

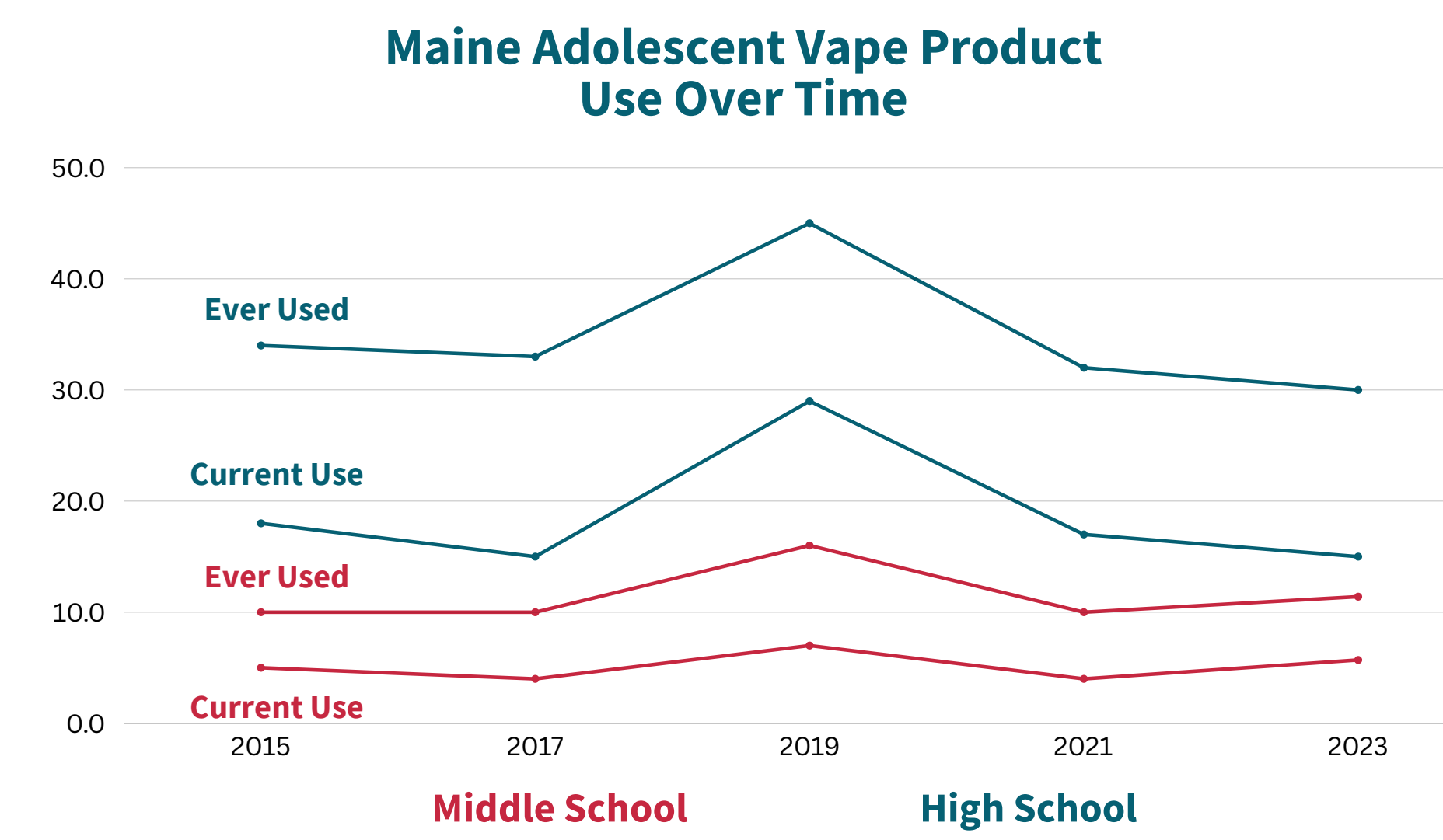
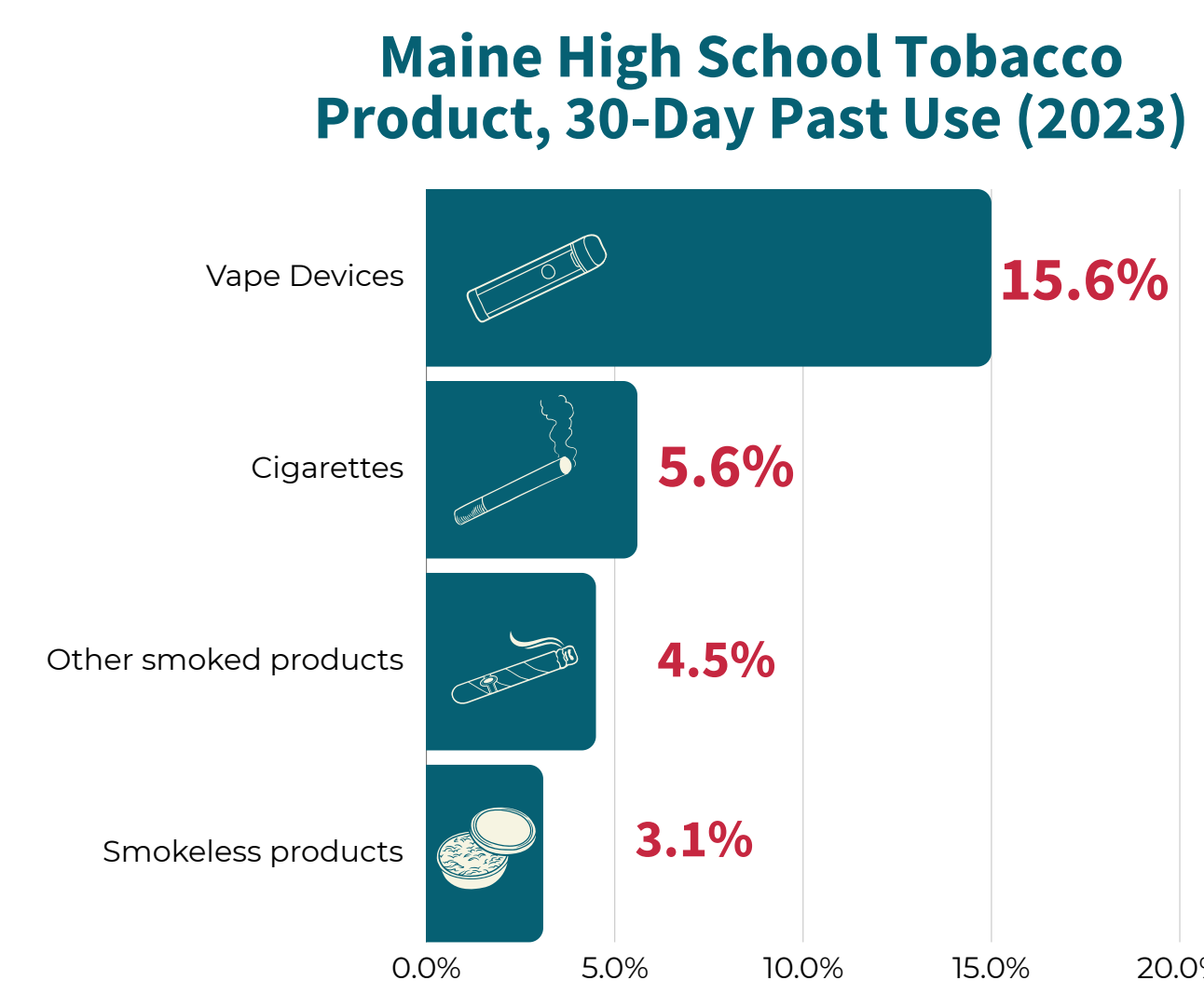
# SUPPORTING MAINE YOUTH: A COMPREHENSIVE STRATEGY FOR TACKLING ADOLESCENT NICOTINE DEPENDENCE

