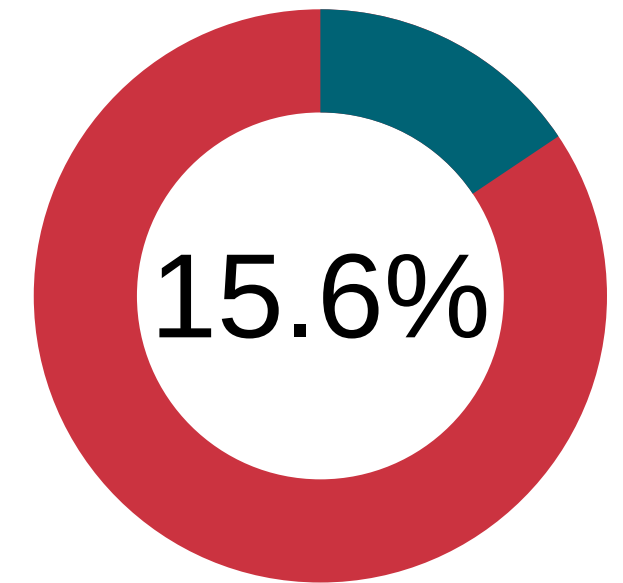
Combustible non-cigarette
products (ex: cigars)



Smokeless tobacco
(ex: chew)

