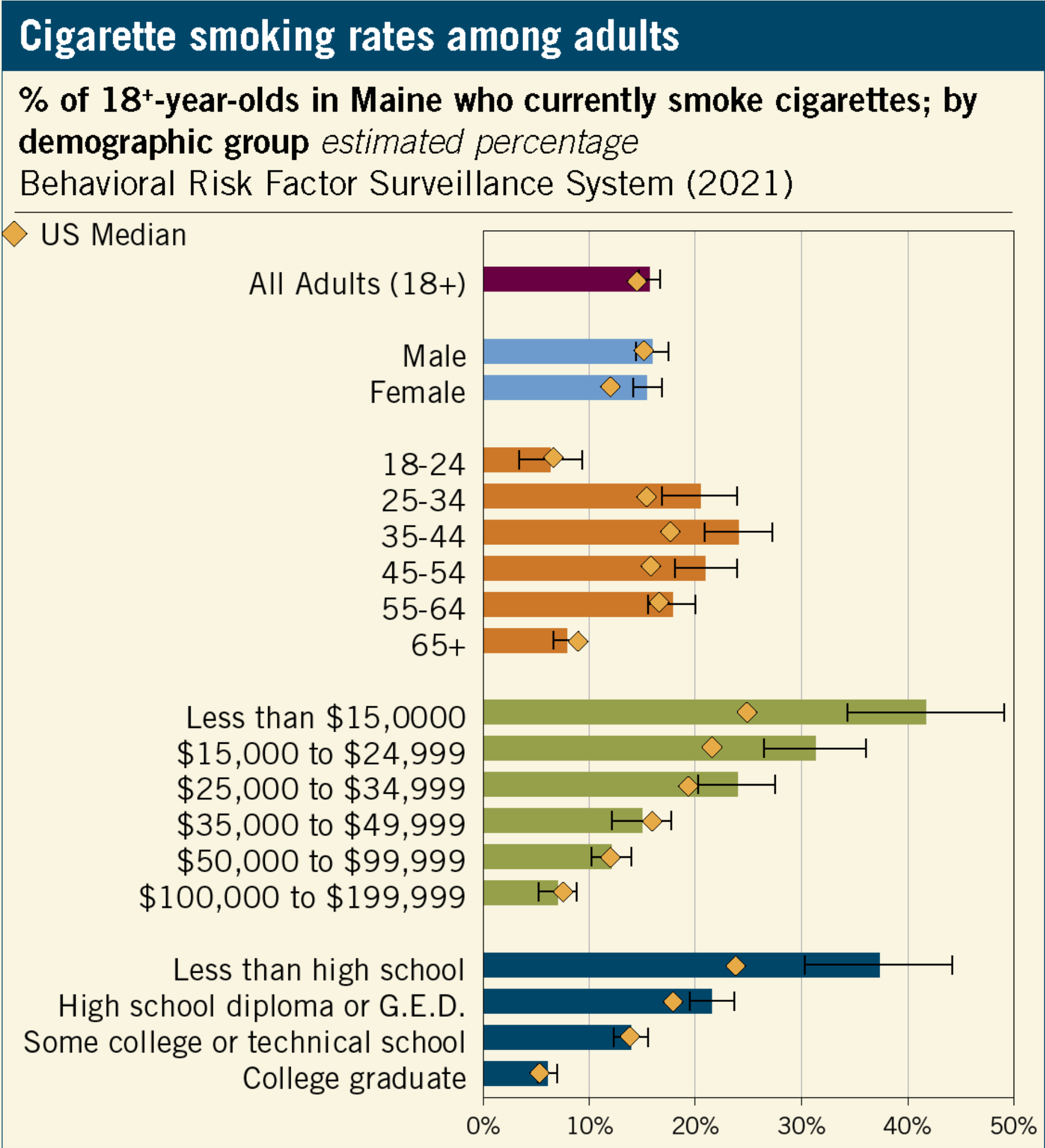
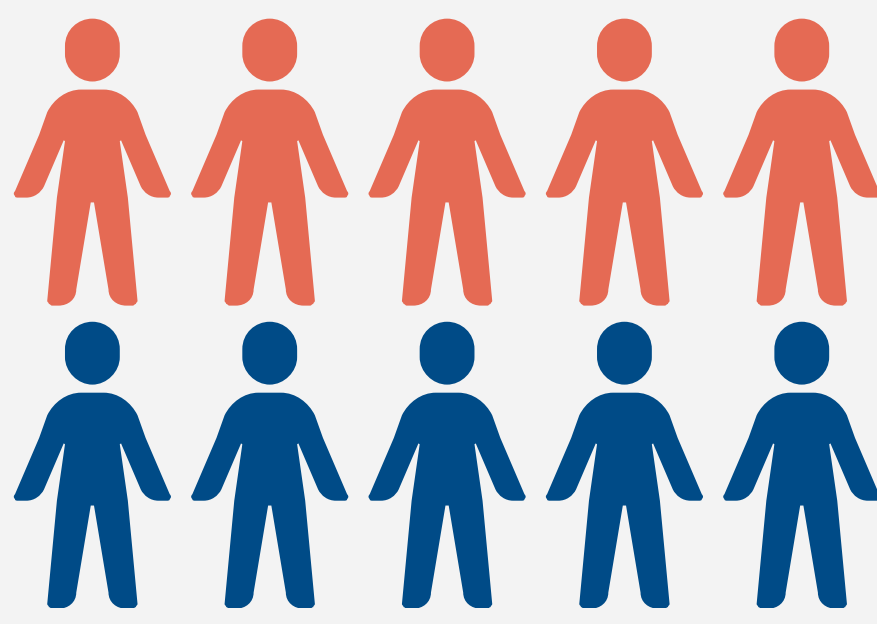