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MaineHealth Center for Tobacco Independence

## Problem

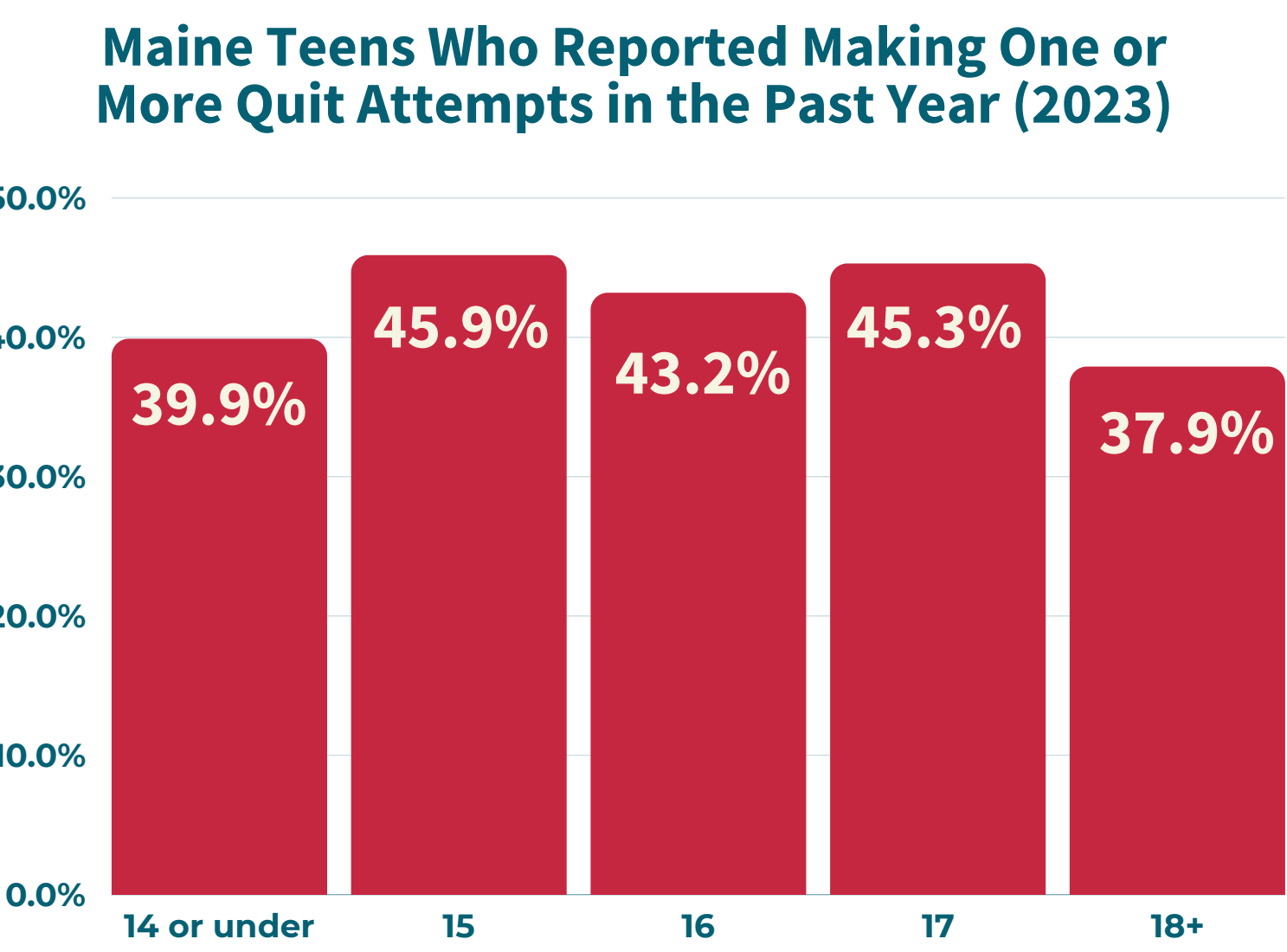
While combustible tobacco use has continued to decline across Maine, with the emergence of newer electronic products has led to continued tobacco use by teens. Based on the Maine Integrated Youth Health Survey (MIYHS) outcomes, nearly one in five of Maine High School students reported using a tobacco product (combustible, smokeless or electronic) in the last 30 days.

