

Maryland Tobacco Quitline:

1-800-QUIT NOW

- **FREE** evidence-based counseling program to assist Marylanders ages 13 years and older in quitting tobacco use
 - Operational seven days a week, 24 hours/day
 - Services available in English, Spanish, and other languages via translation
 - Clinical intervention
 - Confidential
 - Effective
 - 7x higher quit rate than quitting on your own
 - 93% satisfaction rate



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Services offered

- Additionally, tobacco users ages 18 and older have **FREE** access to the following benefits:
 - As of April 2015, **12-week supply** of nicotine replacement therapy like the patch, gum, or both
 - Interactive on-line support, Web Support® - accessible through www.SmokingStopsHere.com
 - Text2Quit Support Program®



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Quitline Demographics ('13 – '14)

- ✓ 45% of all participants struggled with a **mental health condition** (like depression, anxiety, or bipolar disorder) and about 70% of them felt that this made it harder for them to quit tobacco.
- ✓ **Female tobacco users** were almost twice as likely to use the Quitline.
- ✓ **African Americans** made up over half of all Quitline callers.
- ✓ Those with less **education** were more likely to smoke.
 - ✓ 37% of Marylanders with less than a high school education smoked
 - ✓ 12% of those with more than a high school education smoked.



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Quitline Evaluation Results ('13 – '14)

- ✓ 97% of participants **would recommend** the program to a friend trying to quit tobacco.
- ✓ 93% of callers **were satisfied** with the program.
- ✓ Participants who used **patches, gum, or medication** were much more satisfied with the program than those who didn't use these.
- ✓ 27% of **MDQL callers** had been **quit** for 30 days or longer at the time of the 7-month follow-up; 33% had been quit for 7 days or longer.
- ✓ 30% of **Web Only users** had been **quit** for 30 days or longer at the time of the 7-month follow-up; 40% had been quit for 7 days or longer.
- ✓ 3 out of every 5 callers smoked less cigarettes at the end of the program than when they enrolled – **the program works!**



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Pregnancy Rewards Program

A pregnant woman can earn **gift cards** as follows:

- A **\$25 reward for each group of three calls** completed while pregnant (maximum of 6 calls)
- **\$20 for each postpartum call** completed (maximum of 2 calls) (up to 6 months postpartum)
- The maximum total reward is **\$90 for the completion of all calls.**
- Rewards are provided via email or mail for stores like Target or Babies R Us.
- To participate, a pregnant woman can simply call the Quitline and register for services. **No referral required.**



PREGNANT & SMOKING?

The Maryland Tobacco Quitline is here to help. Call today!

- Call Quit Coaches 24/7
- Get extra help online and by text message
- Earn gift cards* for calling while pregnant and after your baby is born

*While supplies last

QUIT NOW
A toll-free line to quit a habit safely
1-800-784-8669

ALL SERVICES ARE PRIVATE AND FREE

MD MARYLAND
Department of Health and Mental Hygiene



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10th Birthday Media Campaign

- Quitline launched 2006; 2016 marks 10 years
- Statewide media campaign utilizing suite of materials (flyers, posters, post cards, etc.)
- TV, radio, print, transit
- Materials available for use by partners (sample on next slide)



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Our Birthday Wish Is All About You.



For 10 years, The Maryland Tobacco Quitline has been helping tobacco users quit for good.

Are you ready to quit? A Quit Coach® staff member will help you set a quit date, create a quit plan and give you strategies to cope with cravings. Plus, you'll get tips and tools to help you stay strong. You may even qualify for nicotine replacement therapy like patches and gum.



Enroll today!

Maryland's

1-800

1-800-784-8669



QUIT NOW

SmokingStopsHere.com

Compliments

- “You all are amazing. You help me so much.”
- “Thank you for sending me the medicine; it really helped me to quit.”
- “I am really grateful for this program and that you all do.”
- Participant emailed: “I feel more support by talking to a coach than I do messaging [on Web Coach]. I’m already signed up for text service and somehow I always get a text right when I have an urge and it is very helpful just to take 5 and play trivia while I chew some gum. All in all though, thank you very much. I’ve recommended this service to all my friends. It’s been the most success I’ve ever had at quitting and I just wanted to thank you guys for time and effort for someone like myself. Very selfless and you have my utmost gratitude. Thank you.”
- Participant wanted to say in general that the program was awesome and she felt like she was very supported within the program.
- “Thank you guys for helping me change my life.”



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Additional Information

- All materials are available to order for free at www.smokingstopshere.com
- For any other questions, please contact Sara Wolfe at sara.wolfe@Maryland.gov



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