MODERNIZING TOBACCO TREATMENT SERVICES: INNOVATIVE STRATEGIES TO INCREASE ENGAGEMENT AND REACH OF THE MAINE QUITLINK

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



Opportunities exist to support those who are interested in quitting.



55.1% Maine adults who smoke made a quit attempt.

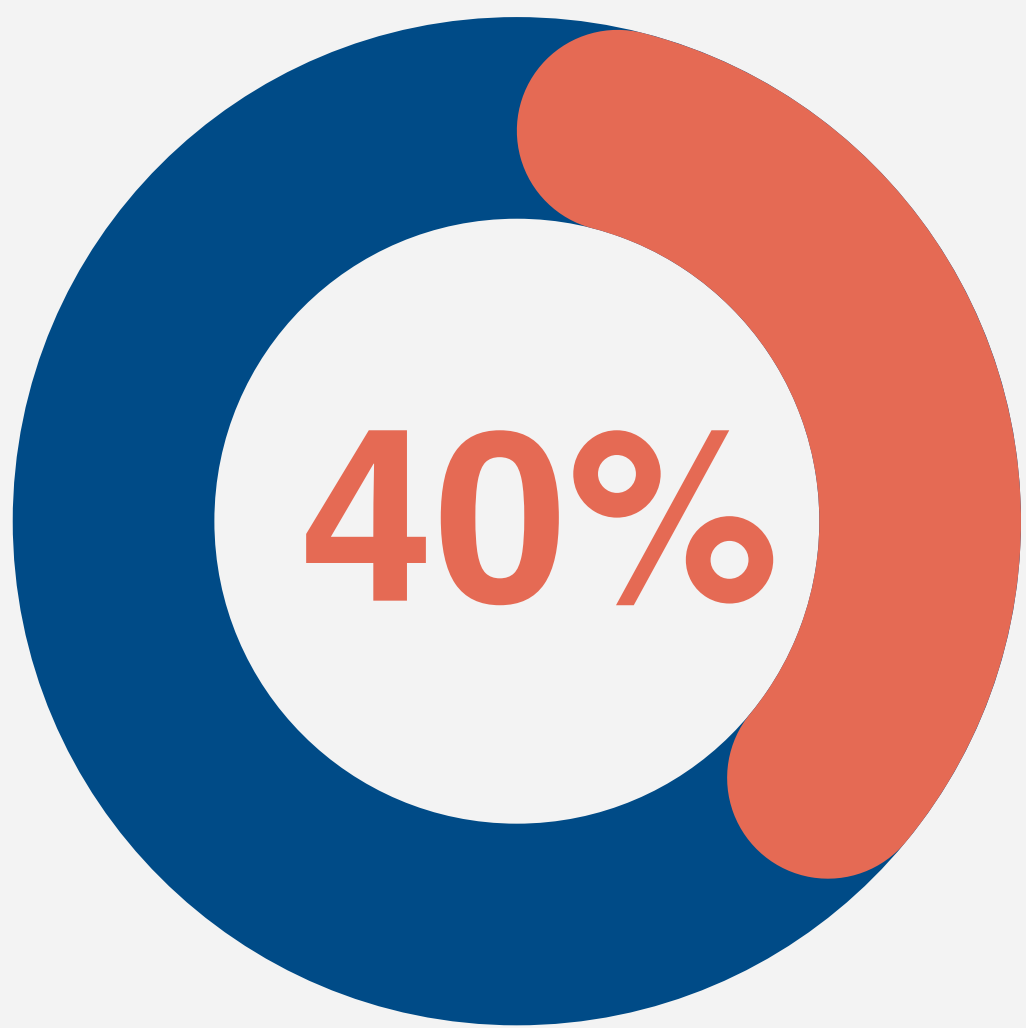
Source: Behavior Risk Factor Surveillance System, 2022