Tobacco product use during adolescence increases the risk for lifelong nicotine addiction and adverse health consequences.



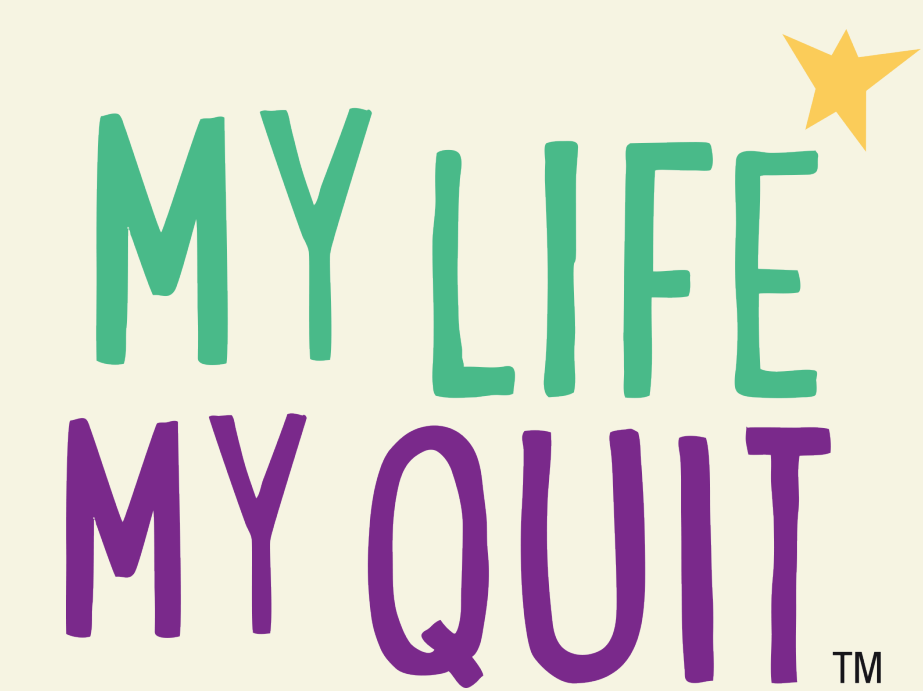
## Opportunity

The majority of teens who use tobacco products, including cigarettes, smokeless tobacco, vape products, and nicotine pouches, want to quit. Providing access to tailored tobacco treatment services will increase the number of young people who receive support to address nicotine dependence.



**Incorporating innovative youth-focused tobacco treatment strategies as part of the comprehensive tobacco control approach will support young people to be tobacco-free.**

As part of the Statewide Tobacco Treatment Initiative, the MaineHealth Center for Tobacco Independence (CTI) has adopted a multi-pronged strategy to increase participation in tobacco treatment services by adolescents. Learning from successful intervention strategies for adult tobacco users, this approach includes increasing provider capacity for quit conversations, offering access to tailored treatment services, and the distribution of targeted educational and promotional collateral.



