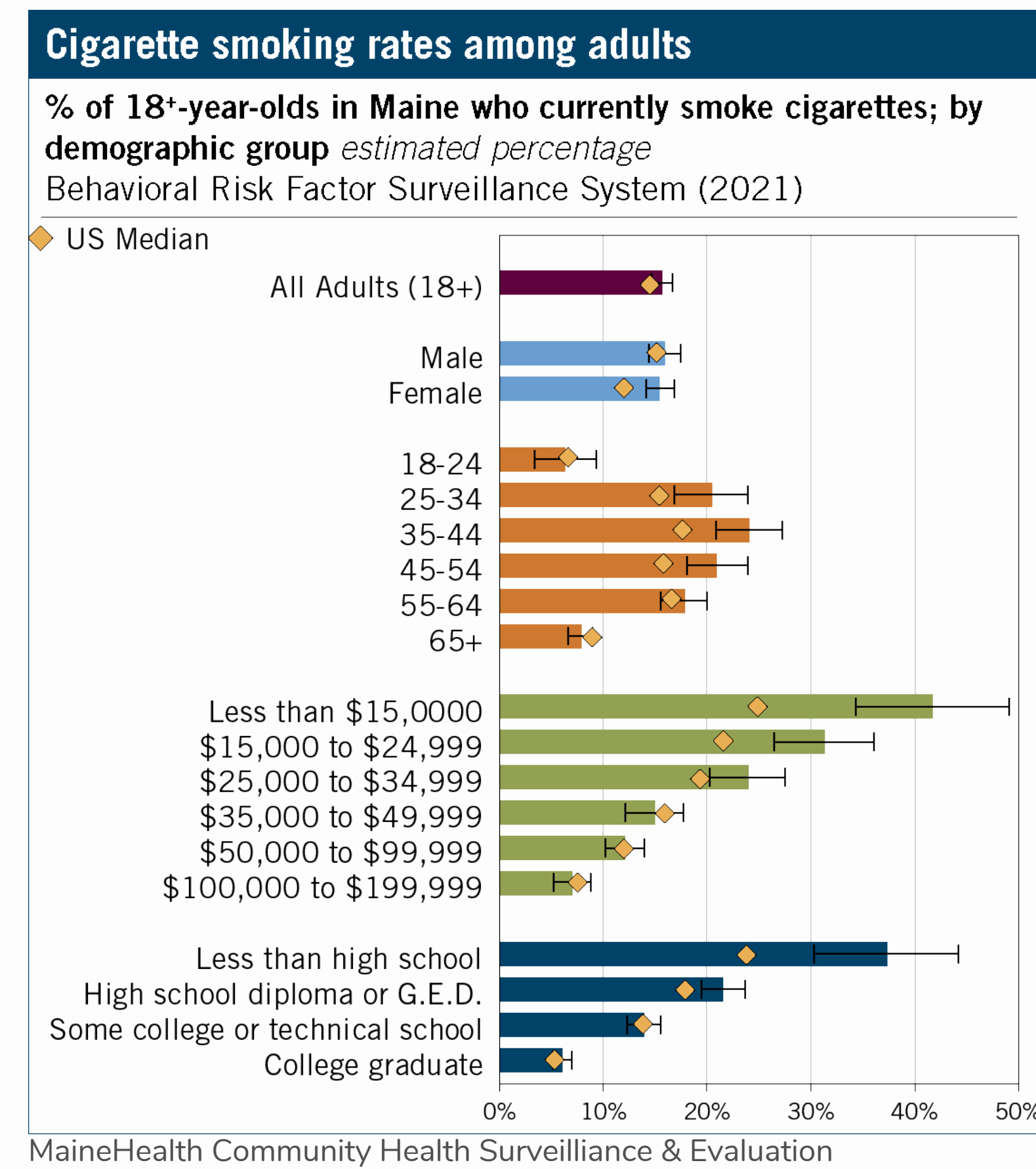


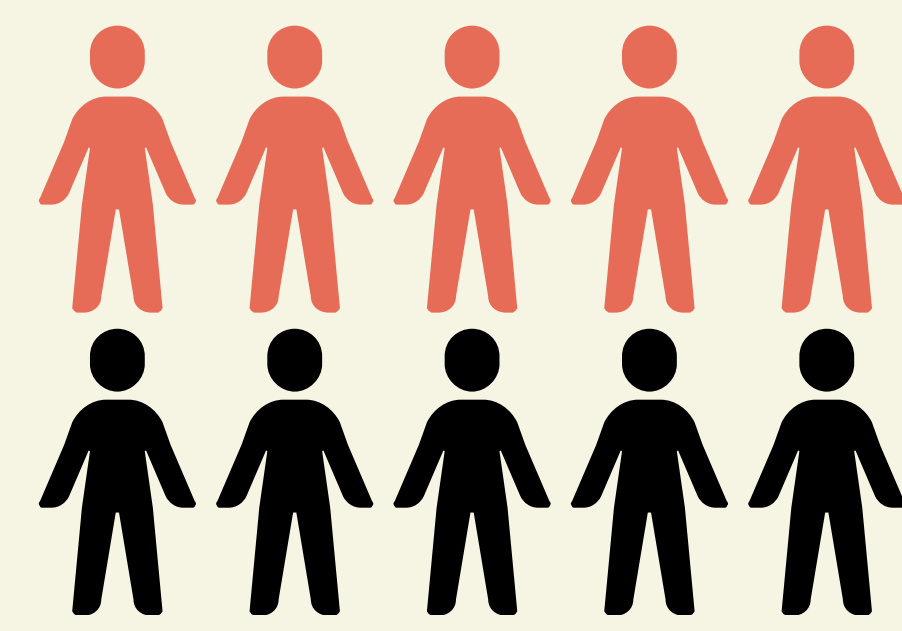
# MODERNIZING TOBACCO TREATMENT SERVICES: INNOVATIVE STRATEGIES TO INCREASE ENGAGEMENT AND REACH OF THE MAINE QUITLINK

Amy Giles & Sarah Rines, MaineHealth Center for Tobacco Independence

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



Opportunities exist to support those who are interested in quitting.