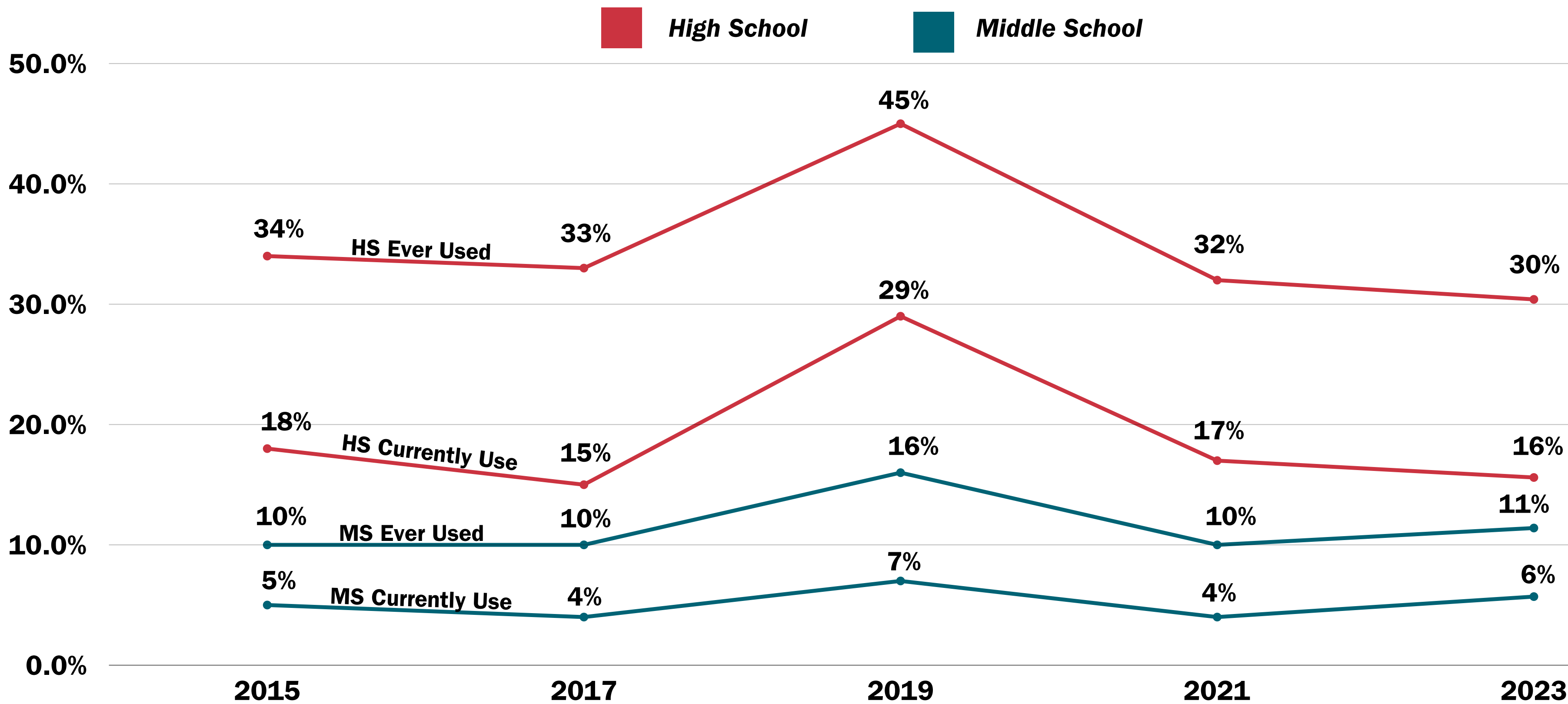


Cigarettes



E-Cigarettes

MAINE MIDDLE & HIGH SCHOOL STUDENTS



A photograph of two women with curly hair, one with light brown and one with dark brown, both smiling and looking at a laptop screen. They are sitting at a desk in a bright, modern office or home setting. The image is partially covered by a dark teal diagonal overlay on the right side.

Tobacco Treatment Considerations

In-Person School Treatment Initiative

CONSIDERATIONS FOR IMPLEMENTERS

TREATMENT APPROACH

EDUCATION — INFORMATION — INTERVENTION

This is intended as a guide to support interventions with adolescents as part of the High School Treatment initiative to support in-person visits. Depending on student motivation and readiness, not all aspects may be explored during the visit.



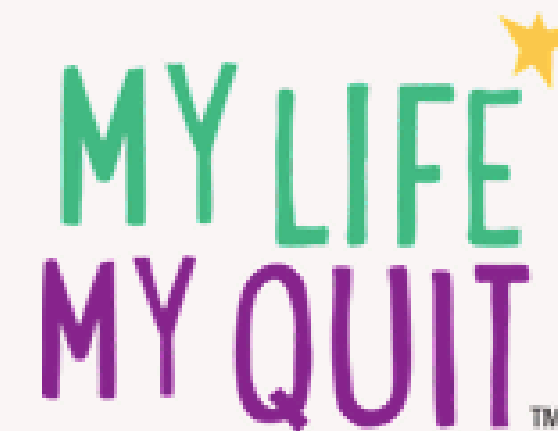
GOALS: 1ST VISIT <i>(meet them where they are at, provide connection to ongoing treatment through My Life, My Quit)</i>	<ul style="list-style-type: none">Establishing rapport and trustAssessmentExploring Ambivalence, Motivation, and GoalsFurther Support and Planning, as invited or neededAssist in Enrollment for My Life, My Quit<ul style="list-style-type: none">Explain benefits, connection modalities and what to expect - with teen's consent assist them in enrolling in ongoing treatment<ul style="list-style-type: none">https://me.mylifemyquit.org/en-us/Enroll-Now/
GOALS: FOLLOW-UP VISIT <i>(4ish weeks)</i>	<ul style="list-style-type: none">Checking In about Quit Journey Since 1st Visit (including MLMQ)<ul style="list-style-type: none"><i>If quit:</i> Explore Benefits and Strategies Being Used<i>If not quit:</i> Exploring Motivation and GoalsChecking in about cravings, withdrawals, slips and strategies being usedLong-Term Planning: Relapse Prevention and Support
CONSIDERATIONS AND BOUNDARIES	<ul style="list-style-type: none">Treatment scope is nicotine dependence/products<ul style="list-style-type: none">Education - Information - Visit Intervention approach rather than ongoing case managementRequests for school engagement outside direct student treatment should be discussed before implementationIntervention is a treatment resource for students and school, including potentially inclusion in policy enforcement, but CTI is not responsible for policy infraction/compliance tracking
REPORTING & DATA TRACKING	<ul style="list-style-type: none">Daily Treatment Reporting: Smartsheet<ul style="list-style-type: none">Include number of students seen, overall learnings (no identifying patient information)