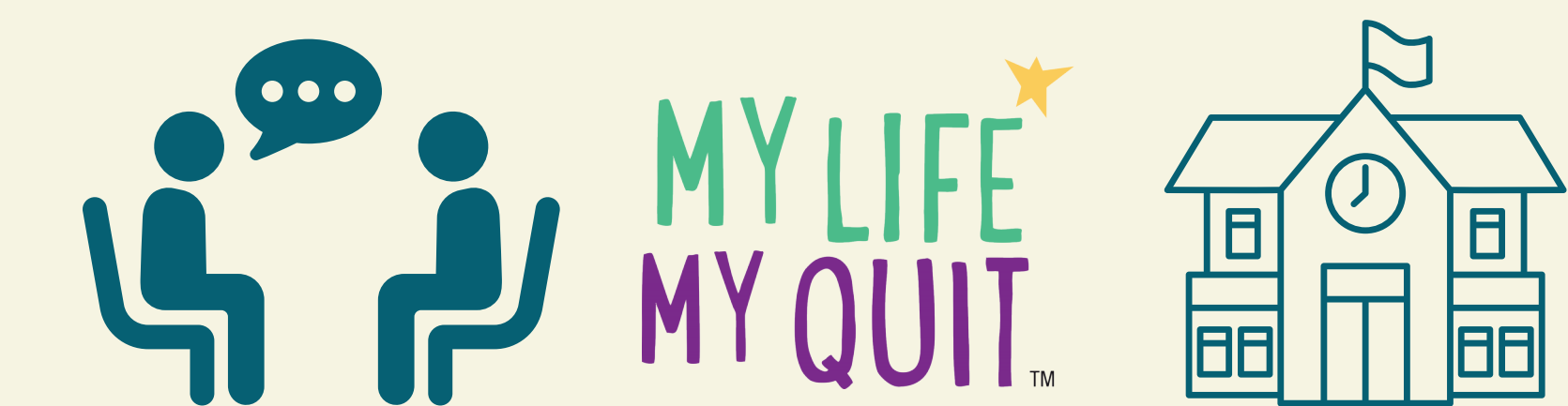
Tailored Teen Services with the Quitline



