



Enhancing the Coach Development Model for the Maine QuitLink

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Conflict of Interest Disclosure

The presenter has no conflicts of interest to disclose.

About Us



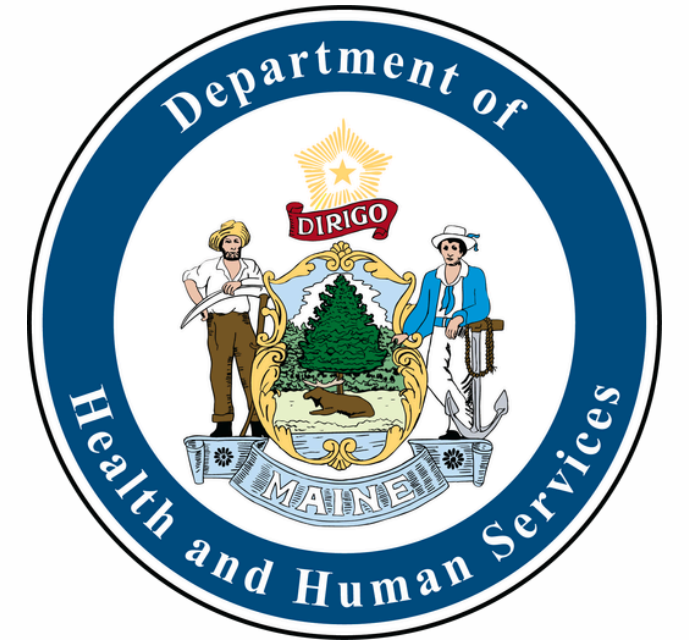
Center for Tobacco Independence

The MaineHealth Center for Tobacco Independence (CTI) has worked across the state of Maine since 2000 to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives.

Key program focuses include:

- Tobacco Treatment Services
- Training and Technical Assistance Center
- Health System Change Strategies

CTI is nationally accredited by the Council of Tobacco Treatment Training Programs (CTTTP).



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, including operation of the state quitline suite of services, the Maine QuitLink.

An Opportunity is Identified

Why Make a Change?

- Pandemic-era turnover among experienced coaches
- Shift to remote operations
 - Previous training approach no longer feasible or meeting need of team
 - Gaps identified in connection, collaboration, and learning
- Evolving product landscape + Shifting use patterns



Clinical Specialist



Previous Model:



- Ad Hoc training, QA frequency based on experience; in person learning, mentoring, and connection

Enhanced Coaching Development Model

The updated approach strengthens structure and frequency while keeping core elements and ad hoc training options.

MONTHLY FEEDBACK



- Regardless of experience
- **Individualized growth goal**



TREATMENT HUB



- Monthly focused learning
- Clinical Specialist

ONLINE SPACES



- MS Teams channels, chats, and apps
- Fosters connection & knowledge sharing across remote team

PEER SUPERVISION



- Monthly w/Lead Tobacco Treatment Specialist

Early Outcomes

Coach confidence & engagement

Treatment Hub enables meaningful collaboration

Online spaces=sustained learning, momentum, and connection

Refreshed QA drives improvement, growth, and quality

“I like having a goal that’s specific to me. I can think about it during calls and it makes feedback feel more relevant. It feels supportive, not overwhelming.”

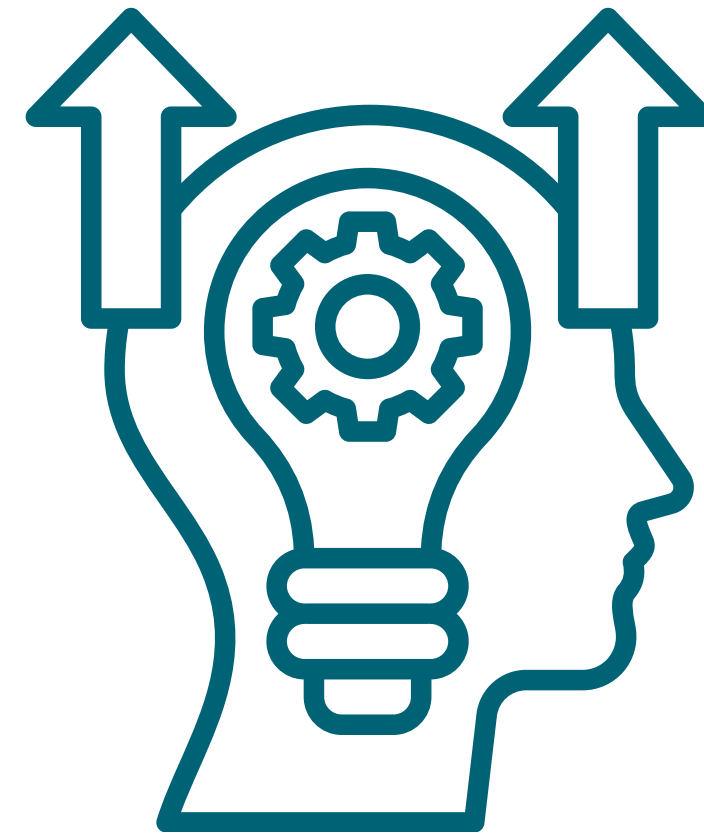
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Final Thoughts

Why Make a Change?

- Intentional structure is essential in remote clinical environments
- Consistency and individualization work best together
- Collaborative learning strengthens confidence, quality, and engagement
- Individualized goals paired with regular feedback support growth
- Technology can foster connection and learning—not just efficiency
- Build on existing strengths rather than reinventing systems





**Thank you!
Please stay
Connected with
us.**



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