In-Person School Treatment Initiative

CONNECTING TO MY LIFE, MY QUIT

EDUCATION — INFORMATION — INTERVENTION

ABOUT MY LIFE, MY QUIT	<ul style="list-style-type: none">Support designed for Teens. Free. Confidential. No judgement.Available quit support through text, web chat, or phone.Additional features include motivational text messages and web-based resources. <p><u>Promotional Messaging for Teens:</u></p> <ul style="list-style-type: none">Learn how to cope with stress in healthy ways.Find out why your body craves nicotine.Get tips and the support you need to quit for good.Text your coach, click to chat, or call for support.Get text messages that give you a boost while you quit.
CONNECTING TO MY LIFE, MY QUIT	<ul style="list-style-type: none">With teen's consent assist them in enrolling<ul style="list-style-type: none">MyLifeMyQuit.comAdditional Enrollment Options (web preferred)<ul style="list-style-type: none">Text: "Start My Quit" to 36072Call 1-855-891-9989



The School-Based Tobacco Treatment Project and My Life, My Quit are programs of the MaineHealth Center for Tobacco Independence (CTI). CTI implements the Statewide Tobacco Treatment Initiative on behalf of the Maine Center for Disease Control and Prevention, Department of Health and Human Services. Learn more: [CTIMaine.org](#)

Goals: 1st Visit

Meet teens where they are & provide connection to ongoing treatment through My Life, My Quit

- Establish rapport and trust
- Assess nicotine addiction
- Explore Ambivalence, Motivation, and Goals
- Continue to support and plan
- Assist in enrollment for My Life, My Quit
 - Explain benefits, connection modalities and what to expect and with teen's consent assist them in enrolling in ongoing treatment



Goals: Follow-up Visit

Around 4 Weeks

- Check in about Quit Journey since 1st visit (including MLMQ)
 - If quit, explore benefits and strategies being used
 - If not quit, explore motivation and goals
- Check in about cravings, withdrawals, slips, and strategies being used
- Discuss Long-Term Planning: Relapse Prevention and Support



Key Logistics

- Try to have 2 people to connect with about anything
- Locate a consistent, confidential, and student-friendly space
- Create a process to refer and schedule sessions
- Share information about the school layout and processes
 - What is the process when a student is a no-show?
 - Is there a pass procedure?
 - How to access the building, room and internet?
- Recommendation: Sign up for MLMQ by using TEST with your first name



My Life, My Quit Overview

MY LIFE[★]
MY QUIT™



Tailored Youth Program

MY LIFE MY QUIT™

Developed with youth input, My Life, My Quit provides free and confidential quit coaching sessions for 13-17 year olds who use combustible, smokeless, and electronic tobacco products.

My Life, My Quit Features

- Quit Coaching Sessions through Phone, Web Chat, and Text Message Modalities
- Web-Based Dashboard
- Educational Materials

Learn More: MyLifeMyQuit.com





MAINE'S TOBACCO & VAPING TREATMENT SERVICE FOR 13-17 YEAR OLDS

Quit Coaching Available to Youth Through:



Phone



Web Chat



Text Message

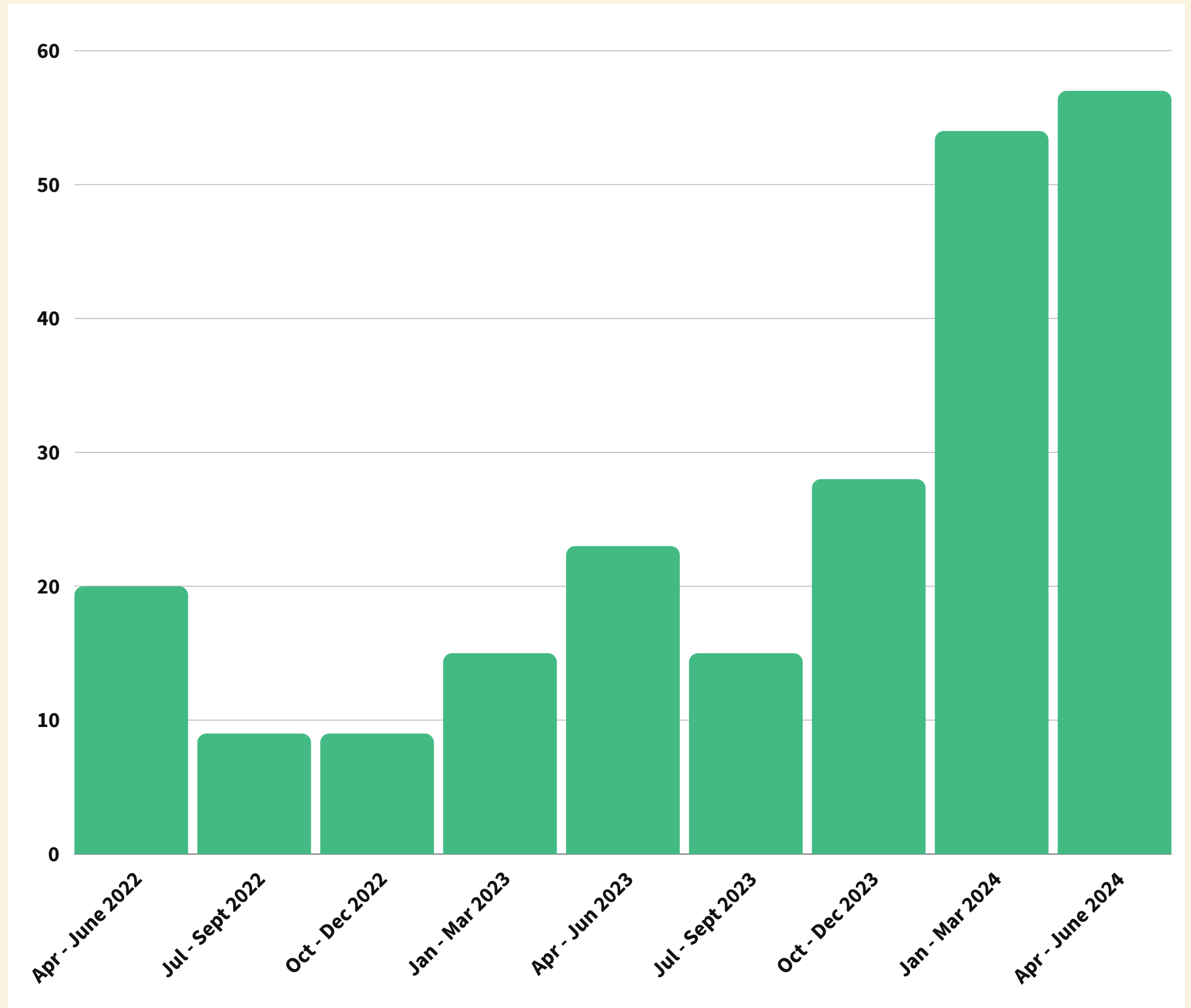
**Participants also
have access to
web-based services
and educational
materials.**

