

Maryland's Tobacco Use Prevention & Cessation Program

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Tobacco Use Prevention and Cessation Program

- Subtitle 10, Title 13 of Maryland Health – General Article requires DHMH to implement a tobacco use prevention and cessation program modeled on CDC “best practices” for such programs.
- The Governor is required to include in the annual budget submission at least \$21 million in support of tobacco use prevention and cessation activities and programs.

Statutory Components of Program

- Local Public Health Component
- Statewide Public Health Component
- Counter-marketing and Media Component
- Surveillance and Evaluation Component
- Administrative Component

Local Public Health Component

- Establishes local community health coalitions focusing on tobacco control issues and programs
- Requires tobacco control plans for each jurisdiction
- Provides funding of local tobacco control plans
- Delivers tobacco control interventions in areas of:
 - Community populations
 - School-based populations
 - Enforcement of youth access restrictions
 - Face-to-face tobacco use cessation programs.

Statewide Public Health Component

- **Legal Resource Center:** Technical support for local policy development and implementation.
- **MDQuit.org:** Technical support and resource center for local tobacco use prevention and cessation programs.
- **1-800-QUIT-NOW:** Telephone-based tobacco quitline.

Counter-marketing and Media Component

- Current goals and objectives include:
 - Building awareness of 1-800-QUIT-NOW and local cessation services;
 - Building a demand for tobacco use cessation generally; and
 - Motivating smokers to utilize available services.
- Scope of media activities are limited due to budgetary constraints.

Current and Planned Quitline Promotions

- Radio
- Print – Newspapers and Magazines
- Bus Shelter Displays
- Billboards
- Web banners
- Physician and Healthcare Providers Fax Referral Program and outreach
- Dentist outreach
- Worksite health promotion outreach

Surveillance and Evaluation Component

- Conduct biennial (odd fiscal years) tobacco studies and report statewide and local estimates of tobacco use behaviors:
 - Maryland Youth Tobacco Survey – 60,000 surveys
 - Maryland Adult Tobacco Survey – 22,000 interviews
- Conduct ongoing internal evaluation activities.
- Biennial report (even fiscal years) on results of tobacco studies.

Current Highlights

- 1-800-QUIT-NOW is live and supported by a statewide media campaign as well as community level campaigns.
- Partnership with Legacy Foundation's "Ex" media campaign
- MDQuit.org is up and running, ready to serve the needs of local programs
- Maryland Youth and Adult Tobacco Surveys are in the field
- Enhancements to Process Data Collection and Key Indicators for both local and statewide use
- Support for smoke-free public places throughout Maryland



- Launched June 2006
- Live 8:00 am -12:00 midnight, seven days a week
- Services provided by Free & Clear, Inc.
- Provides comprehensive cessation counseling
 - Reactive counseling
 - Pro-active counseling
 - Utilizes Quit Coaches™
- Provides referrals to local county resources –if desired
- Over 2,100 calls have been received since launch





- In Development:
 - Fax referral system for medical providers
 - Coordination of Nicotine Replacement Therapy (NRT) with local health department cessation programs on a voluntary basis
 - Direct provision of NRT to quitline callers through the quitline
- Upcoming:
 - Evaluation of effectiveness of quitline counseling



Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

Takeaway Items

- Tri-fold Brochure
- Wallet Card

Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

Marylanders have a new way to live smoke-free. When you are ready to quit, call **1-800-784-8669**.

Quit line hours:
8 a.m. - Midnight
7 days a week

This is a free service provided by the Maryland Department of Health and Mental Hygiene

TTY # 1-877-777-6534

Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

Deja de Fumar

Tu tienes una nueva manera de vivir libre de humo. Cuando estés dispuesto a dejar de fumar, llama al **1-800-784-8669**.

Horas de operación:
8 a.m. - Medianoche
7 días a la semana

Este es un servicio gratuito provisto por el Departamento de Salud e Higiene Mental de Maryland, servicios en Español están disponibles.

TTY # 1-877-777-6534

Quitting smoking adds an average of 13 years to your life.



Maryland's QUIT NOW SmokingStopsHere.com

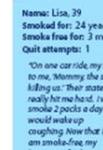
REAL PEOPLE ARE DOING IT EVERYDAY.

Join Us Today.



Name: Mary Jo, 51
Smoked for: 8 years
Smoke free for: 16 years
Quit attempts: 4-5

"Because I traveled so much for my job in pharmaceutical sales, it sometimes was hard to find a place to smoke getting on and off planes. So, I decided to quit and have been successful since then."



Name: Lisa, 39
Smoked for: 24 years
Smoke free for: 3 months
Quit attempts: 1

"On one car ride, my kids said to me, 'Mommy the smoke is killing us.' Their statement really hit me hard. I would smoke 2 packs a day and would wake up coughing. Now that I am smoke-free, my house smells clean."



It's **FREE** and Confidential. Seriously, it really is FREE

Call us at **1-800-QUIT-NOW (784-8669)** or visit us at **SmokingStopsHere.com** TTY **1-877-777-6534**



Quitline Hours:
8am - midnight
7 days a week



Maryland Tobacco Quitline
1-800-QUIT-NOW (784-8669)

Telephone quitlines can increase your success rate by up to 50%.

The Maryland Tobacco Quitline 1-800-QUIT-NOW is a FREE service for Marylanders provided by the Department of Health and Mental Hygiene to help smokers in quitting tobacco.

We understand quitting smoking is difficult. The good news is you don't have to do it alone. Quit Coaches are available to help by calling the quit line. They are caring, competent people who can help you through the journey every step of the way.

Quit Coaches are highly-trained tobacco treatment specialists - many of whom are former smokers - and are degreed professionals. Through 1-800-QUIT-NOW, Quit Coaches will provide helpful quitting tips and techniques, and provide ongoing support throughout the quitting process.

When You Call, We'll Help You:

1. Make a personalized plan to quit.
2. Arrange your quit coaching sessions. (we can call you at times that are good for you)
3. Receive our FREE Quit Guide in the mail.
4. Gather information about other free services and medicines that you may be eligible for in your community.

Name: Charles, 72
Smoked for: 40 years
Smoke free for: 12 months
Quit attempts: 8 - 10



"I found it easier to help me cope with my smoking urges. The coaching, working on other projects, and just being around with my family."

Want to Help Someone Quit?

The Quit Coaches can provide FREE information to non-smokers to assist a family member, a loved one, patient or client. Services are available in English, Spanish and additional languages.

To find out more about the coaching process and other programs in your community visit: www.SmokingStopsHere.com

TIPS...

- Keep a list of reasons for quitting with you at all times.
- Change your daily routines, such as taking a different route to work.

When You Are Ready

Call 1-800-QUIT-NOW
Quitline Hours:
8am - midnight
7 days a week

If you call at other times, we'll call you back.

TIPS...

- Start a money jar with the money you save by not buying cigarettes.
- When you get the urge to smoke, take a walk or ride a bike.



Enhanced Data Collection

- Key Indicators
- Stages of Change Data at Local Level
- Linking CDC Logic Model to Program Activities
- Cessation Services
- Select Local Program Activity Data