

## Expanded Maine Tobacco HelpLine Services

The Maine Tobacco HelpLine now offers Maine residents the ability to choose from a variety of digital and phone based programs to meet tobacco users where they are in their quitting process. Mainers can choose from the robust integrated phone counseling program or from one of our new standalone digital services.

### **Standard Integrated Counseling Program:**

- 4 proactive calls from a counselor.
- Unlimited inbound call support.
- Up to 8 weeks of patch, gum or lozenge through the medication voucher program.
- Ability to opt into additional text, email and web portal services.

### **NEW Individual Services Program: “Quit your own way” (launching 2/27/2020)**

- This program consists of the following standalone digital services. Residents can add or remove any or all of these services through an online dashboard or by calling the HelpLine.
  - Texting program.
  - Email program.
  - 2 week Nicotine Replacement Therapy starter kit with a follow up call from a counselor.
  - Mailed Materials.
  - Web Portal where tobacco users can create his/her own quitting plan online.
- The goal of this program is to provide residents with digital services that will allow the tobacco user to choose the best method to make a quit attempt or to quit tobacco entirely.

### **NEW Tobacco Cessation Behavioral Health Counseling Program: (launching 2/27/2020)**

- 7 proactive calls from a counselor.
- Unlimited inbound call support.
- Counselors trained in the specific challenges faced by tobacco users with a behavioral health condition.
- 12 weeks of combination medication therapy (patch +gum or patch+lozenge) sent directly to the person’s home in three, four week shipments.
- Letter sent to the participant’s provider outlining the importance of supporting the patient in quitting tobacco.
- Ability to opt into additional standard text, email and web portal services.
- Residents will be offered this program based on their responses to two intake questions regarding behavioral health conditions. Eligible residents must opt into this program (they will not be automatically enrolled.) If they choose not to enroll into this program they will be offered the standard 4-call integrated counseling program.

A person can enroll into any of the services by calling the Maine Tobacco HelpLine at 1-800-207-1230, 1-800-QUITNOW or by visiting [www.thequitlink.com](http://www.thequitlink.com).

## Vaping Support

In an effort to provide our Maine communities with support around the youth vaping epidemic, as well as with adult vaping use and concerns, the Maine Tobacco HelpLine has launched the following services:

- **Vaping Support Line: 1-844-9NO-VAPE**
  - The vaping support line at the Maine Tobacco HelpLine will be available to all adults statewide (parents, providers, school officials, general public, etc.) to provide support and resources for those who vape, those needing assistance in working with a loved one who is vaping, or anyone with a general question about vaping.
  - The trained coaches will work with callers to enroll them into quitting support, if applicable, to support them in how to speak with a youth around vaping, and will provide additional resource information for youth and parents to utilize on how to quit vaping.
  - Residents may also email the vaping team at [NOVAPE@thequitlink.com](mailto:NOVAPE@thequitlink.com) with questions or to request a call back.

In addition to this new vanity line, below are some additional vaping treatment resources available through the HelpLine and vaping support line:

- **Youth and Young Adults:**
  - Youth or young adults who are vaping are able to call the Maine Tobacco HelpLine or the Vaping Support Line to speak with counselors trained in the specific needs of youth to assist them in quitting vaping.
  - **This is Quitting – Maine Opt-In Code:** CTI and the state have collaborated with the national Truth initiative, to launch a Maine specific opt-in code for the This is Quitting texting program.
    - Now youth (under 18) and young adults (18-24) in Maine will be able to text **MAINE to 88709** to access this program. The service will connect youth to the free, confidential texting program to assist them in quitting vaping.
- **Adults:**
  - Adults who are vaping exclusively or who are dual users are able to call the HelpLine to speak with counselors who will assist them in creating a plan to quit e-cigarettes and/or combustible tobacco.
  - Adults who are concerned about vaping use of a youth or have general questions about vaping/e-cigarettes are able to call the Maine Tobacco HelpLine or the Vaping Support line to receive support and resources around helping a loved one to quit vaping.