MyLifeMyQuit.com




MY LIFE MY QUIT™

**Increased
Treatment
Program
Enrollments
Over Time:
235 Teens**



PROGRAM

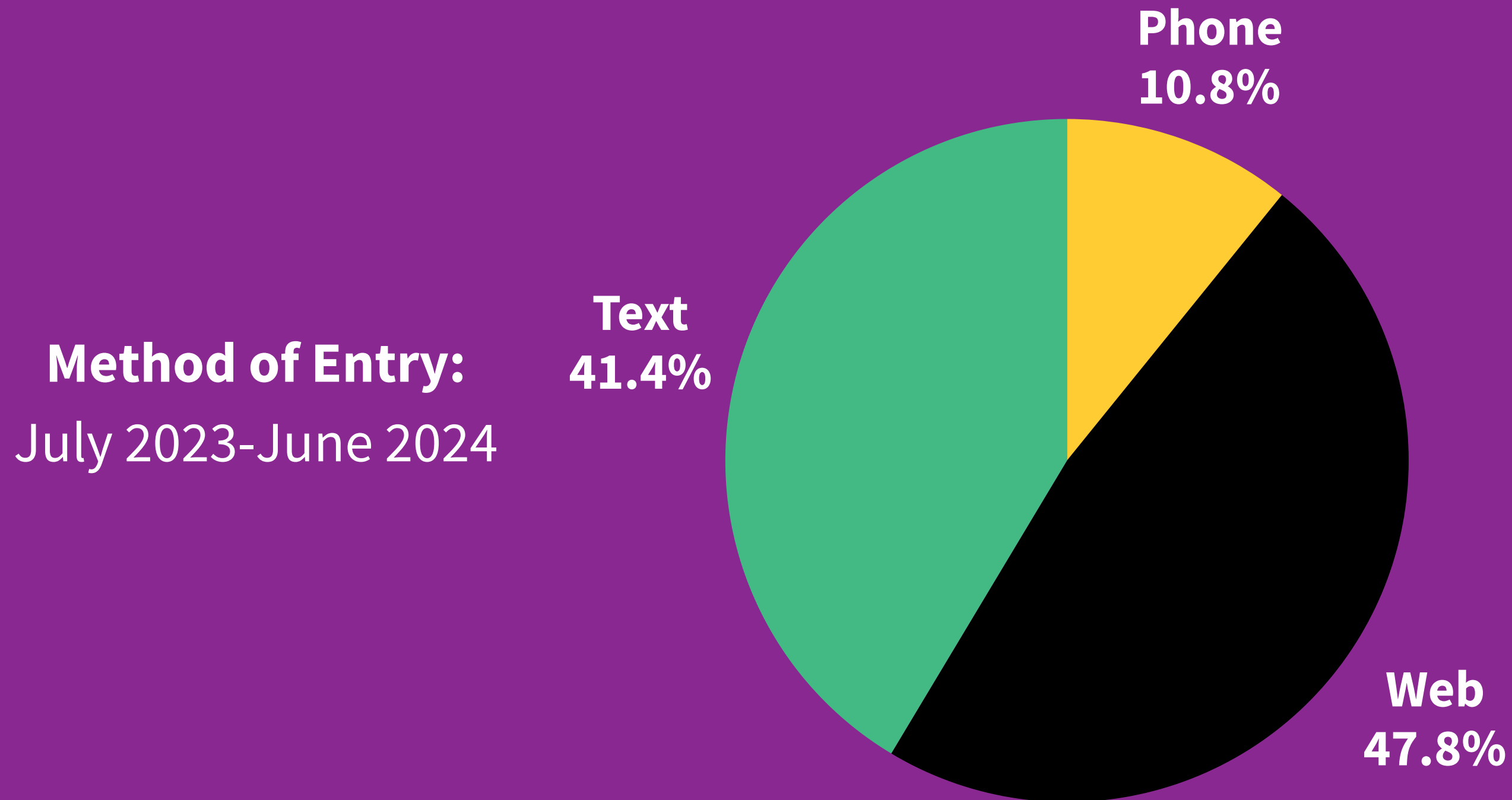
ENROLLMENTS

MY LIFE  MY QUIT™

235

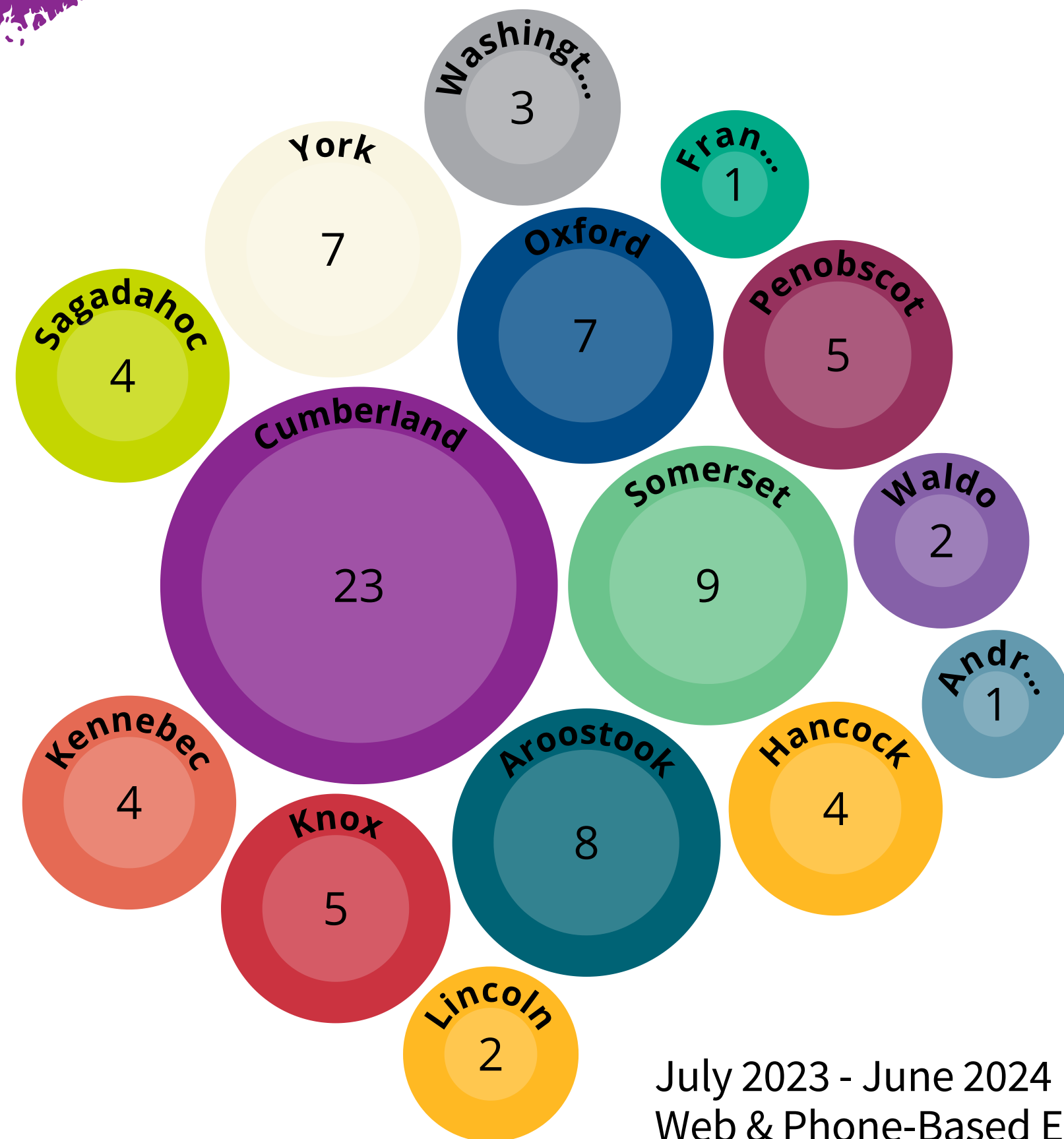
**Maine Teens enrolled in My
Life, My Quit between
February 2022 and June 2024**

Tailored Services to Meet Maine Teens Where They're At



MY LIFE  MY QUIT™

MLMQ ENROLLMENTS BY COUNTY



July 2023 - June 2024
Web & Phone-Based Enrollments



MY LIFE MY QUIT™

MY LIFE[★] MY QUITTM

ENROLLMENT & CONFIDENTIALITY

**Is My Life, My Quit truly
confidential?**

**No parent or guardian contact
information is collected during
referral and/or enrollment.**

**Teens do not need permission to
participate in My Life, My Quit.**

YES!

**Teens should be encouraged to
share about their quit attempts
with loved ones for added
support, but My Life, My Quit
will not share any information
about a teen's enrollment.**

MYLIFEMYQUIT.COM



MATERIAL SAMPLE PACKET: YOUTH PROVIDER TOOLKIT

You can order more print copies of materials by
using the online order form below
[Tobacco Treatment Material Database Order Form](#)

[CTIMaine.org/resources](https://ctimaine.org/resources)

[MYLIFEMYQUIT.COM](https://mylifemyquit.com)

MY LIFE MY QUIT™



Training & Education



Offering an array of training opportunities for providers, health professionals, and others including:

- Tobacco Treatment Specialist Training
- Essential Skills Training
- Intensive Skills Training
- Webinar Series
- Tobacco Treatment & Prevention Conference

CTI is a nationally accredited provider of the core training requirements through the Council of Tobacco Treatment Training Programs (CTTTP). These training requirements are necessary to pursue Tobacco Treatment Specialist certification.