43.4% Maine teens who use tobacco products made a quit attempt.

Source: Maine Integrated Youth Health Survey, 2023

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



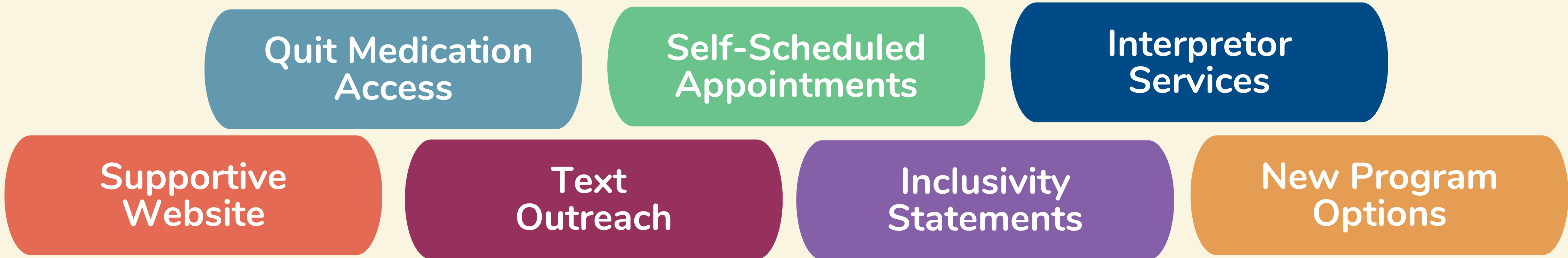
MQL quit rate compared to 3% unassisted quit rate

"Quit Rate" defined as program participants who report being tobacco free for the past 30 days or more at a time of a survey which occurs 7 months after registration for services. Data collected from individuals who participated in services between January 2022 and June 2022.