Targeted Outreach & Training for Adolescent Health Providers



Targeted Educational and Promotional Collateral

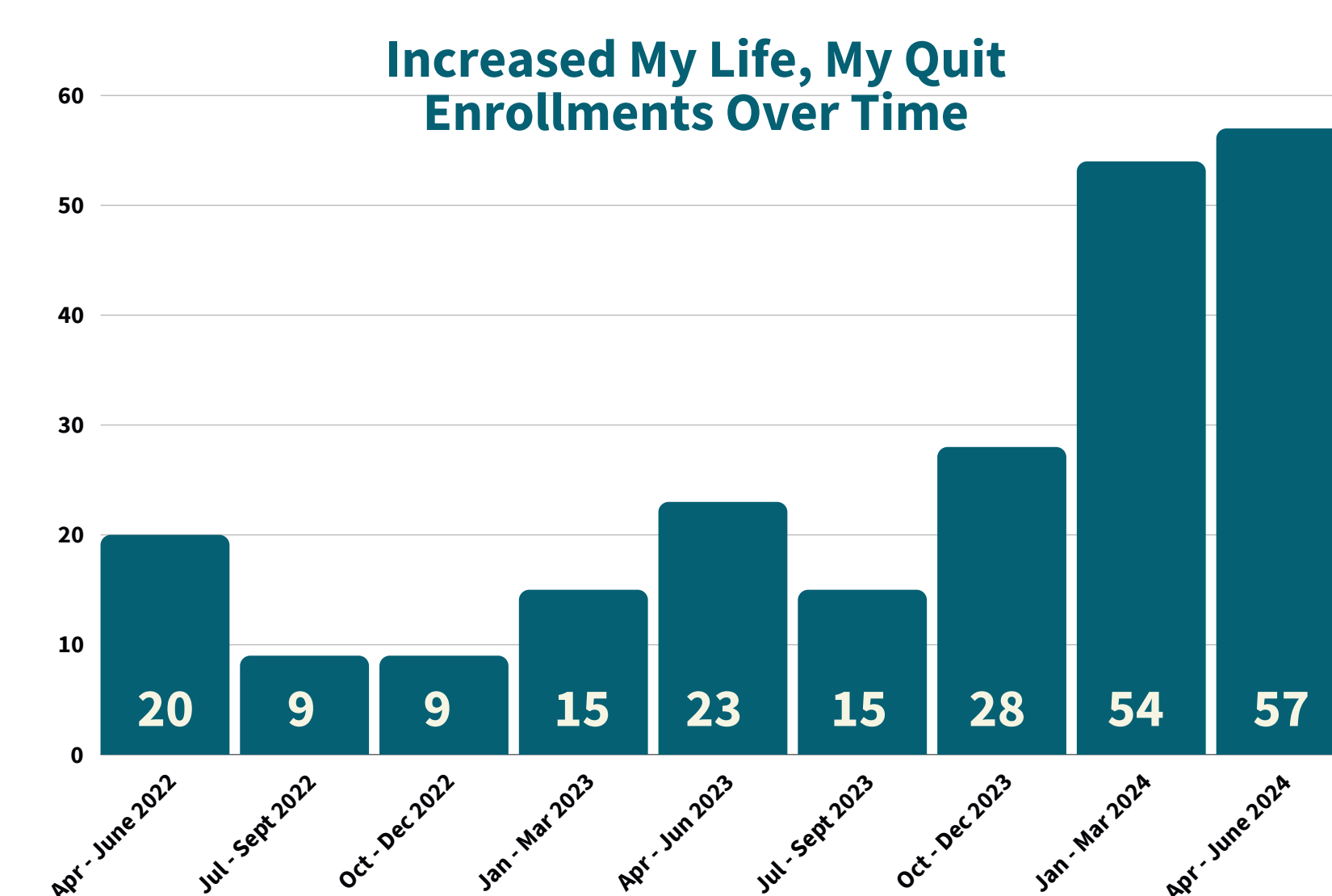


In-Person Treatment Interventions in High Schools

## Promising Outcomes

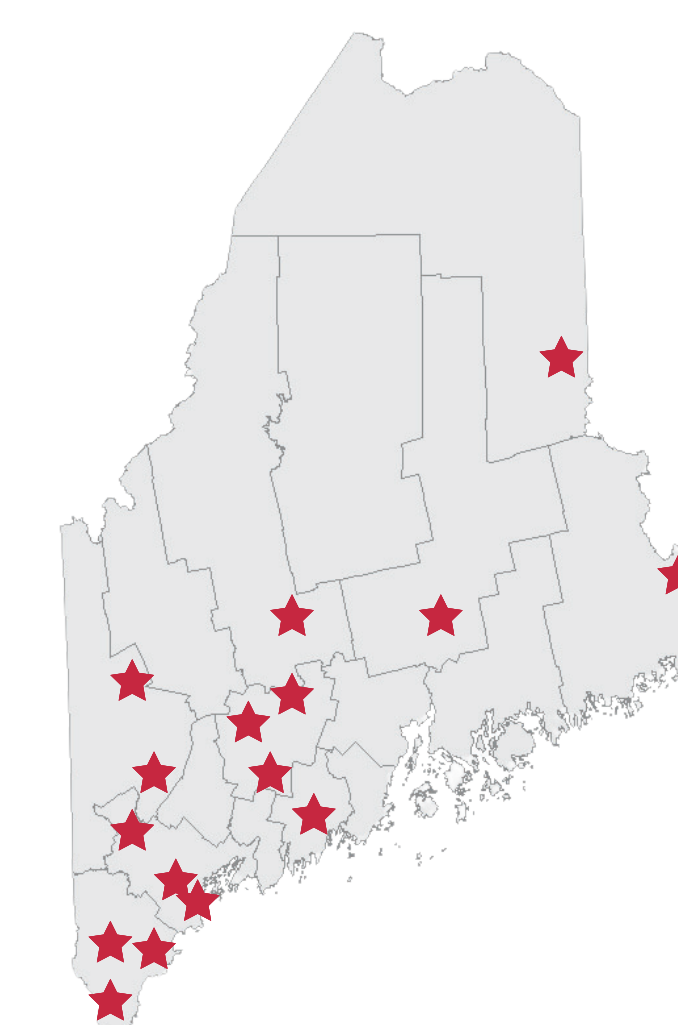
MORE THAN  
**150**

ATTENDEES ACROSS 2 FOUNDATIONS OF CLIENT CENTERED TOBACCO TREATMENT FOR ADOLESCENT HEALTH PROVIDER TRAININGS



Teens from 15 of 16 Maine Counties access services through My Life, My Quit

16 Maine High Schools Implementing In-Person Treatment Interventions



BETWEEN APRIL-MAY;  
SEPTEMBER 2024

**110**

IN-PERSON TREATMENT INTERVENTIONS WITH TEENS IN HIGH SCHOOLS



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 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.



Learn more: [CTIMaine.org](https://CTIMaine.org)