Upcoming Training Opportunities

Essential Skills Trainings	Intensive Skills Trainings	Annual Conference	Tobacco Treatment Specialist Program
<p>Maine In-Person October 1, 2024 – Bangor, Maine April 9, 2025 – Auburn, Maine May 6, 2025 – Portland, Maine</p> <p>Live Online (Zoom) November 12-14, 2024</p> <p>Live Online (Zoom) with Pre-Work October 22, 2024 January 14, 2025</p>	<p>Online (Zoom) with Pre-Work February 4-6, 2025</p> <p>Maine In-Person May 20-21, 2025 Hallowell, Maine</p>	<p>Mark your calendar for the 2025 Tobacco Treatment and Prevention Conference! June 11-12, 2025 <u>Bangor, Maine</u></p> <p>Additional information to be released soon.</p>	<p>Live Sessions March 11-14, 2025</p> <p>Pre-work Available February 11, 2025</p>

Upcoming Training Opportunities

Targeted Training

- The Foundations of Client-Centered Tobacco Treatment: A Training for Youth Providers
 - Online (Zoom) Offering: **September 24, 2024**

Webinars

- Addressing the Harmful Effects of Tobacco Related Stigma
- Heart Health and Tobacco Use
- Motivational Interviewing 101
- Products on the Shelves – Part 2: Tobacco & Nicotine Products



Tobacco Treatment Specialist Certification

Certified Tobacco Treatment Specialists are professionals who are specially trained to provide treatment for individuals seeking to stop using tobacco and nicotine.



Tobacco Treatment Specialists

- Understand tobacco addiction and withdrawal symptoms.
- Understand effective treatments.
- Develop individualized treatment plans.
- Provide information about medications.
- Provide strategies for quitting and staying quit.
- Work with a variety of specific populations.
- Document progress and outcome measurements.
- Serve as educational resources.



Benefits

- Comprehensive skillset.
- Career advancement opportunities.
- Network with other professionals.
- Join an elite group of tobacco treatment champions.
- Understand the basics of nicotine dependence.
- Provide accurate health education.
- Provide motivation to individuals who use tobacco to quit.
- Learn how to develop evidence-based treatment plans.
- Provide effective follow-up and train others to provide tobacco treatment.

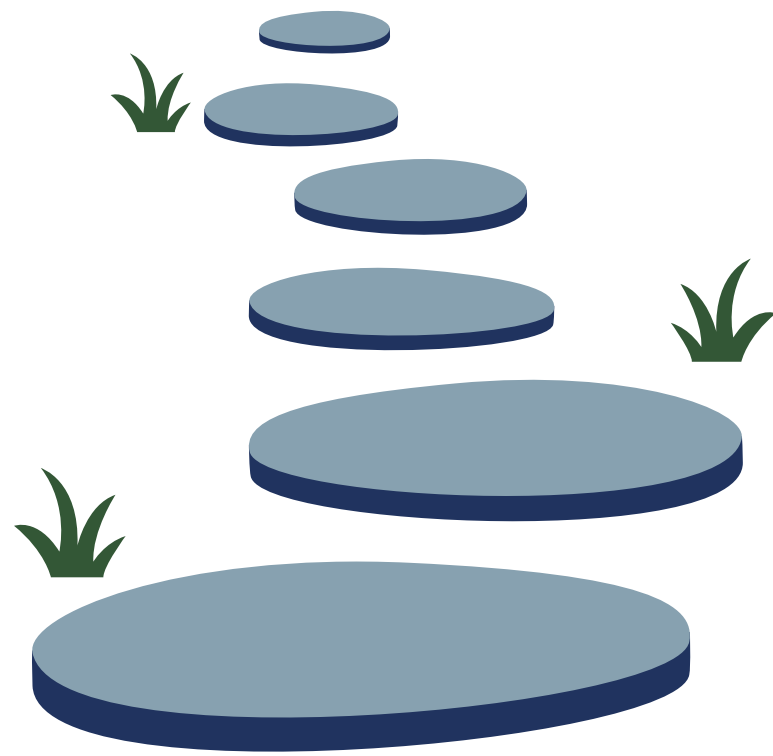


How Do I Become Certified?

- 1** Provide a certificate of successful completion of a Tobacco Treatment Specialist training program that is accredited by the Council for Tobacco Treatment Training Program.
- 2** Decide which organization you would like to receive your certification from.
- 3** Follow eligibility requirements for that organization to receive final certification.

Tobacco Treatment Specialist Certification

"Classic" Pathway



Essential Skills
Intensive Skills
Annual Conference

"Accelerated" Pathway



Tobacco Treatment
Specialist Program

OR

Certification Options

National Certification in Nicotine and Tobacco Treatment (NCNTT)
Offered by the National Association for Alcoholism and Drug Abuse
Counselors (NAADAC)

**Certified Professional by the American Heart Association –
Tobacco Treatment (CPAHA)**
Offered by the American Heart Association in Collaboration with
the Association for the Treatment of Tobacco Use and Dependence
(AHA & ATTUD)

Questions?