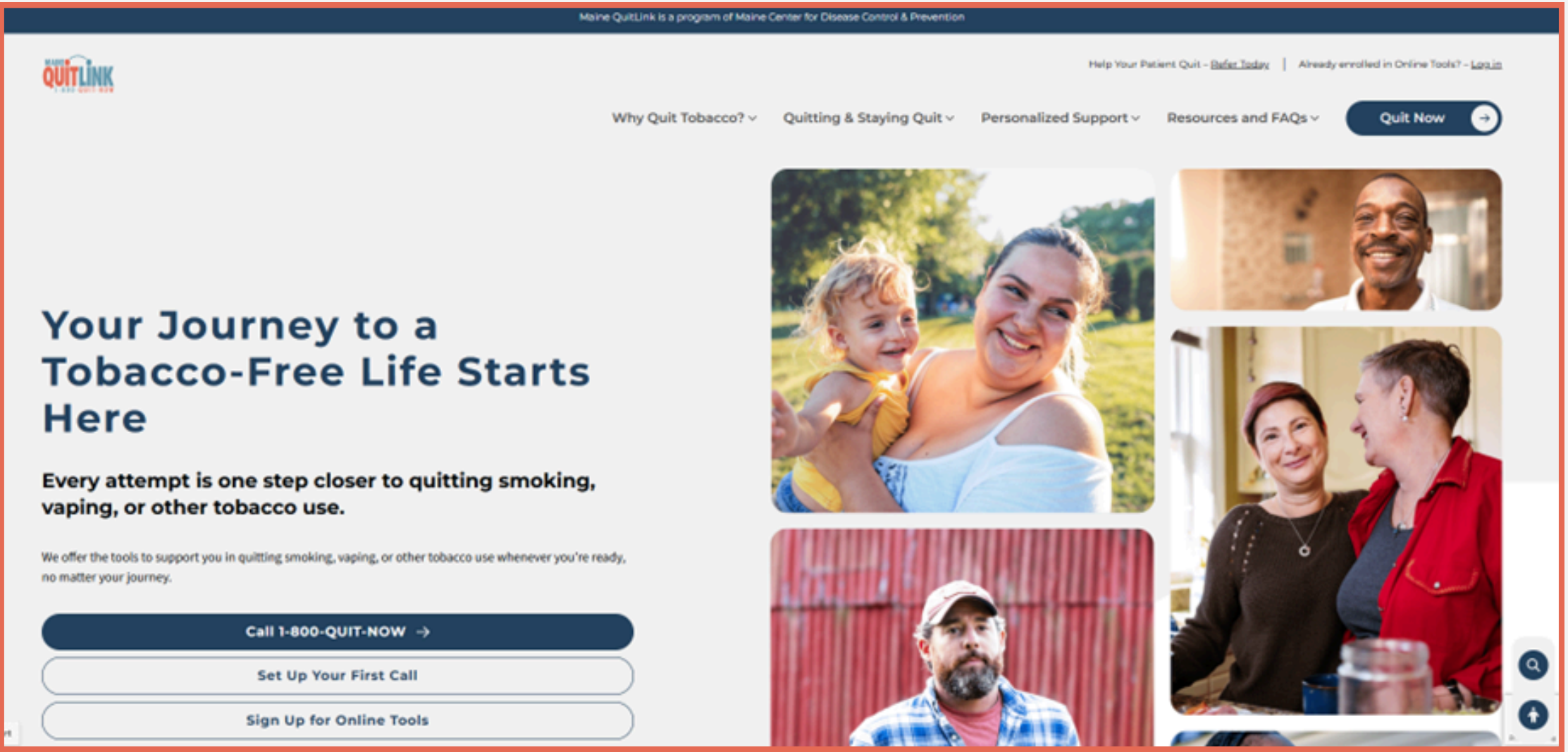


95% of MQL Participants would recommend the service to family or friends

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



MaineQuitLink.com revised for optimized user experience



MQL reaches more Mainers with expanded service options



74% increase in completed adult coaching interventions



Quit medications now include **combination NRT** and increased to **12 weeks**



300% increase in youth (13-17) enrollments in quit services

Source: Maine QuitLink utilization data for FY2022 compared to FY2025

Acknowledgements

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

CTI works across the state of Maine to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives. Learn more: CTIMaine.org



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