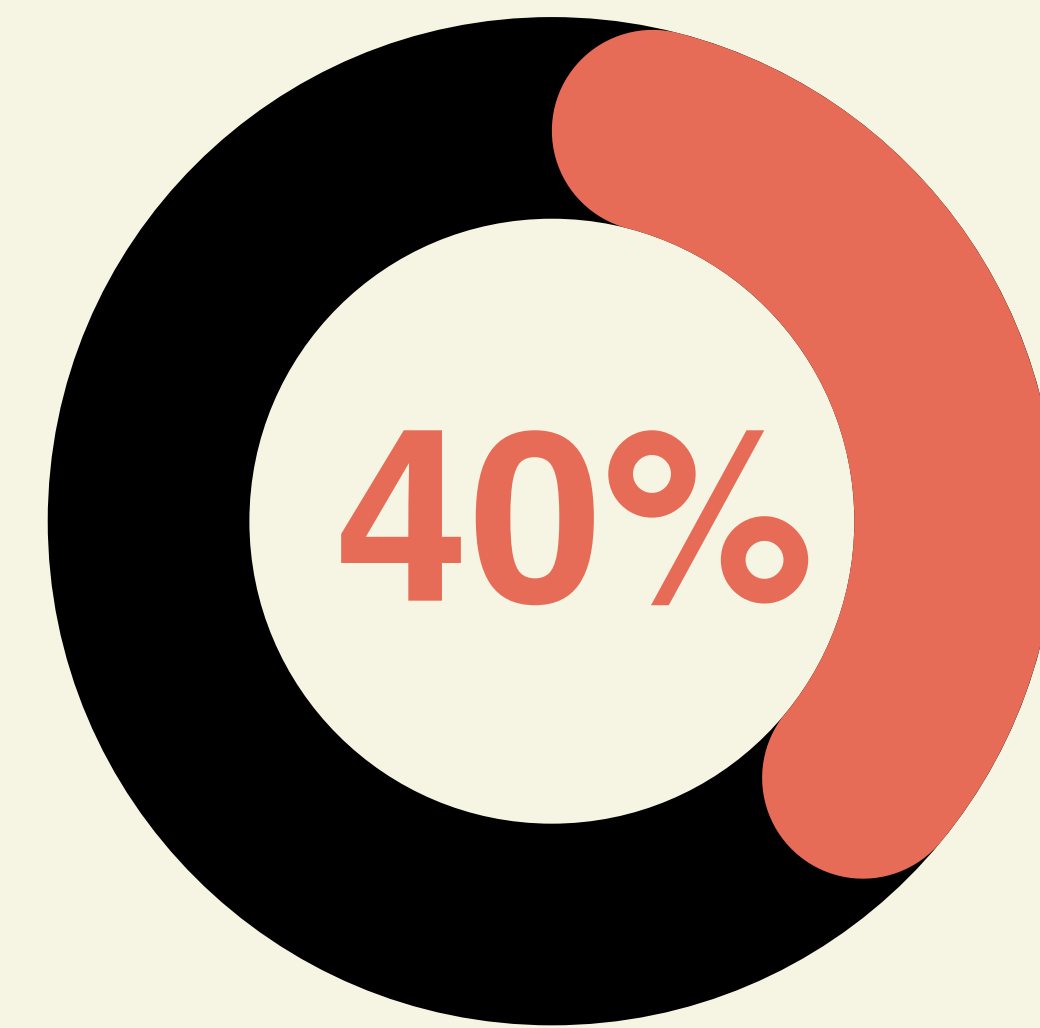


50.5% Maine adults made a serious quit attempt (2021)



60.2% teens nationally made a serious quit attempt (2021)

The Maine QuitLink is free, confidential, and it really works!

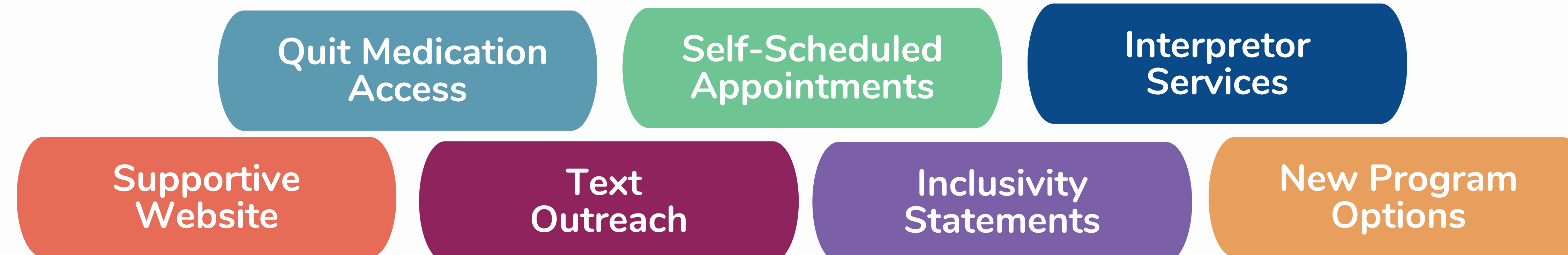


MQL quit rate compared to 3% unassisted quit rate (2022)



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



Comprehensive Suite of Services



MQL reaches more Mainers with expanded service options



25% increase in adult coaching connections

Quit medications now include combination NRT and increased to 12 weeks

Increased youth enrollments with 152 teens (FY24)

Acknowledgements

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.

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.



[CTIMaine.org](http://CTIMaine.org)