**BREAK
TIME**

**Reminder:
Next Session is
Tobacco
Treatment
Provider Focused**

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- Program Logistics and Reporting
- A Day in the Life: Working with Teens and Incorporating My Life, My Quit
- Discussion, Next Steps and Questions

Introductions & Icebreaker

Please share your Name, School & Something fun you did this summer





Program Logistics

Accessing Resources

Online Tools

[CTIMaine.org/
Youth-Tobacco-Treatment](https://CTIMaine.org/Youth-Tobacco-Treatment)



Quit Kits



Ordering More Materials

[CTIMaine.org/
Resources](https://CTIMaine.org/Resources)



Tracking Form





Office Hours

School Treatment Project Deliverable Tracker

SCHOOL TREATMENT PROJECT DELIVERABLES TRACKER



To assist your School, Students, and Tobacco Treatment Provider, we have designed the following project deliverables to be completed during the course of the 2024-2025 academic year:

☐ Provide Logistic Support for Treatment

- ☐ Confidential space
- ☐ Support for student participation
- ☐ Referral process
- ☐ Maintenance of treatment schedule
- ☐ Onsite point person(s) for questions and student support

☐ Attend the virtual Tobacco Treatment Project Kickoff Meeting

September 12th, 2024 (or view a recording of meeting)

☐ Participate in regular check-in meetings

Meet with the Center for Tobacco Independence Program Manager and/or Educator to discuss deliverables, reporting, and technical assistance.

☐ Provide 6 hours per week of treatment support to teens

☐ Complete the weekly reporting requirements via Smartsheet

Number of students seen for their initial visit
Number of students seen for a follow up
Number of students enrolled for My Life, My Quit

☐ Participate in project evaluations

☐ Complete the Accelerated Tobacco Treatment Training

Training Options: September 3-6, 2024 or March 11-14, 2025

☐ Assist with promotion of the project

Share posters, flyers, and other materials within the school

☐ Two additional recommended components of the project:

- ☐ Participate in regular virtual treatment support office hours offered to all school treatment providers to support and connect with one another
- ☐ Attend other CTI webinars and trainings (virtual & in-person offerings) related to tobacco treatment. CTIMaine.org/Education


Please direct all questions to: Elizabeth Pratt, Program Manager, elizabeth.pratt@mainehealth.org



A Day in the Life: Working with Teens & Incorporating My Life, My Quit



**Each of us is an educator and a learner.
This is a judgment-free zone.**

A diverse group of young adults, including men and women of various ethnicities, are huddled together in a circle, looking up at the camera with bright, genuine smiles. They are dressed in casual clothing like t-shirts and sweaters. The background is a plain, light color.

Two pieces of advice – Be Real & Be Curious

Goals: 1st Visit

Meet teens where they are & provide connection to ongoing treatment through My Life, My Quit

- Establish rapport and trust
- Assess nicotine addiction
- Explore ambivalence, motivation, and goals
- Continue to support and plan
- Assist with My Life, My Quit enrollment
 - Explain benefits, connection modalities and what to expect and with teen's consent assist them in enrolling in ongoing treatment



Goals: Follow-up Visit

Around 4 Weeks

- Check in about quit journey since 1st visit (including MLMQ)
 - If quit, explore benefits and strategies being used
 - If not quit, explore motivation and goals
- Check in about cravings, withdrawals, slips, and strategies being used
- Discuss long-term planning: relapse prevention and support



New Learnings

Desperate for
nicotine

Didn't think used flavored
vape because uses
menthol

Many using
marijuana along with
nicotine

Already notice
impact on health



High rates of ACEs

Greater concern their
parents would find they
were vaping nicotine as
opposed to smoking
marijuana

Significant side effect
when quitting

Many self-
medicating



Discussion, Next Steps, & Questions





Elizabeth Pratt, MPH

Program Manager

Elizabeth.Pratt@MaineHealth.org

Celena Ranger, MEd

Treatment & Prevention Educator

Celena.Ranger@MaineHealth.org

CTI Training & Education

TobaccoTrng@MaineHealth.org